

How to open up new resources for terminology management?

FREE webinar on Apr 12, 2017 at 10:00 a.m. CEST

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TermNet was asking

1. What are the 3 biggest challenges in terminology management in your organization?
2. What are you personally struggling with as terminology professional?



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What our community says (1/2)

1. Lack of resources (time, personnel, budget)
2. Lack of awareness for the importance of terminology management
3. Consistency of terminology

<https://www.surveymonkey.com/results/SM-X7FXFJXG/>

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What our community says (2/2)

1. Lack of time – heavy workloads
2. Lack of communication between departments, and
3. The weak position of terminology professionals.

<https://www.surveymonkey.com/results/SM-X7FXFJXG/>

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How to cope with lack of resources for terminology management?

- * Strategies to open up new resources and raise awareness for terminology management

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STRATEGY 1

POSITIVE EMOTIONS



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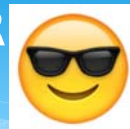
Current State

- ✓ GREAT PRODUCTS
- ✓ GREAT PEOPLE
- ✓ GOOD PROCESSES



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Terminology Management will make your life EASIER



- * Products: Quality, Safety & Security, Reputation
- * People: Time, Motivation, Teamwork
- * Processes: Efficient, Effective, Getting things done, Better Results,

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Terminology is everywhere Terminology is **IMPORTANT**

- * Abbreviation & Acronym
- * Brand Name & Trademark
- * Concepts and terms of your industry / subject field (e.g. health, automotive, etc.)
- * Drawing & Label
- * Job Title & Job Description
- * Legally relevant data
- * Product Description & Product Number, etc.

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Current state – Summary for left-brainers

- * Lack of policy
- * Lack of guidelines and goals
- * Lack of trust in validity of data



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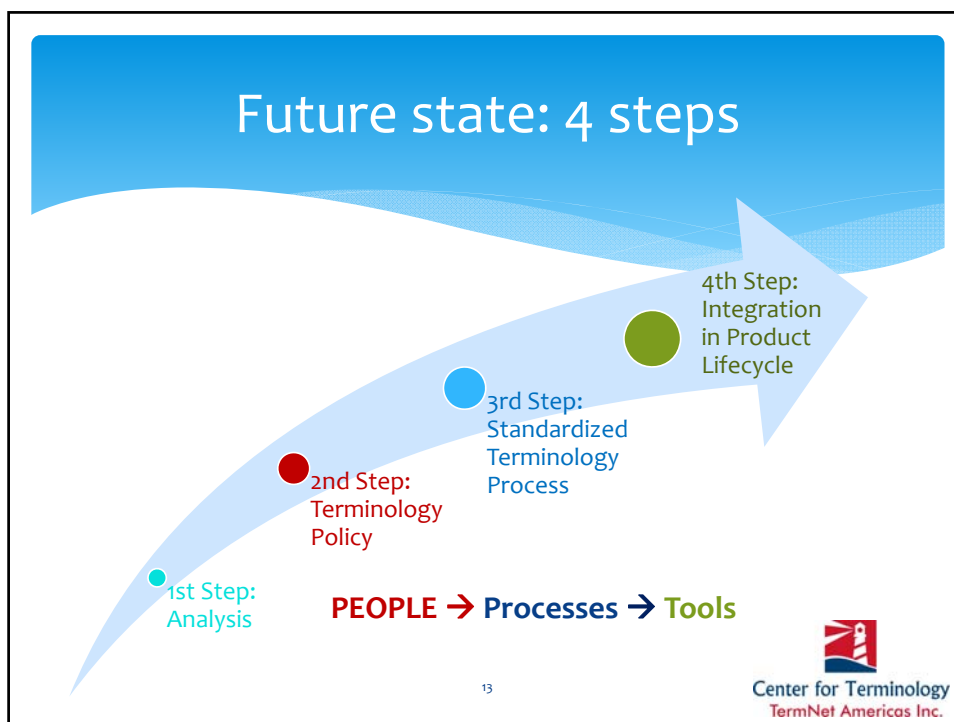
Current state – Summary for right-brainers

Make a wish!
Your Teams would like to ...

