

THE TRANSLATOR AS ENTREPRENEUR

TRAINING CHALLENGES AND PROFESSIONAL IMPLICATIONS

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#TranslatingEurope
Workshop

Warsaw, 23 May 2018

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INTRODUCTION

The history of mankind is a tale of change and adaptability.

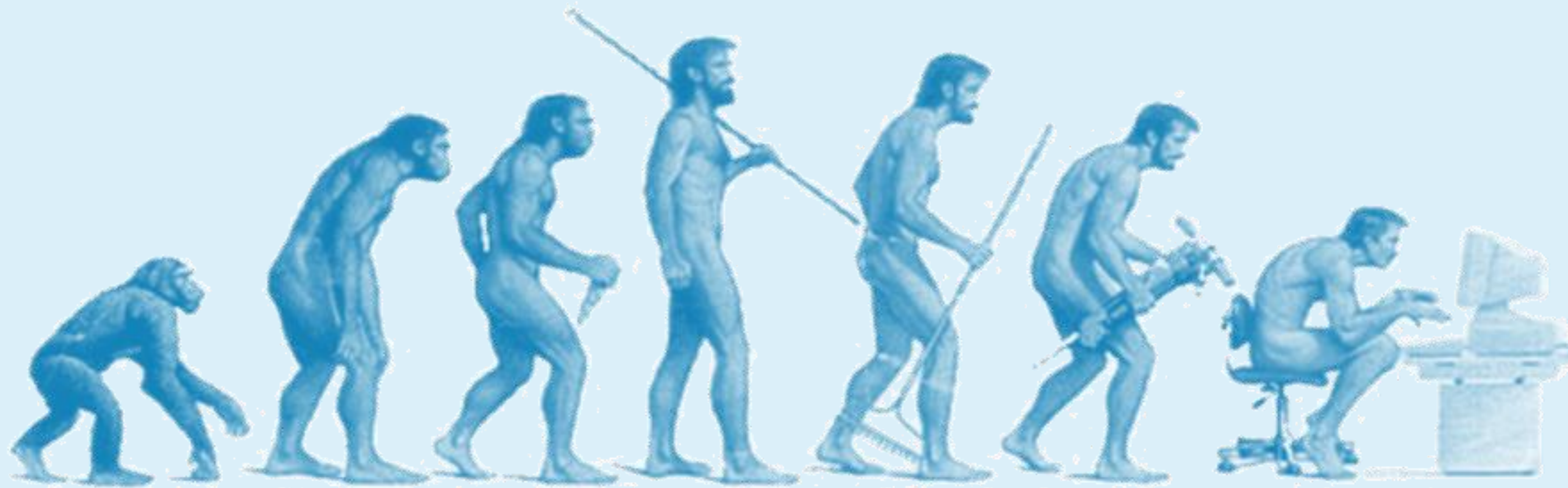


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INTRODUCTION

The changing world brings in newer perspectives.

Office =



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INTRODUCTION

The changing world brings in newer perspectives.

Colleagues =



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INTRODUCTION

The translation and interpreting stakeholders have been making efforts to adapt.

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Technological and societal changes such as these need to be taken on board in academic translator training programmes, so that future graduates become aware of both the challenges and opportunities that they represent, and can adapt their skills and practices accordingly.

– *2017 EMT Competence Framework*, p.2



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ON ENTREPRENEURSHIP

Fundamentals

We argue that any intelligent person with an achievement and **goal orientation** is capable of being *entrepreneurial*. But being entrepreneurial need not result in the actual **creation of a firm**.

– *Carsrud & Brännback*
(2007:13)

Entrepreneurs can be vital agents of **innovative change** whose actions lead to the creation of new firms.(...) In the **popular media**, entrepreneurs are also presented playing a key role in promoting **economic development**.

– *Westhead & Wright*
(2013:1)

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ON ENTREPRENEURSHIP

Who Are Entrepreneurs?



Entrepreneurs are **goal-oriented**. They plan and make decisions accordingly.



Entrepreneurs work hard to turn actions into (near) **successes**.



Entrepreneurs aim at **cost-effectiveness** and make the most out of their resources.

