

# SDL Trados Webinar

**Terminology & Project Management  
as quality assuring factors in a  
multilingual Europe**

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# Introduction

- We distinguish 3 main fields of application for terminology products, services and tools (p/s/t)
  1. Information & communication (p/s/t)
  2. Classification & categorization (p/s/t)
  3. Translation & localization (p/s/t)

# Introduction

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- We consider terminology and terminology management as integral, high quality and quality assuring part of the end products in these 3 fields

# Content of presentation

## Quality assuring factors:

- Terminology & diversity management
- Project management
- Example: New European Standard  
Translation services – Service requirements (EN 15038:2006)

# EN 15038

- This European Standard exists in three official versions (English, French, German).
- Translation services – Service requirements
- Services de traduction – Exigences requises pour la prestation du service
- Übersetzungs-Dienstleistungen – Dienstleistungsanforderungen
- This European Standard was approved by CEN on 13 April 2006.

# EN 15038

- This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by November 2006, and conflicting national standards shall be withdrawn at the latest by November 2006.

# EN 15038

- According to the CEN/CENELEC Internal Regulations the national standards organizations of the following countries are bound to implement this European Standard: Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and United Kingdom.

# EN 15038 - Introduction

- The **purpose** of this European standard is to establish and define the requirements for the **provision of quality services by translation service providers.**

# EN 15038

- It encompasses the **core translation process** and all other related aspects involved in providing the service, **including quality assurance and traceability**.

# EN 15038

- This standard offers both translation service providers and their clients a **description and definition of the entire service**. At the same time it is designed to provide translation service providers with a set of procedures and requirements **to meet market needs**.
- **Conformity assessment and certification based on this standard are envisaged.**

# EN 15038 – Basic requirements

- 3.2 Human resources
- 3.2.1 Human resources management

The TSP shall have a **documented procedure in place for selecting people with the requisite skills and qualifications for translation projects.**

Selecting people means in practice:

- Check professional competences of translators, revisers and reviewers as specified in 3.2.2, 3.2.3 and 3.2.4 of the standard EN 15038
- Know and respect legal requirements = anti-discrimination regulations at the workplace → diversity management

- **Professional competences of translators** include: translating competence, linguistic and textual competence in the source language and the target language, research competence, information acquisition and processing, **cultural competence** and **technical competence**.

- **Cultural competence**: „includes the ability to make use of information on the **locale, behavioural standards and value systems** that characterise the source and target cultures“ (**transcultural**)

## 3.2 Human resources

With respect to **diversity management** & anti-discrimination at the workplace:

**Equal treatment** regardless of:

- gender, age, (dis)abilities
- ethnical and social background
- religious and sexual orientation

## 3.2 Human resources

### Why diversity management as quality assuring factor?

- „mixed“ teams are better for innovative and globalized solutions
- provide new competences needed for user-friendly products and services
- take into account the change(s) in society and demographic development

## 3.2 Human resources

### Diversity and Diversity management :

→ 2007 European Year of Equal Opportunities for All:

[www.stop-discrimination.info](http://www.stop-discrimination.info)

→ 1st International Diversity Summer School 9-13 July 2007 in Vienna:

[www.termnet.org](http://www.termnet.org) under Events

## 3.2 Human resources

- **Technical competence:** „comprises the abilities and skills required for the professional preparation and production of translations. This includes the **ability to operate technical resources** as defined in 3.3“

## 3.3 Technical resources

- **Technical resources:** „The TSP shall ensure the availability of the following:
  - a) **Requisite equipment for the proper execution of the translation projects** as well as for safe and confidential handling, storage, retrieval, archiving and disposal of documents and data“.
  - b) Requisite communications equipment as well as hardware and software.
  - c) Access to relevant information sources and media“.

## 3.3 Technical resources

- With respect **to technical resources**:
  - Clear signal towards professional (software) tools given already in basic requirements of the new standard

## 3.2 Human resources

The **professional competences** of translators „**should be acquired through** one or more of the following:

- Formal higher education in translation (recognised degree);
- Equivalent qualification in any other subject plus a minimum of two years of documented experience in translating;
- At least five years of documented professional experience in translating.

