



Letter from the Editor

We had a wonderful experience at the TCD Conference in April. I hope that the members who participated were pleased—I certainly was.

It took place in Philadelphia, which was enveloped by the beautiful spring weather, with all the flowers, trees, and nature in general flourishing in brilliant colors.

The sessions and presentations were interesting, we had the opportunity to engage in a great deal of networking and exchange information, and the results were very satisfactory.

Philadelphia seems to be a friendly place. I was surprised to discover that it is a sister city with Tel-Aviv, the city in which I live.

The term “brotherly love” fits perfectly. When I arrived for this visit, my first, I took a taxi to get to the hotel. When I asked the driver what the rate was, he asked me how much I wanted to pay. Well, coming from overseas, I had a ‘problem’—is it \$5 or \$50? I had no idea! I have traveled quite a lot in different places, but never encountered such a reaction.

Spring is here, hope is here. The political constellation may change for the better. Let’s all hope that we are entering a new phase on the way to a better world.

Tova Ichai
www.milatova.com



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ABOUT TCD

The Translation Company Division (TCD) is a division of the American Translators Association (ATA). Visit our web site at www.ata-divisions.org/TCD. Subscribe to our Yahoo group by sending an email to ataTCD-subscribe@yahoogroups.com.

MISSION STATEMENT

To provide information and service to our members, and to improve the relationships between translation companies and freelance translators through activities that recognize we are “in association” with each other.

NEWSLETTER

TCD News is the newsletter of the TCD. Readers are encouraged to submit articles, which are subject to editing. Articles reflect the opinions of the authors only, and do not represent the views or opinions of the editor or officers of the TCD.

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TCD 6th Annual Conference Report

By Kim Vitray



I'm extremely pleased to report that the ATA-TCD Conference, held in Philadelphia on April 14-17, 2005, was a tremendous success! All of our sessions and speakers were outstanding, and we hosted 50 attendees (up from 33 in 2004).

We owe sincere thanks to many:

- Our sponsors/exhibitors/advertisers: TRADOS, SDL, and The Language Technology Centre
- Assistant Administrator Ellen Boyar, who handled negotiations with the Crowne Plaza, conference registration and hotel reservation forms, tote bags, the Spirit of Philadelphia dinner cruise, and more
- Mary David, ATA Chapter and Division Relations, who was

hugely supportive with her time, talent, experience, and effort

- Our speakers, who were virtually all voluntary
- Staff at McElroy Translation and BG Communications, for their work on the web site and the conference program

Our Thursday night banquet was lovely, on the 8th floor of the Crowne Plaza with a picture-window view of Market Street downtown. Keith MacGregor of Thomson Scientific gave a special welcome to attendees.



Below is a table of our presenters and their topics. The titles in blue can be viewed or downloaded from the ATA-TCD web site ([www.ata-](http://www.ata-divisions.org/TCD)

[divisions.org/TCD](http://www.ata-divisions.org/TCD)). The titles in red can be viewed or downloaded from the presenter's website listed.



Our keynote event was a panel discussion on Saturday morning centered around the TCD mission of improving the relationships between translation companies and freelance translators. The panel consisted of six participants: two freelance translators (Rainer Klett and Rosalie Wells), two company owners/managers (Vivian Isaak of Magnum Group and Ruth Karpeles of Language Services Consultants), and two company owners/managers who are also freelance translators (Linda Gauthier of BG Communications and Sonia Santiago of Para-Plus Translations).