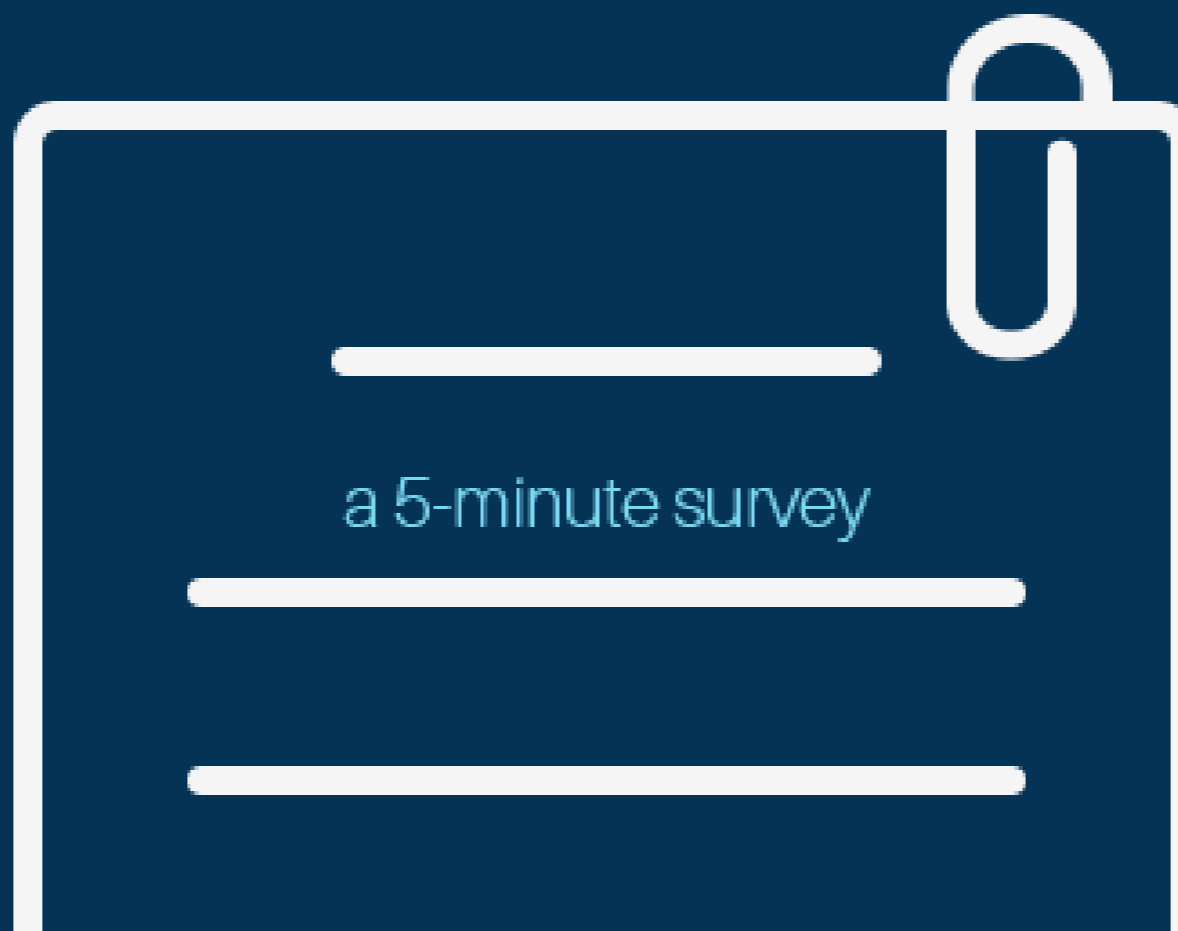


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ON ENTREPRENEURSHIP Translators/Interpreters?

