



Terminology with ease

**A 5-STEP ACTION PLAN
FOR YOUR PROFESSIONAL
TERMINOLOGY MANAGEMENT**

ACTION PLAN

Terminology

WITH EASE

5 Steps toward professional
terminology management

Gabriele Sauberer

www.termnet.eu



A Publication of

TermNet[®]

INTERNATIONAL NETWORK
FOR TERMINOLOGY

Table of Contents

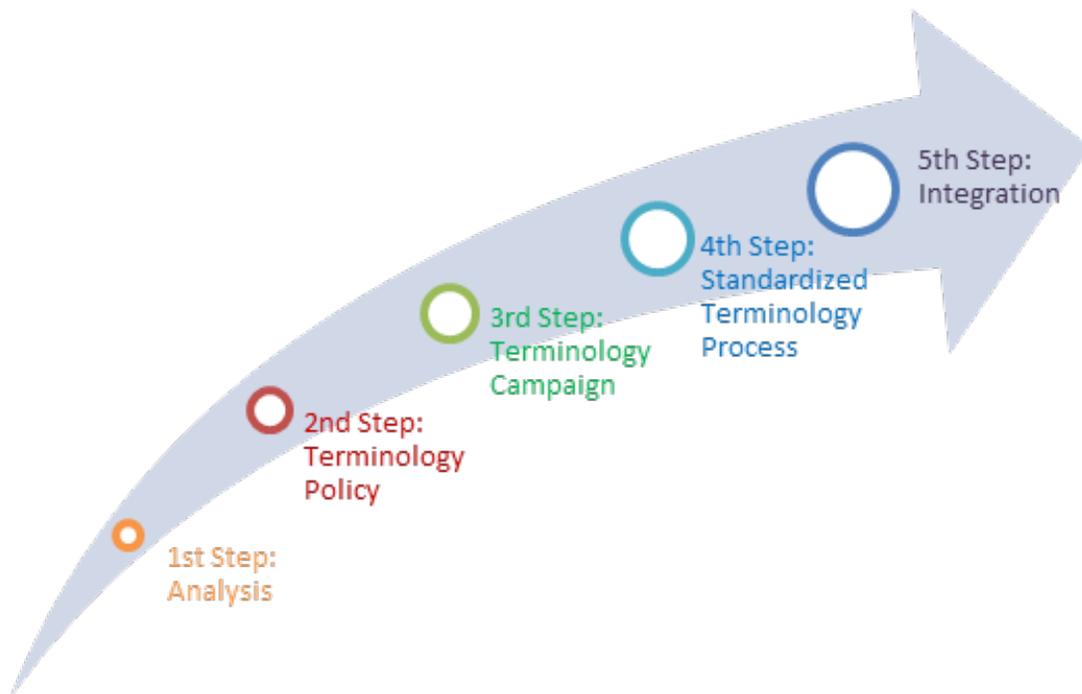
- Introduction
- **Step 1:** Assess the current state of terminology management in your organization.
- **Step 2:** Formulate and agree on a visionary Terminology Policy in your organization.
- **Step 3:** Design and launch your terminology campaign in your organization.
- **Step 4:** Develop and model a standardized terminology process for your organization.
- **Step 5:** Integrate the terminology process in other business processes of your organization.
- Closing Thoughts

Introduction

- You are a **Language Professional**, a Translator, Localizer or a Technical Writer?
- You are dealing with corporate language or with translation, and you are so **sick and tired** of the inefficient and annoying way to deal with terminology in your organization?
- Then this is for you: Our **5 Step Action Plan “Professional Terminology with ease”** helps you understand and communicate:
 - **How to get rid** of the annoying language and translation problems in your organization.
 - **How to make your life easier** with proven strategies for immediate results for terminology management with EASE.
 - **How to avoid** the 3 biggest mistakes of large organizations related to terminology and translation: 1) ignorance 2) reluctance and 3) underestimation.

