10 Habits of Highly Successful Translators and Interpreters

Being an excellent translator or interpreter is not enough to attract and keep customers. Which characteristics do successful entrepreneurs in the languages industry share? Inspired by Stephen Covey’s management classic “7 habits of highly effective people,” the presenter will outline 10 habits that any linguist must have to succeed in the marketplace. This presentation focuses on customer service, communication skills, negotiating, computer proficiency, networking, and more. Find out why you need to be a Tesla rather than a Kia, why the client is almost always right, why being a skeptical technical hippo is not a good thing, why there is no crying and whining in T&I, and how to set clear expectations. This interactive presentation will use case studies to illustrate business practices and skills that are essential to succeed in our profession. The speaker will focus on the lessons she’s learned in business school in the U.S. and share the insight she has gained from more than a decade in the T&I business in both the U.S. and Europe.

Bio:
Judy Jenner is a seasoned entrepreneur in the languages industry, a Spanish and German business and legal translator and a federally certified Spanish court interpreter in Las Vegas. She holds an MBA in marketing and runs her boutique translation and interpreting business, Twin Translations, with her twin sister Dagmar. She was born in Austria and grew up in Mexico City. A former in-house translation department manager, she is a past president of the Nevada Interpreters and Translators Association and serves as a spokesperson for the American Translators Association. She writes the blog Translation Times, pens the “Entrepreneurial Linguist” column for The ATA Chronicle, contributes feature articles to the Bulletin of the Institute of Translation and Interpreting, and is a frequent conference speaker at events in the U.S. and around the world (Brazil, UK, Czech Republic, Hungary, Germany, etc.) She is the co-author of The Entrepreneurial Linguist: The Business-School Approach to Freelance Translation. Judy is an adjunct instructor of translation and interpretation at the University of California-San Diego and at the University of Nevada Las Vegas. Her special talent is memorizing airport codes – or at least trying.

Tid: 10.00 – 11.30, tisdag 12 december 2017
Lokal: D389

Hjärtligt välkomna!
Professor Cecilia Wadensjö