Training Better

Translators and
Interpreters
in the digital age



Pilot Study

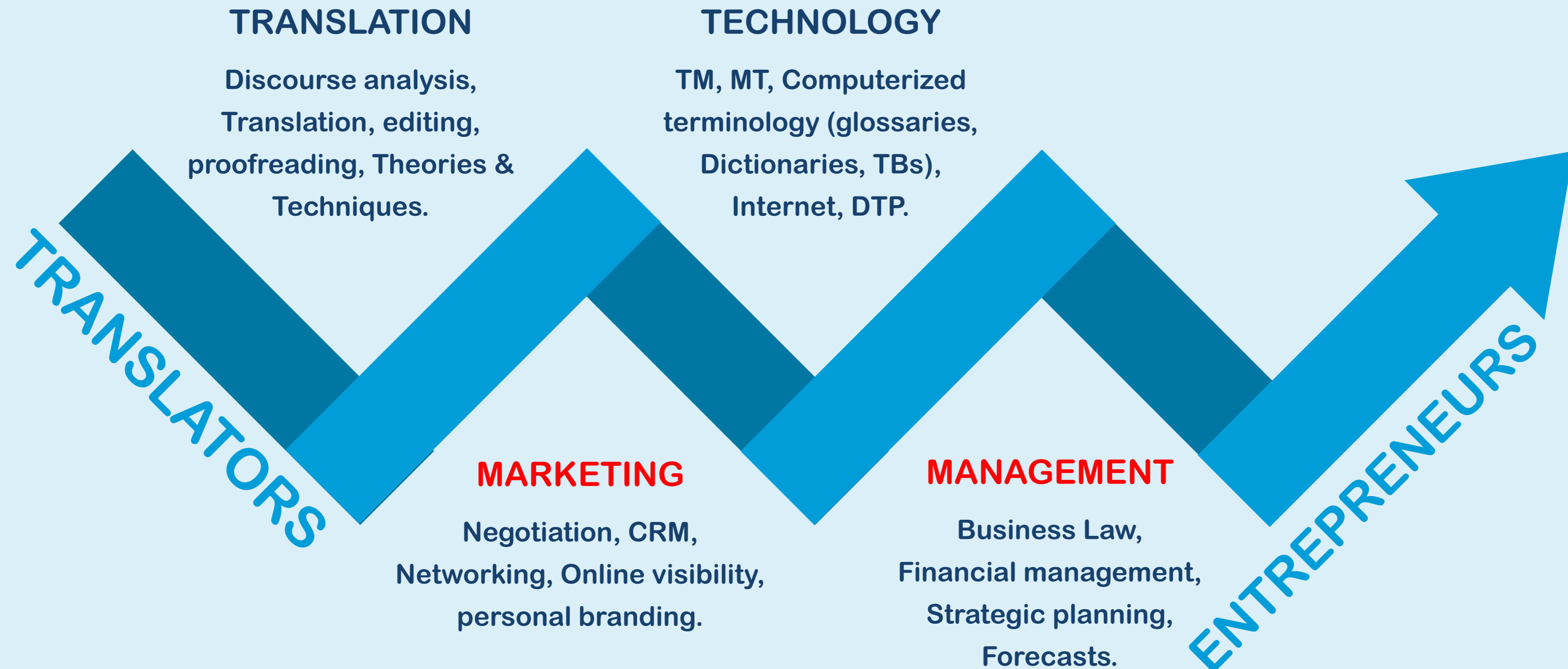
- 5-minute survey
- 9 mixed-type questions (multiple choice, scale rating, etc.)
- Translators/interpreters' online communities
- Diversified profiles:
 - 105 translators
 - 14 interpreters
 - 4 language teachers
 - 4 other language professionals.