Action Plan

- 5 Steps toward professional terminology management with EASE



STEP

1

Assess the current
state of terminology
management in your
organization

Step 1: Analyze

Analyze and describe the current state of your terminology and translation processes along the production chain or the so-called business processes of your organization.

What does this mean?

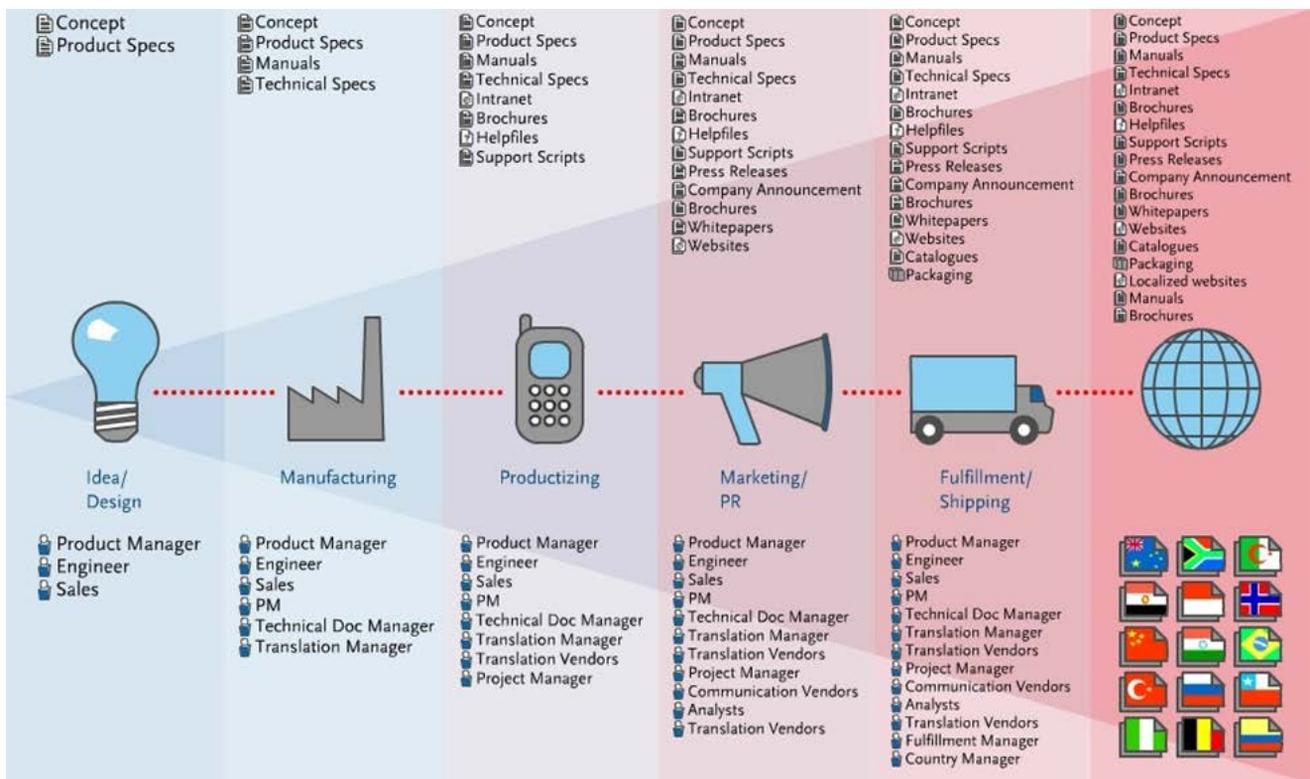
Look at those departments, where terminology is created, processed or translated.

Which processes are in place there? Which “Standard Operational Procedures” (SOPs) are described and prescribed?

Step 1: Analyze

Terminology and translation management still comes in when it is actually too late.

Guess you are familiar with that picture:



In the ideal world, terminology management would start at the very beginning of this production chain, at the idea and design phase.

Step 1: Analyze

In the real world, terminology still is an issue only at the very end of the chain, when all the concepts, product specifications, manuals, etc. need to be translated into the various languages of the target markets.