- * follow clear rules and guidelines
- * have access to central "source of truth"
- * reduce time for searching and validate terminology



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How to get there?




- 1) Policy
- 2) Budget, Workforce, Responsibilities
- 3) Processes for Terminology and Translation
- 4) System Integration
- 5) Terminology Rounds
- 6) User Groups
- 7) Etc.
- 8) Etc.
- 9) Training
- 10) Sustainable Implementation

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RoI: If only...

- * If only 50% of all employees save 10% of their productive time per day, with an average hourly wage of 30.00 EUR/USD, this amounts to 1,312,500 EUR/USD per year
- * 1,750 * 3 EUR/USD * 250 working days on average, world-wide
- * In the next 3 to 5 years, the savings would amount to 6,562,500 EUR/USD.




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A Deviance Continuum


Stay with status quo?



<i>Individual:</i>				
Physiological	Illness	Health	difficult, challenging, & demanding; not soft and squishy	Vitality
Psychological	Illness	Health		Flow
<i>Organizational:</i>				
Economics	Unprofitable	Profitable		Generous
Effectiveness	Ineffective	Effective		Excellent
Efficiency	Inefficient	Efficient		Extraordinary
Quality	Error-prone	Reliable		Perfect
Ethics	Unethical	Ethical		Benevolent
Relationships	Harmful	Helpful		Honoring
Adaptation	Threat-rigidity	Coping		Flourishing



Deficit gaps




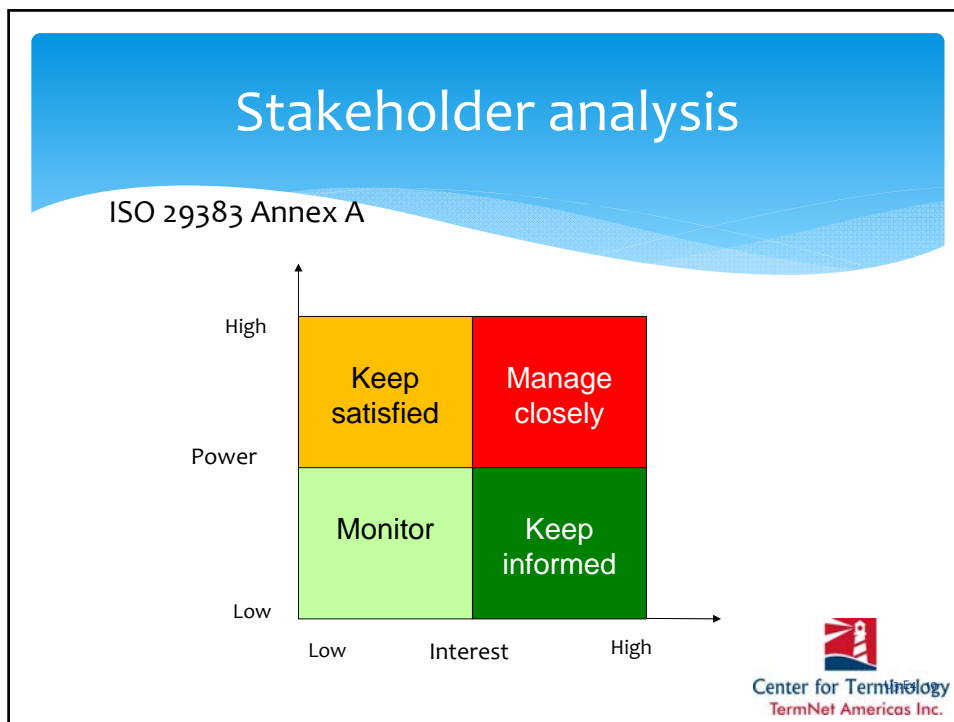
Abundance gaps

SOURCE: Cameron, 2003.

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Examples – stakeholder interviews

- * “When entering into new markets, correct and consistent product information is of utmost importance. *Consistency is key.*”
- * „Our system is manual, prone to error, and a burden to update.“
- * “We need standardized processes and a “source of truth.”
- * „Tell me what the rules are and I will stick to it”.


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NEW 1:1 Coaching

1:1 Coaching – Regular Fees 2017

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