Name	Company	Session Title
Renato Beninatto	Common Sense Advisory	The Unified Theory of the Translation Company—Introduction and Part I: Vendor Management
Ed Zad	Bowne Global Solutions	Paying on Time Is Not Enough—Building Lasting Vendor/Agency Relationships
Beatriz Bonnet	Syntes Language Group	Translation Standards Are Coming: Will You Participate?
Jiri Stejskal	CETRA	Companies and Freelancers: Payment Practices Survey
Nancy Locke	University of Montreal	Globalization of the Freelance Market
Christopher Hurtado	Linguistic Solutions	Targeting and Profiling Customers and Vendors Online (www.linguisticsolutions.com/resources.html)
Keiran Dunne	Kent State University	Walking the Tightrope: Balancing—or Juggling?—Agency and Freelancer Needs
Simone Jaroniec	TRADOS	TeamWorks: Collaborate, Automate, Optimize Your Translation Workflow—Stop the Project Management Nightmare!
Keith Laska	SDL	Collaboration, Terminology and Task Automation: The Next Steps for Translation Memory
Steve Lember	E. Montgomery County SCORE	Understanding Cash Flow
Linda Gauthier	BG Communications	International Corporate Language Council
Jost Zetzsche	International Writers' Group	De-Hyping Translation Memory: True Benefits, Real Differences, and an Educated Guess about Its Future (www.internationalwriters.com , password atatcd)
Kim Vitray	McElroy Translation	Get the Right People in the Right Seats on the Bus: Behavioral Interviewing



Questions had been prepared and given to the panelists in advance, and then questions and comments were also taken from the audience. There was lively and participative discussion. Following are the questions, and the answers as best as I can reconstruct and summarize them from my notes.

1. A well-known large translation company is searching for freelance translators to help with a project of 100,000 words to be delivered the next day. How do you think both the translation company and the translators being contacted should handle this situation, and why? *Audience consensus was that it couldn't be done. But a translator on the panel suggested that the project manager take the time to review the source files and set up a glossary and style guide, and be realistic in assignments.*
2. What responsibilities do translation companies and translators each have in terms of keeping abreast of and implementing new technologies? *Consensus seemed to be that companies should take the lead in this area, although translators also have a responsibility to be aware. One person commented that there would always be non-technology jobs for non-technology translators to work on.*
3. We hear a lot about translation companies who don't pay their translators until the company is paid by its client. Have you been a party to this practice, and if yes, how often, and can you generalize the circumstances? *Everyone seemed to agree that this shouldn't happen. There are better alternatives: making special payment arrangements with the translator in advance, staggered invoices to clients, retainer fees on large projects, using the more readily available line of credit, etc. Good communication between client, company, and translator is essential. Once a company develops a regular flow of work from regular clients, this is only occasionally a problem. One person commented that it was amazing we were even discussing this issue, and it is a sign of an immature industry.*
4. What do you think are the required qualifications for and responsibilities of a translation company project manager? Should freelance translators be expected to provide "on-the-job" training? *A project manager should be detail oriented, able to negotiate, resourceful, and creative; plan for profit; and have common sense and good organizational skills. Consensus was that the educational relationship between project managers and translators should be give and take, with good communication and common courtesy. In general, the translator should be the language expert and the project manager should be the*
5. What does "translation quality" mean to you, and how do you measure it? *Quality is in the eye of the beholder; it is defined by the client in terms of its meaning, look, and audience.*
6. What kind of performance feedback is appropriate for companies to provide translators, and for translators to provide companies, and how should that be carried out? *Both positive and negative feedback from the client should go to the translators, and they should also receive constructive feedback from the company on tweaking their translations.*
7. What single new technology feature would do the most to improve the working relationship between translators and translation companies? *Consensus was that technology wouldn't help this particular situation; the solution is COMMUNICATION!*

process expert, and it's a team effort. There was also discussion of the fact that project management is a stressful job with high turnover in the industry, and companies should promote from within for this position.





TCD 6th Annual Conference Report, cont.

On Saturday night 16 attendees participated in an optional, extra-curricular activity—the Spirit of Philadelphia dinner cruise.



Discussion at the Sunday morning division business meeting centered around suggestions for future conferences.

Here’s what some of our attendees had to say about our conference. You won’t want to miss next year!