This is due to the **3 biggest mistakes of large organizations related to terminology and translation**:

1) **Ignorance**: Product managers, engineers and “the bosses” often are unaware of the importance of managing terminology and translation properly and professionally. They just don’t have a clue about managing corporate language, and often think that this is not possible or preferable anyhow.

Step 1: Analyze

2) **Reluctance**: Language(s) often are considered as a nuisance, causing only costs and misunderstandings. Decision makers often don't want to touch language issues, because they usually are not competent enough (see mistake number 1: ignorance) or brave enough. They feel much more comfortable with figures and "business as usual". To come up with innovative language policies as part of other important policies is usually not crossing their mind.

3) **Underestimation**: Due to mistake number 1 (ignorance) and mistake number 2 (reluctance), decision makers in large organizations still tend to underestimate the importance of managing terminology and translation in a professional way with state-of-the-art methods and tools. They don't see the connection between

Step 1: Analyze

To avoid these mistakes in your organization, you need to **inform and educate your people**.

How do you do that?

Highlight typical pain points



your organization is facing, particularly at global level:

The **multi-lingual website** of your organization is the tip of the iceberg, with obvious challenges related to terminology and product data management.

Step 1: Analyze

Collect “**worst case examples**” of inconsistencies from your website and your colleagues in Marketing and Sales, Production, After Sales, etc.



Step 1: Analyze

Showcase how product information is embedded in an IT landscape with **missing interfaces** between systems and tools, causing **recurring corrections** of brand names, product data, concepts and terms in various departments and in a wide variety of documents online and off-line.



Ask people about their estimates of **wasting productive time** per day by searching, correcting and asking about the “right” terminology and wording. Often it is **up to 40%** - an argument which is quite impressing when you count **time for money**.

Step 1: Analyze

Make a **stakeholder analysis**, to find out who is directly and indirectly involved in and impacted by terminology and translation in your organization.

You will find out that **MANY people are stakeholders of terminology.**



Step 1: Analyze

That is why you need to manage them very well.

How to do that?

First and foremost, you need to understand who is really **important** for the success of your “terminology with EASE” campaign. **Who has high power and high interest?**

These people – and often it is one person only – you have to ask for their advice, help, and support.

You have to inform them about how the campaign is going at a regular basis, asking for their valuable feedback.



Step 1: Analyze



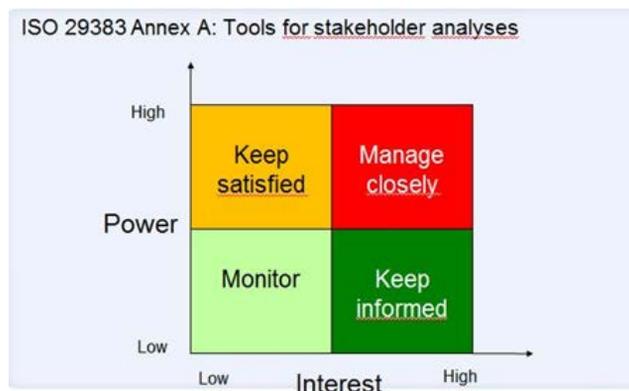
Second, you need to know who has **high power but low interest** – to keep them satisfied and make them more interested in the course of your “terminology with EASE” adventure.

Don’t forget about the folks with **“less power”** in your organization: They could be your **terminology champions** whom you need to keep informed and interested, if their interest in your campaign is high. And they could be a nuisance and **boycott your campaign** if they are not interested in and don’t like you or your campaign. So you have to have (half) an eye on them.

Step 1: Analyze

And here is the good news:

There is even an international standard on Terminology policies and their development and implementation, it is the ISO standard 29383 published in 2010.



This standard contains a very handy and useful stakeholder analysis tool you should use extensively: It is called “Power-Interest Grid” and works very well in all kind of organizations, particularly in YOUR organization.

Step 1: Analyze

Now you are almost there:

Sit down with those stakeholders you identified who have **HIGH** interest in your “terminology with ease” campaign and formulate with them a visionary Terminology Policy for your organization (STEP 2).



