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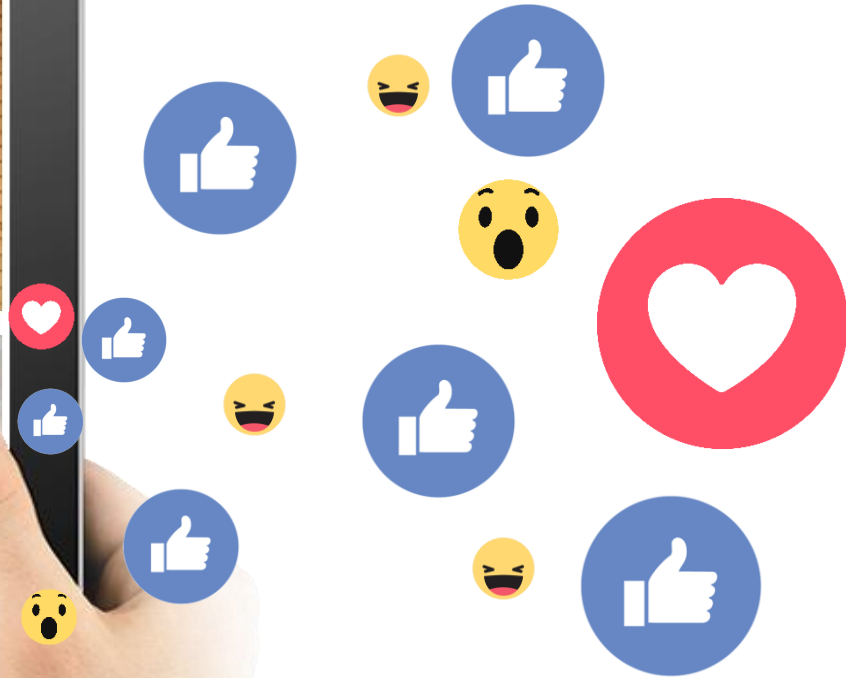
Webinars-2018

The Future of Project Management in the Age of Automation

Tucker Johnson

April 10th, 2018

Facebook Live



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: a look at the full report with
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 **Ukrainian Translation Industry Conference**
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ГЛАВНАЯ ВИДЕО ПЛЕЙЛИСТЫ КАНАЛЫ ОБСУЖДЕНИЕ О КАНАЛЕ


UTICamp: Official video
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UTIC-2016 event: UTICamp is the first international translation conference held in the open air!

Ukrainian Translation Industry Conference is where talented independent translators, successful managers, bright educators and agile software developers get together to establish valuable connections, have meaningful discussions with peers, learn

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Speaker



- ❖ Tucker Johnson is the co-author of *The General Theory of the Translation Company*
- ❖ and Managing Director of **Nimdzi Insights**, one of the language industry's leading analyst and consulting firms
- ❖ He has a great experience in LSP's (Language Service Providers) managing operations
- ❖ Tucker focuses on large account management and building out large scale global programs