“Thanks for the perfect organization of the meeting that was worth the 14-hour trip from Italy.”
— *Cesare Avanzi, Arancho*

“Thank you for giving us the opportunity to meet with fellow translation company owners to share our struggles and successes in the business. I was particularly impressed by the way the conference was organized and by the high caliber of speakers.

This year’s topic of vendor management was especially timely for us...I came away not only with great ideas, but with a new sense of enthusiasm and energy.”
— *Vigdis Eriksen, Eriksen Translations*

“I found the TCD conference very informative. There was a nice range of presentations giving an overview of not only software solutions, but also the techniques and processes that are used within

the industry...I found the speakers to be interesting and knowledgeable in their chosen area...We are certainly looking forward to the next conference and the new issues and topics that will be presented!”

— *Tracey Byrne, The Language Technology Centre*

“It really was a success and I left with so much valuable information.”
— *Rebecca Bernard, formerly of Translate4Me*

“We had a great time and hope to continue participating.”
— *Suzanne de Santamarina, Omni Technologies*

“The sessions were a very good mix of topics, many of them directly applicable to our work.”
— *Peter Wheeler, Antler Translation Services*

“I found the conference stimulating. I think as this industry matures, it’s clear to both those of us on the agency side, as well as the vendor side, that we all need each other. Communicating with each other, and understanding the issues that the other faces, is going to go a long way to improve the relationships between agencies and vendors.

I especially enjoyed the panel session. This is a great way for all of us to begin getting into the other side’s “head” and help improve the industry as a whole.”
— *Ed Zad, Bowne Global Solutions*

“This conference provided a wonderful networking opportunity.”
— *Kristen Weigel, SDL*

“I appreciate being asked to participate on the panel and got a lot out of the session. It was a wonderful conference offering that

encouraged group participation, blended both prepared and spontaneous response, and had a very lively format to keep it moving along at the right pace.

Congratulations on a beautifully organized conference. The sessions were well timed, interesting, and involving. I was pleased that the attendees had numerous opportunities to exchange information and socialize. This was my first TCD event and I am looking forward to my next.”

— *Ruth Karpeles, Language Services Consultants*

“The conference was extremely useful to me in order to network with agency owners and project managers, as well as to understand some of the hottest issues that translation agencies have to deal with on a daily basis. The panel discussion was particularly insightful because of the exchanges of ideas and viewpoints of freelancers and agency owners regarding specific issues.

I applaud the initiative to organize the conference and I look forward to attending more of them in the near future.”

— *Myra Jacob, French/Dutch > English translator*

“The TCD conference was a great success and provided a unique forum for representatives of translation companies who care not only about the T&I market, but also about translators and interpreters.”

— *Jiri Stejskal, CETRA*





Targeting and Profiling Customers and Vendors Online: Resources and Strategies

By Christopher Hurtado and Scott Allen

More than 80 percent of respondents to a recent survey on the Ecademy BNI Trusted Network stated that the majority of their business came from networking and referrals. It's the easiest way to get new business and doing it online is even easier (and less expensive). There's an abundance of resources that make this possible including search engines and business information sites like Google, Hoover's Online, and Spoke Pro; online business networking communities like Ryze, Ecademy, and openBC; what we call "six degrees of separation" sites like LinkedIn, Spoke Basic, and Zero Degrees; customer relationship management (CRM) sites like Salesforce.com, freeCRM.com, and SugarCRM; and hybrid sites that offer the functionality of two or more of these like Spoke. We'll delve deeper into each of these four categories of resources and the tactics to make them work for you in a series of future articles. In this article we'll look at the targeting and profiling strategies behind the tactics that make it all work.

Targeting

Sales conversations have to be targeted to be successful and targeting those conversations means focusing on the buyer's goals. Here's how you do it:

- First, determine the title or function of your prospect. You can probably do this from memory since you see the same job titles sale after sale.
- Next, come up with a menu of business issues for that title.

- Discuss these issues with your prospect until he shares a goal related to one of them.
- Once the prospect shares a goal your offering can help achieve, the buying cycle begins.