STEP 2

Formulate and agree
on a visionary
Terminology Policy
in your organization

Step 2: Policy

Formulate and agree on a **visionary** Terminology Policy in your organization

What does this mean?



First of all, you need a clear vision and **attractive, ambitious goals** for yourself and for the decision makers in your organization, to be brave enough to tackle terminology and language issues.

Step 2: Policy

To develop attractive and ambitious goals is **FUN**.

Forget about the old “SMART” goals, now we have emotional **MOTTO** goals you are just craving for, and ambitious **EVEREST** goals you and your organization will be proud and highly motivated to reach.



Step 2: Policy

- How to develop goals, strategies and a policy for your organization?
- Look at your stakeholder analysis (Step 1) and **organize strategic meetings** with your boss(es) and relevant stakeholders.



- Ask the people with **HIGH interest and HIGH power** to announce or even head the meetings (at least for 10 minutes to demonstrate the importance of the terminology campaign) – and to agree on the policy and make it part of other relevant policies or codes of conduct.

Step 2: Policy

- Then ask the terminology stakeholders with **LOW power and HIGH interest** to **support** you and the policy. They are the ones who really work with you on the goals and the strategies how to reach them.



STEP 3

Design and launch
your terminology
campaign in your
organization

Step 3: Terminology campaign

- Design and launch your terminology campaign in your organization.
- People in your organization need to support you, they have to “buy into” your campaign, and it is YOU to make them interested, inspired, enthusiastic about your “terminology with ease” campaign.



Step 3: Terminology campaign

- Yes, it is a campaign, and you have to promote your terminology campaign in a professional way with professional methods and tools.
- **How does this work?**
- Make your homework and find out **who is responsible** for campaigns in your organization. Marketing? Communications? Public Relations? Change Management?



Step 3: Terminology campaign

- Once you found out, get moving and contact these people, make appointments with them and explain the problem.
- They usually **know where the pain is**, and share the pain: multiple sources and media for various pieces of texts and content with LOTS of inconsistent “wording” and terms. Corrections of one and the same things all over and over again in various documents off-line and online.
- Join forces with these people – they will help you to design and roll-out a professional campaign to promote the solutions you are proposing for the nagging language and terminology issues they, you and the entire organization would be so glad to get rid of.