Online questionnaire available at <https://s.surveymonkey.com/BJbYPSI2f>

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TRAINING CHALLENGES

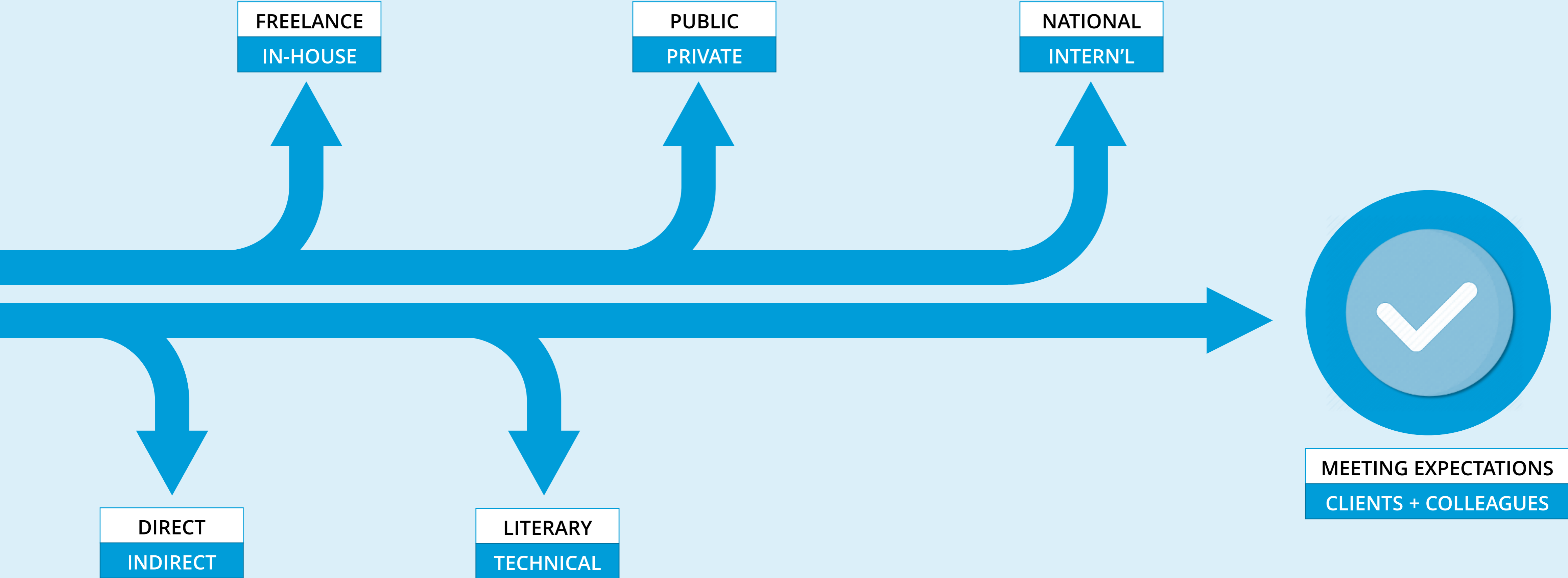
Key Components



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TRAINING CHALLENGES

Profiles & Constraints



2

TRAINING CHALLENGES

Fit-for-market Graduates



Semi-Pro Approach

(in-between academia & profession)

- Mini translation business
- 100% Student Management
- Real-life translation tasks
- Pre-graduation experience

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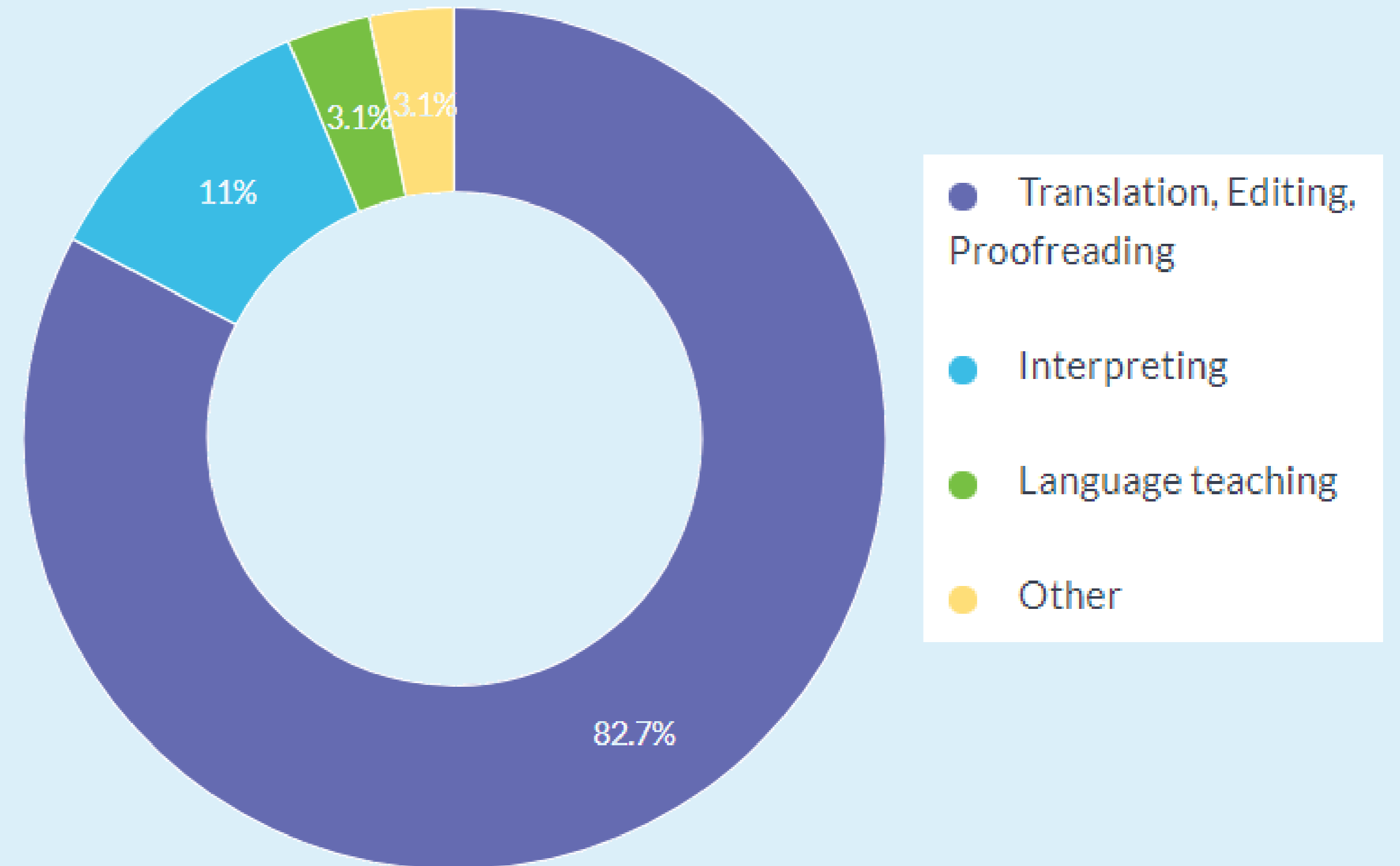
THE WAY FORWARD Dawn of Transpreneurs