Let's drill down deeper:

- What are the job titles or functions of the people you will have to have conversations with to close the sale?
- Who is qualified and empowered to buy from you? (Example: Vice President of International Business Development)
- List the vertical industries you work with even though you have horizontal offerings since prospective buyers will want to know you have experience in their industry. (Example: Energy)
- Now, for each of the job titles you've listed, what goals or business objectives do the people in those jobs or functions have? (Example: aligning international expansion with core business objectives, international management issues, and operational issues)
- Out of the goals you've listed, which ones can be addressed through your services? (Example: international management issues and operational issues) Make sure the goals you list are monetarily based—it's easier to cost-justify buying a service that provides a measurable financial benefit.

Profiling

There are two key areas of interest when profiling customers: demographics and behavior. Let's first talk demographics:

- Who are your current customers?
- What are their job titles?
- In what industries are they found?
- How much of their company's revenue comes from outside the US? According to Common Sense Advisory "for many fortune 500 firms, non-US revenue—or *xenorevenue*—accounts for 20% to more than 50% of their global income."

Now let's look at their behavior:

- What percentage of their revenue do they spend on your services? According to Common Sense Advisory, "localization expenditures are minuscule—2.5% or lower of non-US revenue." This discrepancy between earnings and expenditures represents a huge opportunity.
- What do they buy?
- How often do they buy?
- What is the size of their average purchase?
- What languages do they buy?
- What time of year do they buy?

You don't have to think of everyone you target as a prospect. It's worth networking with them regardless. People tend to know others like themselves, so by meeting and building relationships with more people who fit your target profile, you are likely to meet still more if you focus on creating relationships, rather than just moving on once you determine they're not a prospect. Help them in areas other than those covered by your services. Build a relationship with them. As Harvey Mackay put it, "Apply The Law of Large Numbers to your prospect list. Position yourself as

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European Translation Service Standard— Principles and Practical Implications

By Alfredo Spagna

Background

Translators, and especially their clients, have always been concerned with translation quality issues. As a response to these needs, a European Translation Service Standard is now taking shape.

The first national translation quality norms started to emerge in the 1990s but the work really got started towards the end of the decade as EUATC, or the European Union of Associations of Translation Companies, suggested that a comprehensive European quality standard was needed, making a formal initiative to this effect. As a consequence, CEN (Comité Européen de Normalisation—European Committee for Standardisation) decided to institute a task force for the preparation of this standard. Comprised of representatives of all EU countries as well as observers from the U.S., Canada, and ISO, the task force started working in 2001 and is now finalizing its huge effort. The practical work to write the standard text has called for several meetings held in various parts of Europe, meetings that have occasionally been quite heated and intense. The Finnish task group members obtained funding from a nonprofit foundation, the objective of which is to promote liberal culture pursuits in the country.

Leading Principle

This quality standard focuses on the translation process. The objective is to define the quality of the translation service, not the translation itself. This is a systematic approach to define the quality of service produced by the translation service provider (TSP)—either

a freelance translator or a translation agency—describing how this service should be organized and performed. According to the Introduction of the draft of the standard:

“The purpose of this European standard is to establish and define the requirements for the provision of quality translation services. It encompasses the translation process and all other steps involved in providing the relevant service. One of the key issues here is quality assurance and the ability to trace its progress. This standard offers both translation service providers and their clients a transparent description and definition of the entire process. At the same time, it is designed to provide translation service providers with a set of procedures and standard requirements to enable them to meet market requirements. Certification is envisaged for translation service providers who satisfy the requirements of this standard.”

Structure of the Standard Document

A result of hard work to synthesize the vast issue at hand, the draft consists of 18 pages, including the Foreword and Introduction, six actual Chapters, or Clauses, and five Annexes. Translators and language-oriented people can be quite stubborn when it comes to defining terms and concepts—everybody tries to outperform the others in orthodoxy! The definition and terminology problems are not over with the English-version draft of the standard; the text must also be translated into the European languages.