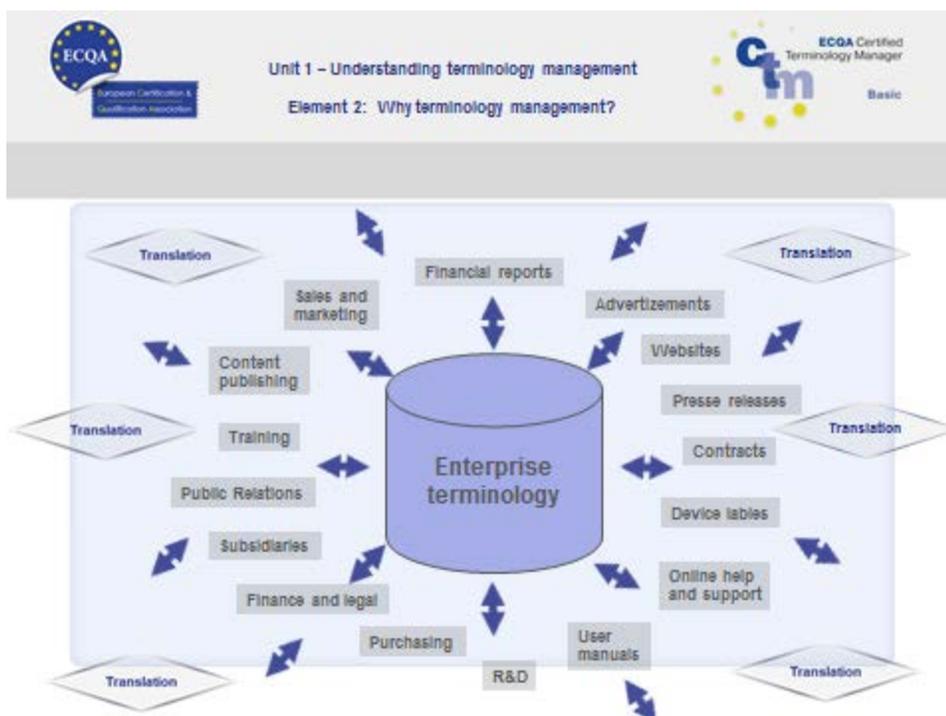
Step 3: Terminology campaign

- And always remember: **Nobody understands what “terminology” actually is**, in particular in your organization.
- That’s why **you have to explain to people what terminology is**, and that terminology is everywhere in your organization.



Step 3: Terminology campaign

- All the specific “wording” in your company, all the acronyms, the technical terms, the product names, brand names, product numbers, etc. etc., **all this is terminology** and needs to be handled to sort out and avoid the mess you have in your organization with wordings, concepts and terms.



Step 3: Terminology campaign

- Make people understand what terminology is – and ask them about their ideas and suggestions how to improve language and terminology issues in your organization.

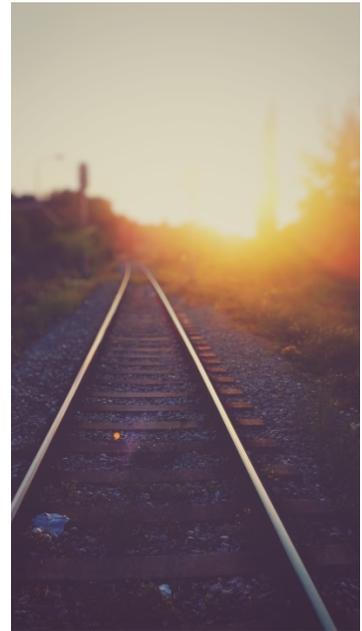


STEP 4

Develop and model a
standardized
terminology process
for your organization

Step 4: Terminology process

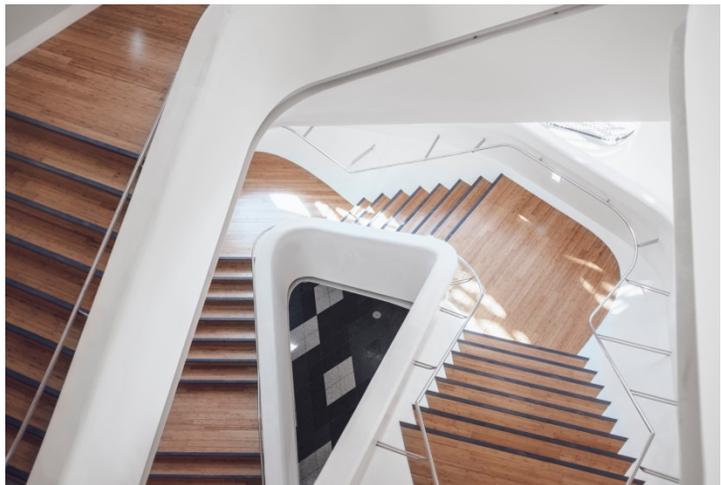
- Basically, you need to develop a process that is **simple enough** to be implemented, and that can be easily integrated in the process landscape of your organization.



- Of course, this is easier said than done.
- But after you have done your homework in steps 1, 2 and 3, you are fully equipped to go ahead and develop and/or model the process you need: You have a clear vision, sexy goals and the support of all the stakeholders you really need to make your terminology campaign successful.