## 3.2 Human resources

**Conclusion** with respect to professional competences of translators:

- New / **corresponding curricula** needed (including Transcultural Communication, Project and Diversity Management)
- good practice: University of Vienna, Centre for Translation Studies

## 3.2 Human resources

→ And in addition: Life long learning:

### 3.2.5 Continuing professional development

- The TSP shall ensure that the professional competences required by 3.2.2 are **maintained and updated**.

# QM & PM

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- Last 2 issues within basic requirements:
- 3.4 Quality management system
- 3.5 Project management

- 3.4 The TSP shall have a documented quality management system in place that is **commensurate with the size and organisational structure of the TSP**. The QM system shall include at least the following:
  - a) Statement of the QM system objectives.

# QM System

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- b) Process for monitoring the quality of delivered translation services and where necessary providing after delivery correction and taking corrective action.
- c) Process for handling all information and material received from the client (see 4.5).

## ■ 3.5 Project management

Each translation project shall be supervised by a project manager (see 5.2) who shall be responsible for the carrying out the project in accordance with the TSP's procedures and the client-TSP agreement (see 4.4).

# EN 15038

- 4 Client-TSP relationship
- 5 Procedures in translation services
- 6 Added value services

## ■ 5.2 Managing translation services

Project management shall include:

- Monitoring and supervising the preparation process;
- Assigning translators for the project;
- Assigning revisers and, if applicable, reviewers;
- Issuing instructions to all parties involved in the project

# EN 15038 – 5 Procedures

- **5.2 Project management shall include:**
  - Enabling and monitoring **consistency in translation**;
  - Monitoring and supervising the process timetable;
  - Ensuring contact is maintained with all parties involved in the process, including the client;
  - Giving clearance for delivery.

## 5.3 Preparation

- Preparation shall cover administrative, technical and linguistic aspects appropriate to the specific requirements of each translation project.

- **5.3.3.2 Terminology work**

Where no specific terminology is available for the project, the TSP and the client can agree on terminology work to be carried out **as an added value service** (see Annex E) before the translation executed.

## 5.4 Translation process

### ■ 5.4.1 Translation

Throughout this process, the translator shall pay attention to the following:

- a) **Terminology**: compliance with specific domain and client terminology, or any other terminology provided, as well as **terminology consistency throughout the whole translation.**

## 5.4 Translation process

... the translator shall pay attention to the following:

- b) Grammar, c) Lexis, d) Style,
- e) **Locale: local conventions and regional standards**
- f) Formatting, g) **Target group and purpose** of the translation.

## 5.4 Translation process

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- 5.4.1 Translation
- 5.4.2 Checking
- 5.4.3 Revision
- 5.4.4 Review
- 5.4.5 Proofreading
- 5.4.6 Final verification

## 6 Added value services

- If a TSP offers any added value services, it should make every effort to apply the same level of quality to those services as to the services covered by this standard.
- Annex E: non.exhaustive list of added value services:
  - GILT, terminology data base creation and termbase management, terminology concordance, translation memory alignment, language and culture consultancy, etc. etc.

# First Conclusions

- **Quality assuring factors in EN 15038:**
- Terminology & terminology management are defined and specified as core components of the entire process of quality services in the translation process
- The same applies for project management (explicitly) and diversity management (implicitly)