“Basic Requirements” focuses on what the TSP must have to be able to operate. What is important is to fulfill the basic requirements, which include aspects such as staff selection criteria, their know-how and competence, the inherent responsibilities and liabilities, and continuous training. The basic requirements also comprise the technical aspect, that is, hardware, software, and other technical aids and tools. A TSP providing high-quality services must also have a quality management and assurance system in place, as well as a well-functioning project management system.

“Client-TSP Relationship” is focused on the customer relationship and agreements necessary for both parties to know what their commitments and liabilities are. The TSP must realistically assess its own subject competence, linguistic competence, and resources—both human and technical. There must be a binding offer that clearly sets forth the price, timetable, and other terms and conditions. Anyone working in this industry will know that TSP confidentiality is a self-evident element of quality services.

The translation process itself starts from the preparatory administrative tasks and project registration. All parties involved in the project must have a clear picture of their role: translation projects may involve several translators, proofreaders, technical staff, and so on. Ensuring the necessary technical facilities is a natural and inherent part of project management. Translation process also includes the text processing tasks preceding the actual translation, an analysis of



the linguistic aspects, potential problems, special terminology, stylistic matters, and other contents of the source text. The actual translation work is always followed by a proofreading by another translator and an eventual content check by an expert in the subject. The value-added services might include legalization procedures related to so-called authorized or sworn translations, translation updating, terminology database compilation, and transliteration, just to mention a few.

The Annexes are informative by nature, and they include more detailed instructions related to project registration and technical text processing prior to the translation work. There are also specific Annexes related to an in-depth analysis of the source text, style guides, and the above-mentioned value-added services.

Objective of the Standard Document

What is the objective of this standard? The purpose of the standard is to ensure that the final product—the translation service—corresponds to the entity agreed upon between the client and the TSP. It should always be borne in mind that the translation itself cannot be standardized, while the service process can. The TSP following the standard can also seek certification. This calls for the compilation of a quality manual, which must be updated on a continuous basis. This might seem like a demanding task but in fact it is only a written presentation of a thoroughly planned systematic mode of operation. The fact that the TSP thinks through the process and analyses it systematically is already positive from the TSP's business point of view. A well-functioning process is an asset, not

only for the TSP but also for the client. A satisfied client is a loyal client. The standard will not revolutionize the market, and nobody will be excluded from exercising this profession.

And What Next?

The finalized draft is now in the so-called public inquiry phase and after approval will be ready for official publishing.



Alfredo Spagna is the General Manager of Arancho Nordic Oy, which is part of the Arancho Group, a multilingual documentation

management company based in Italy, Finland, and Spain. Alfredo is the President of the European Union of Associations of Translation Companies, and can be reached at alfredo.spagna@fi.arancho.com.

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Number Two to every prospect on your list, and keep adding to that list." If your list is long enough, the Law of Large Numbers will work to your advantage. Most large companies need translation. Few of them do it in house. They'll always be reconsidering options. Don't write them off just because they already have a provider. Contact them once in a while. Send them a relevant article. Work on being second in line. Gain mindshare and hold on to it because, in Mackay's words, "If you're standing second in line, in enough lines, sooner or later you're going to move up to Number One."



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Caribbean, Central & South America. Since founding Linguistic Solutions in 1991, he has been using high tech/high touch methodologies to manage customer relationships, translation projects, and a worldwide network of freelance translators while serving a variety of international clients, including Fortune 500 companies and high-tech startups. He can be reached at christopher.hurtado@linguisticsolutions.com.



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Federcentri Update 2005

By Mirko Silvestrini

Italy has a very heterogeneous market, considering that Italian industries avail themselves of the services provided by translators and translation agencies, often without fully understanding the difference in services. In any case, the market is quite alive, considering that we have about 160 translation agencies that are members of Federcentri, as well as a number of nonmembers. On the other hand, it is currently difficult to say how many translators there are in Italy, because many of them are associated with AITI or ANITI. However, the Italian market has been affected by the consequences of 9/11 and the strength of the euro, which has currently reduced Italian exports and thus the need for translations. We also start to feel the competition of countries like Poland, Romania, Hungary, and others, which are in a position to provide services at lower costs.