“

The first thing you need to do is to **stop thinking** of yourself as “just” a freelance linguist. You are **selling** your services; therefore, you are a business. Start behaving like one!

– *Jenner & Jenner (2010:19)*

Main professional activity carried out by respondents



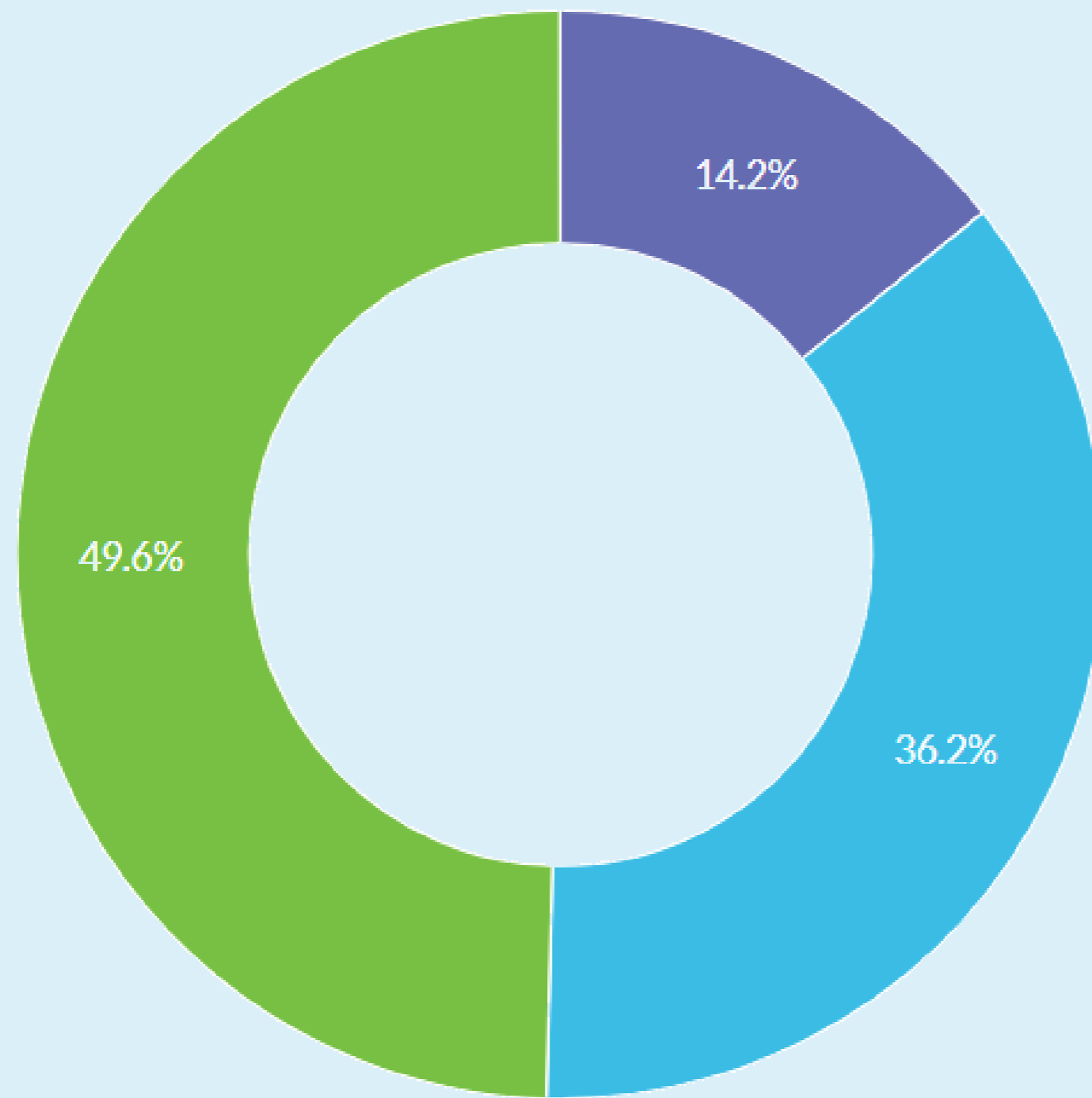
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THE WAY FORWARD