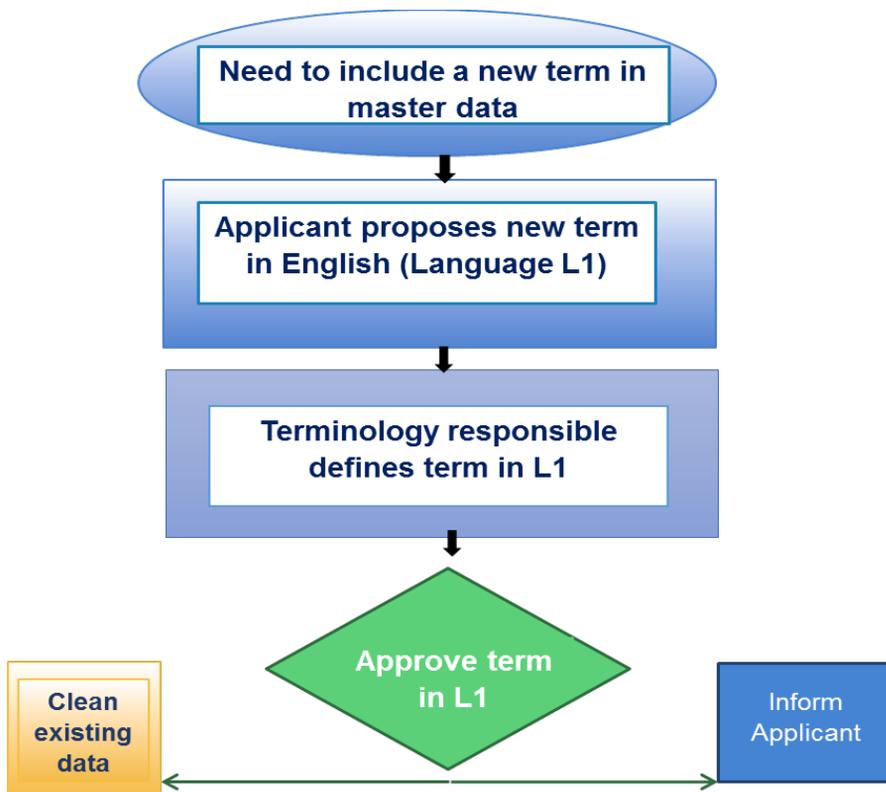
Step 4: Terminology process

- At that stage, the most important thing is to focus on what really matters, and what really works.
- In other words, **keep it simple and feasible**.
- No need to come up with a highly complicated process that will never work because it is simply too complex.
- When people get confused when looking at your process depiction, they, most likely, will not be able or willing to follow your process.
- You just need to **ask them the right questions**.