More and more, we feel that various Italian industries are asking for excellent quality in translation at very reduced prices, a position that is very difficult to reach and maintain. Not to mention the strong fiscal and legal environment currently existing in Italy. For example, the privacy law in Italy is still underway and does not bring good news for translators and translation agencies, considering that we deal with so much data during each translation project.

In conclusion, the translation world in Italy is going to face some changes and challenges in the future, so that greater specialization and the use of advanced IT tools (from CAT to DTP) will be required, together with the need to be prepared for sudden market changes.

As for Federcentri projects, we are currently implementing the following. First of all, the 2005 Conference, to be held in Bologna, probably October 21-22, is already under project phase. A Scientific Committee has been established and charged to create the guidelines that shall then be logistically performed by the Organization Committee. A new website will soon be prepared, so that people from all over the world may be informed about the features of the Conference and have the possibility to participate.

Second, Federcentri's website will be totally updated very soon, in order to provide all members and nonmembers with updated information about our activities. We are studying a specific scrollbar for the news, plus a chatroom to allow members to express their opinions about our Federation.

Third, Federcentri has decided to adopt some child victims of the tsunami, and within the next few days we will be contacting a nonprofit organization to establish the project.

Fourth, Federcentri is always participating in the work of EUATC, and the next step shall be to help them organize the first European Meeting of EUATC, which will be held in Brussels by the end of 2005.

Federcentri is also participating in the work of the European Standard that is currently under public enquiry and will be discussed again in Copenhagen on May 30-31 and June 1, 2005. Federcentri participated in the last CEN meeting, which was held in Madrid in November 2004.

Fifth, Federcentri has collaborated with SAP on the creation of a specific database that will be very useful for translation companies. The SAP Project has already been presented to the members in Bologna, and in the near future we will have presentations in Rome and Turin.

Last but not least, we have currently divided Federcentri's activities into committees, for example, a Technical Committee involved with IT and CAT matters, a Public Relations Committee involved in Federcentri's image worldwide, and so on. The committees already appear on the website and may be contacted for any matters relating to Federcentri activities.



Mirko Silvestrini, the new President of Federcentri—the Italian Federation of Translation Companies—was

elected in May 2004 for a four-year term. He has a degree in Foreign Languages from the University of Venice, and has owned Rapi trad Translation Co. since 1990. Mirko was a speaker at ATA's 43rd Annual Conference in 2002 and at various conferences held by his national Federation. Among the main objectives of his mission is the improvement of communication with international organizations such as EUATC, ATA, and ICLC. Federcentri's annual meeting is becoming one of the most highly attended European conferences. Mirko, representing Federcentri, is also involved in creating a European Standard through the CEN (Comité Européen de Normalisation). This standard will become the first European standard common to all translation service providers.



Recruiting, Motivating, and Retaining Staff

By Alison M. Wallace

Most translation businesses face a tight labor market and a tough 2005. As globalization and competition have intensified, businesses have had to become leaner and fitter, and job security for employees can no longer be taken for granted.

In a competitive environment with constant pressure on costs, competitive remuneration is necessary but employers need to ensure that their business can compete and offer an *employment package* that includes not only monetary remuneration but also other less obvious benefits. In exit interviews, the main reason often given by an employee for moving on is lack of career development and promotion prospects. Employers who take a more holistic approach to managing the motivation and retention of their employees should see a lower staff turnover.

Poor working relationships with managers and a lack of opportunity to be creative cannot be satisfied with regular bonuses or pay increases. Key elements of reward that have the greatest influence on positive employee behavior, including commitment levels, are the *non-financial elements* of a reward program, such as increased flexibility, but *respectful treatment* of employees is a factor influencing engagement as well as long-term career opportunities.