Dawn of Transpreneurs

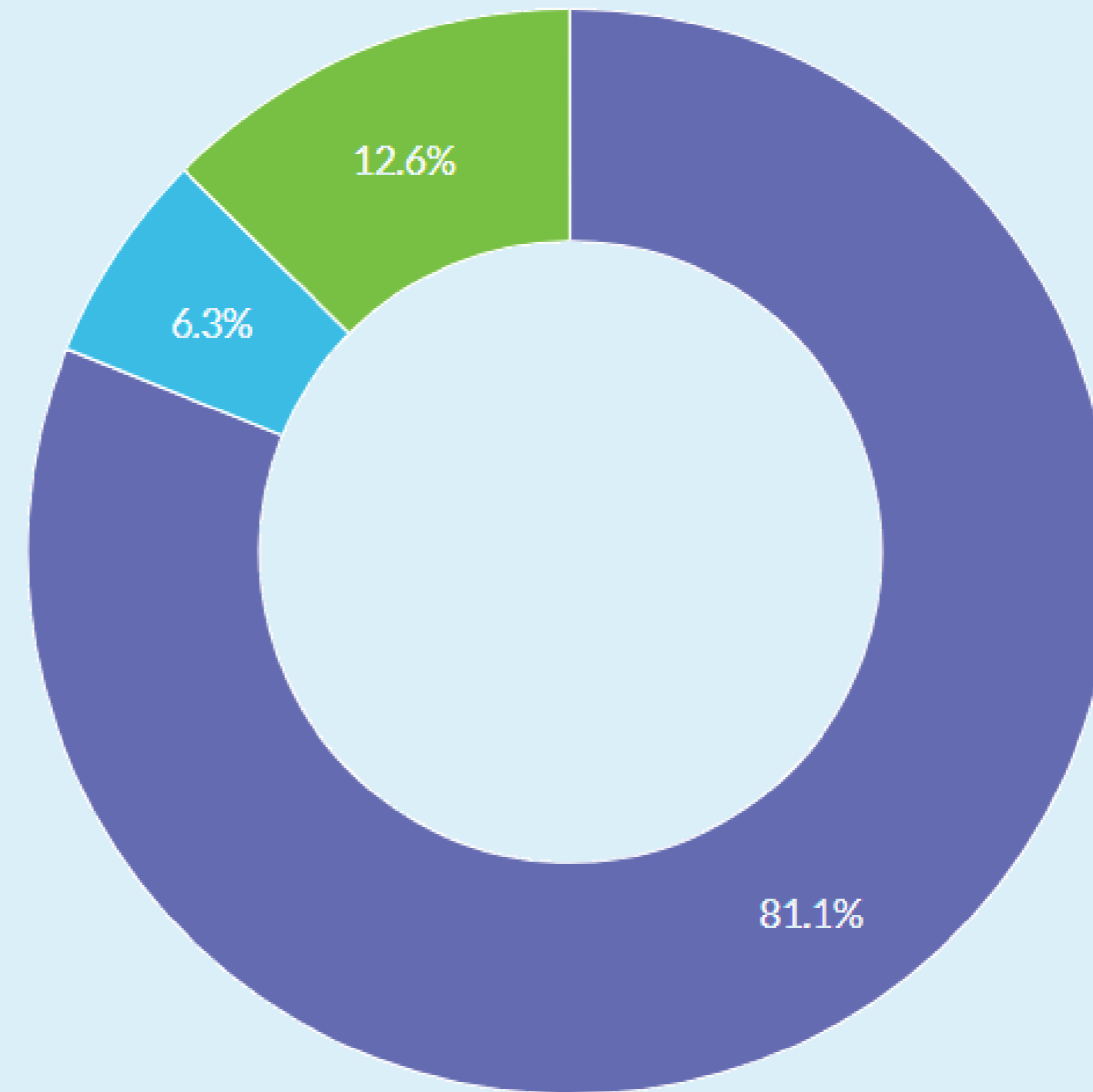
Do you consider yourself as an entrepreneur?