Hosts



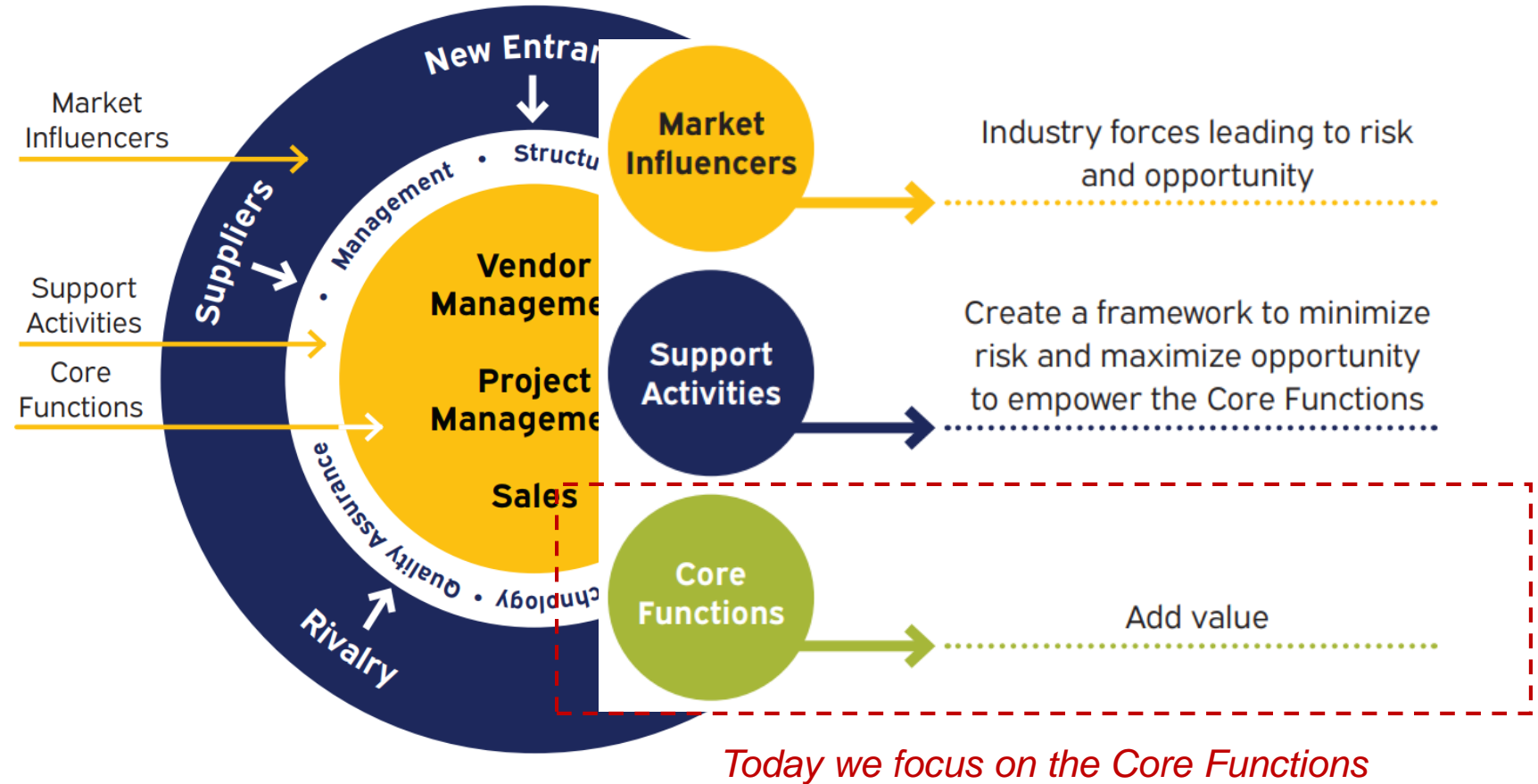
Iryna Vizir
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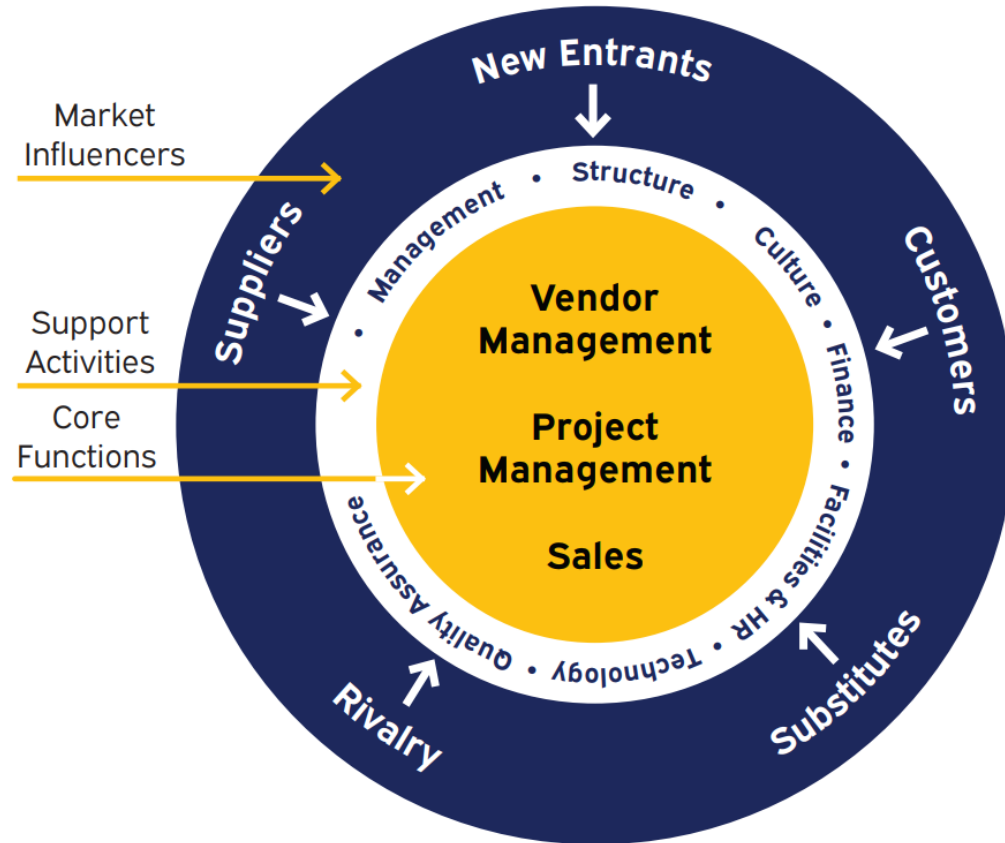
Agenda

- The General Theory of the Translation Company
- Adding value through the LSP Core Functions
- What clients want
- The future: Rage against the machine!