The three main criteria for attracting employees are job match, development and training, and participation and involvement. Employers in turn look for talent, commitment, and a return on their investment.

Many employees now cite *work-life balance* as their main concern. With the concept of a job for life dead, many people now expect to have several different jobs during their working lives and they will look for lifestyle remuneration. In the widest sense, many workers say they suffer from work-related stress and want to cease work at the earliest possible opportunity. However, the current pension burden will mean that many will work beyond the state pension age whatever provision they are making for their retirement.

Offering staff more *flexibility* in how they work or redesigning how a job is done can be as effective a retention strategy as a pay raise. Many find the *long hours culture* a key motivator for job change. Staff who enjoy a good work-life balance are less likely to job hop. Many employees, however, also want to be inspired when they are at work. They want their managers to be in touch with how staff feel, share their vision of where the organization is heading, listen rather than talk, and inspire fun and excitement in the workplace. Employees want to be *stakeholders* in the business.

Those employees who are motivated by and are consequently willing to expend extra effort for their employer work in a happier and more consensual workplace and are the least likely to move on. A strong *employee engagement* will be present where employees think well about their company, that is, the unwritten expectations the employer and employee have of each other. Companies with a high level of employee engagement should in turn achieve higher levels of financial performance.

What are likely to be the top 10 influences on the employment relationship?

- Relationship with line managers
- Quality of management
- Recognition of contribution
- Job satisfaction
- Open communications
- Job security
- Relationship with colleagues
- Pay
- Working hours
- Working culture

Across the age range of employees there will be different priorities. How can a business measure employees' expectations? This is often done as part of the appraisal process or with exit interviews. Team briefings, staff councils, and formal surveys or focus groups can help.

A survey of employees every two years will reveal current and changes in *employee attitudes*. Employers must, however, act on the findings by eradicating areas of weakness or poor performance and not ignoring employees' concerns.

In summary, the old ways have gone. Job security, years of service, loyalty, seniority, and collective industrial relations have been replaced with careers, employability, skills acquisition, recognition, flexibility, meritocracy, organization values, and individual employee relations. This in turn demands new leadership styles, and businesses that cope will change and match their expectations with those of their employees.

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See What We've Got Brewin' in... **SEATTLE**

ata
46th Annual Conference

of the American Translators Association

The Westin Seattle | Seattle, Washington | November 9-12, 2005

Features

Over **150 educational sessions** that cover topics in a variety of languages and specialties, **offering something for everyone**

A **multitude of networking events** that allow you to connect with over 1,200 translators and interpreters from throughout the U.S. and around the world

Opportunities to **promote your services** and interview with language services companies **at the Job Marketplace**

An **exhibit hall** that brings companies together for you to see the latest software, publications, and products available that **fit your unique needs**

Register

Look for the **Conference Registration Form** with the **July issue** of *The ATA Chronicle* to take advantage of special **Early-Bird rates**, available **until September 10**.

Join ATA to register at the discounted ATA Member rate. For an application, contact ATA or **join online at www.atanet.org/membapp.htm**.

Don't miss this **opportunity to network**, meet newcomers and seasoned professionals, **market yourself and your skills**, **reunite with friends and colleagues**, and **have fun!**

Hotel

The Westin Seattle is located in downtown Seattle, 15 miles from the Seattle-Tacoma International Airport and within walking distance to Pike Place Market and the Space Needle.

Special Room Rates for ATA Conference Attendees (exclusive of tax)

Single: \$175 | Double: \$185

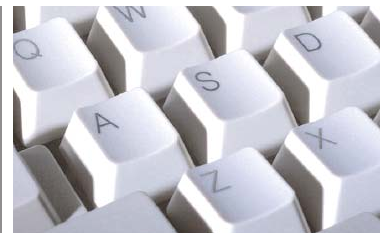
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