- No
- Yes
- To a certain extent



During your training, were you taught how to start and run a translation/interpreting business?

- No
- Yes
- To a certain extent



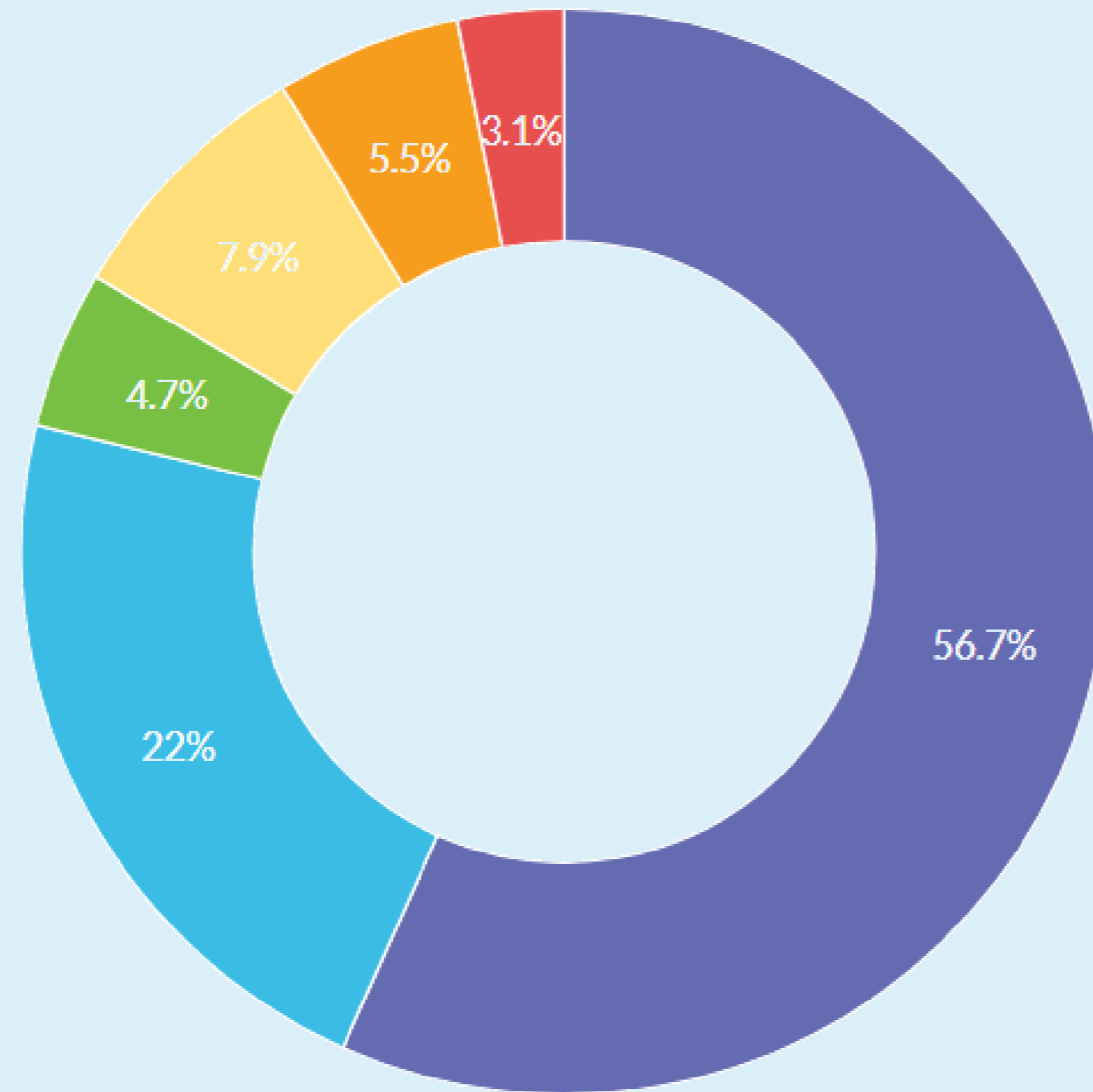
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THE WAY FORWARD