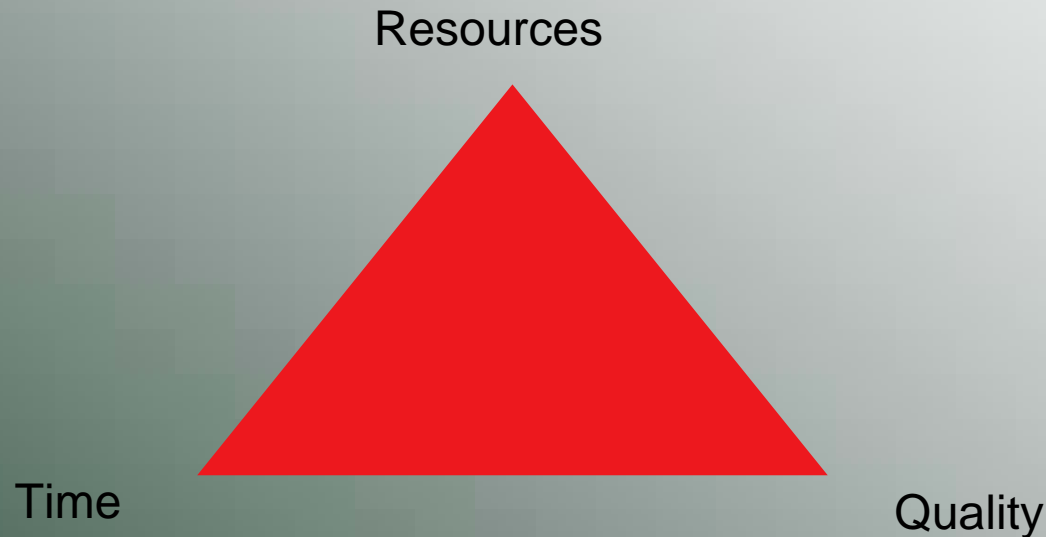
# Every Project is

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- new / innovative, relevant / important
- complex, dynamic
- interdisciplinary,
- and has a project „culture“  
(rules and way of management)

# Every Project is

- determined by the golden triangle



# Project Management

- WHO does
- WHAT
- (until) WHEN
- HOW (in which form)
- WHY
- WHERE



# Terminology Projects

- What is specific about terminology projects?
- Complex, cost & time consuming
- need for explanation („what is terminology?“ „what is the difference between terminology and ...?“)
- need for argumentation („why important?“ „feasible anyway?“ „how much ...“, too broad, too horizontal, etc.)

# Framework & Expectations

Involved	mood, attitude + / = / -	relevance, power 1.....5	expectations (+) concerns (-)	strategies, remedies
Senior management, Boss				
Decision makers				
Project responsible				
Project team				
Departments / teams concerned				
Informal opinion leaders				
Clients, partners, competitors				
politicians, media, etc.				

# PM = Projects + Management

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→ You should know & consider the 6 basic principles of efficient and effective management:

# Management Principles

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1. Think and act result-orientated
2. Contribute to the big picture
3. Focus on few things

# Management Principles

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4. Use your strengths
5. Create trust
6. Think positive

(Fredmund Malik)

# Terminology & Change

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- To know the principles does not necessarily mean to be able to apply them
- Success factors for terminology (policy) projects
- Understanding and contributing to management philosophy & strategy

# Success Factors

1. Think and act result-orientated
  - Design your terminology project(s) practice- and result-oriented
  - Promote your results (the new terminology policies helps/helped to improve, reduce, optimize ...)
  - Define your goals clear and measurable (SMART formula)

# Success Factors

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SMART - ensure that goals are set

- S-specific
- M-easurable
- A-chievable
- R-ealistic / R-elevant
- T-imely / T-ime specific

# Success Factors

2. Contribute to the big picture
  - Terminology policies play a crucial role in the management of changes and improvements of:
    - Information & knowledge management
    - Corporate speech / corporate identity
    - PR & Marketing
    - Diversity Management
    - .....

# Success Factors

## 3. Focus on few things

- Start with smaller projects for a specific need and in a specific field of change
- e.g.: multilingual newsletter for new international / diverse teams;
- online manual for new corporate software tools,
- .....

# Success Factors

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## 4. Use your strengths

- When it's easy, it's your strength and you are good in it
- Concentrate on the strengths of the terminology policy – and your own strengths
- If necessary, find competent partners to compensate the weaknesses

# Success Factors

## 5. Create trust

- Clear objectives and structures
- Consistent internal and external terminology and communication – to support successful Change Management
- The terminology product/service as essential **part** of the product/service of the company/organization – to ensure quality
- Culture of dealing with problems, conflicts, mistakes, team culture, etc.

# Think Pink!

## 6. Think positive

- e.g. European and African languages as resources & markets – not as problems
- New EU terminology database open to the public, first and important step to consolidate records: <http://iate.europa.eu>

# Thank you

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For your attention!  
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