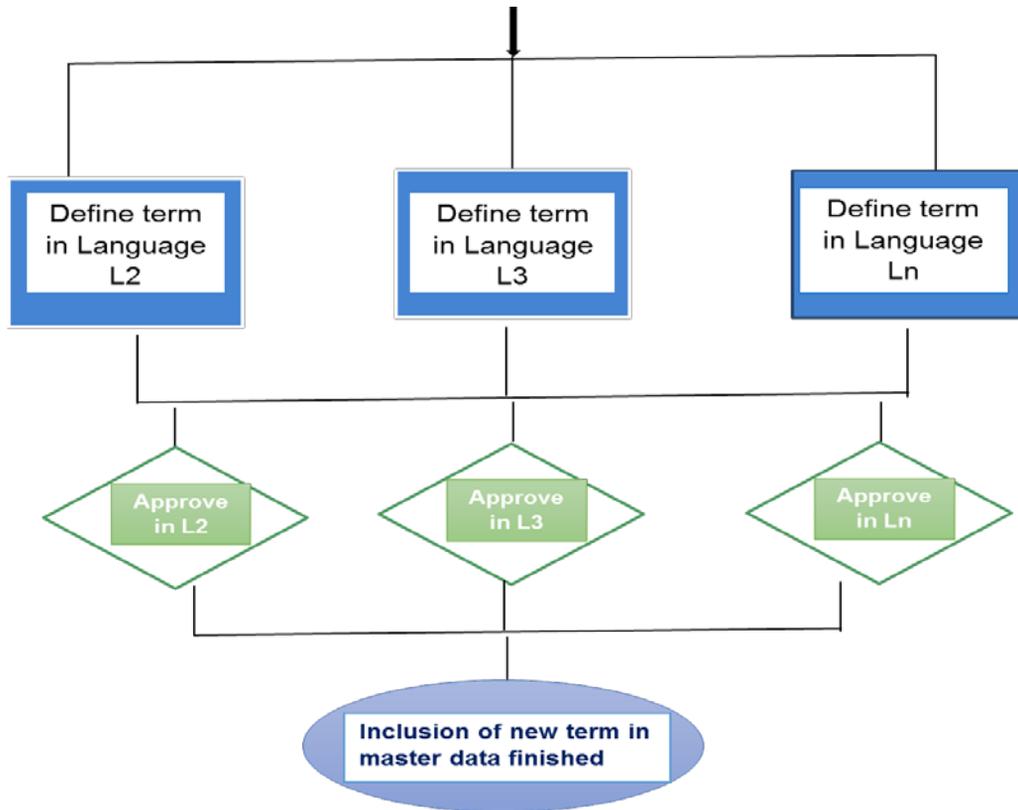


Step 4: Terminology process

- Ask people what they think about how to model a feasible process for dealing with language and terminology.
- Suggest a process you can work on with your terminology stakeholders, such as this one:



Step 4: Terminology process



- Explain the process, define the roles and functions of people involved, suggest “Terminology Circles” working on the process, and propose it as a sound basis for further modeling and adaptation.

STEP 5

Integrate the
terminology process
in other business
processes of your
organization

Step 5: Integration

- Over the years, we have seen a lot of isolated terminology management solutions, with an isolated terminology responsible sitting alone in an isolated room, doing terminology work and management on his or her own.



Step 5: Integration

- These times are over now. As a terminology responsible, you are right **in the middle of all the exciting stuff** your organization is doing, developing, selling. You have learned in the previous steps 1-4 how to involve your terminology stakeholders in order to harvest all the knowledge and the solutions that are there in your organization, right in front of your nose.



- So, **be nosy again and ask your colleagues** from engineering, development, product management, marketing and sales, after sales, communications, events, human resources, customer service, labelling, etc., and ask yourself:

Step 5: Integration

- What does **fit best** into the existing process landscape? What needs to be **modified** and **simplified**?
- Then, make the **integration of systems and interfaces** a priority, and promote your terminology tool by offering training and support.



Closing Thoughts

- A carefully chosen **logo and slogan** for your Terminology Campaign (such as “Terminology with Ease”), together with regular events and trainings will raise awareness and support you and your terminology campaign.
- And: Never ever forget that **terminology** should have a **positive, attractive image** – and must be **FUN!**



Contacts



- **Gabriele** Sauberer, PhD, MBA is an Austrian entrepreneur and innovator, with an educational background in linguistics and international management.
- Gabriele is **Head of the TermNet Group**, the largest international terminology network world-wide.
- Gabriele developed the ECQA[®] Certified **Terminology Manager Certificate**, a success story that made TermNet world-market leader in qualifying and certifying terminology and translation professionals (more than 500 certificates issued end of 2017) in companies and organizations from all industries and continents.
- ECQA[®] stands for the **European Certification and Qualification Association** (www.ecqa.org), where Gabriele is Vice President. ECQA[®] is the largest European and fast growing global Certifying Body for Certificates of Professionals in new and emerging professions and job roles.

Contacts

- Gabriele is a **pioneer** in Quality Assurance and Management in the Language industries. She is passionate about innovating and creating.
- Together with Austrian Standards, Gabriele founded an international certification platform, today's world-market leader for quality certificates in the language industry: www.lics-certification.org.

Talks and videos:

- **Interview** with Gabriele Sauberer:
<http://inmyownterms.com/interview-gabriele-sauberer-director-international-network-terminology-termnet/>
- The **10 Must Haves in Terminology** (Terminology, Translation and Terminology Conference 2015):
http://video.iolar.com/ttt2015_sauberer_10_must_haves_in_terminology/
- Conference Video **Terminology for Translators**:
<https://www.youtube.com/watch?v=KQqNL4I4YTg>
- Gabriele Sauberer, TermNet,
gsauberer@termnet.org