Dawn of Transpreneurs

What is your #1 challenge as a language professional?

- Finding clients
- Work/life balance
- Loneliness
- Running a business
- Keeping up with CAT tools
- Other



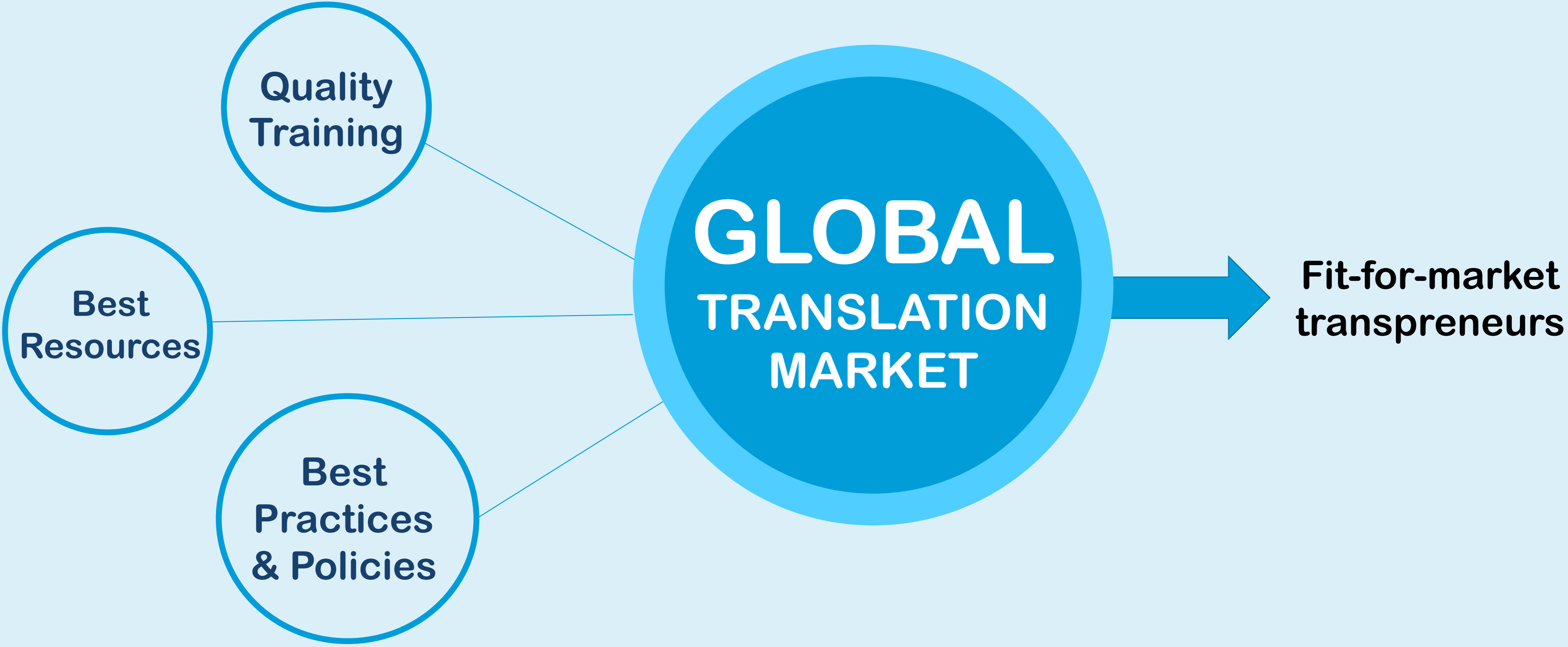
What advice would you give translation schools to help train better translators?





CONCLUSION

Main Takeaways



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Thank You



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