The General Theory of the Translation Company



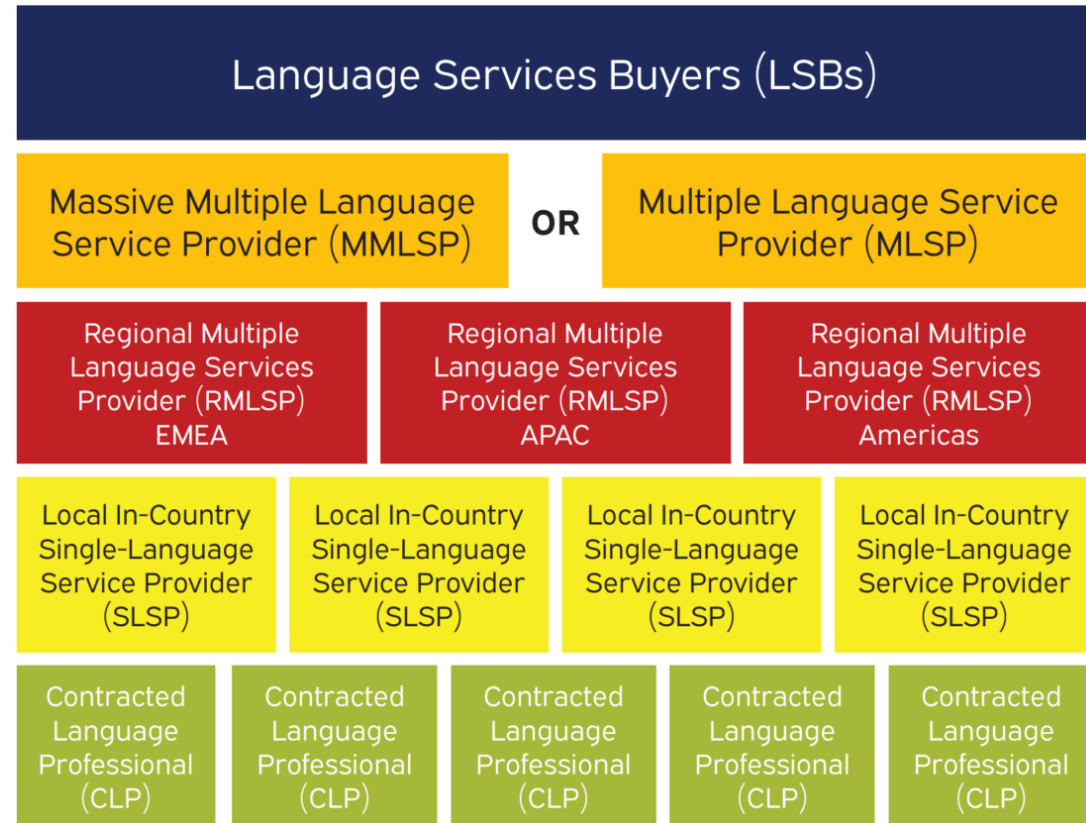
The Three Core Functions*



*Important note: "Function" ≠ Job Title

The Three Core Functions*

- Project Management
- Vendor Management
- Sales



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- Project Management
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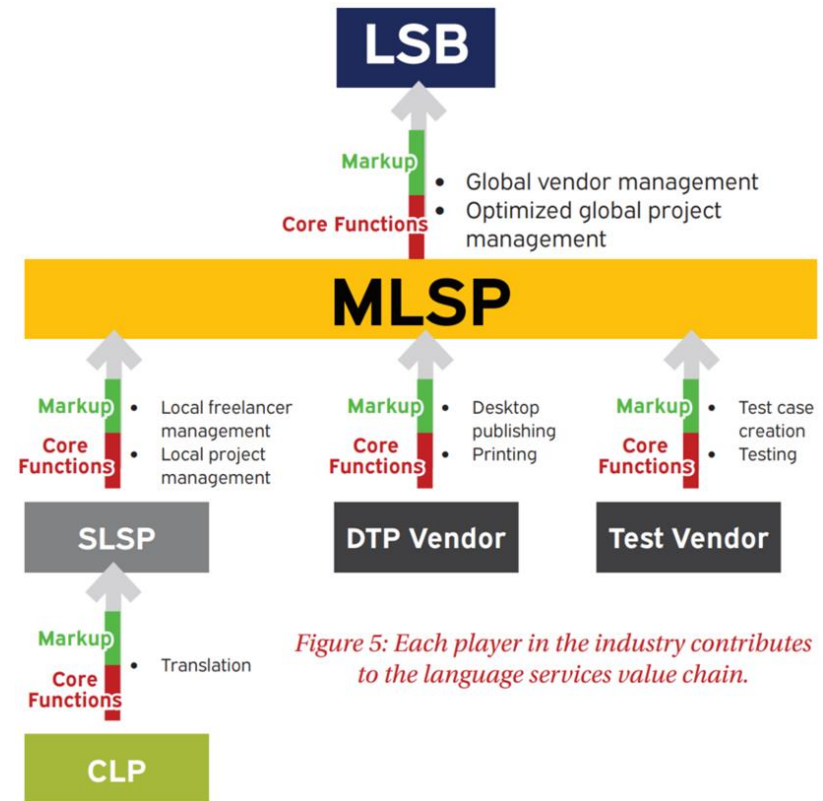


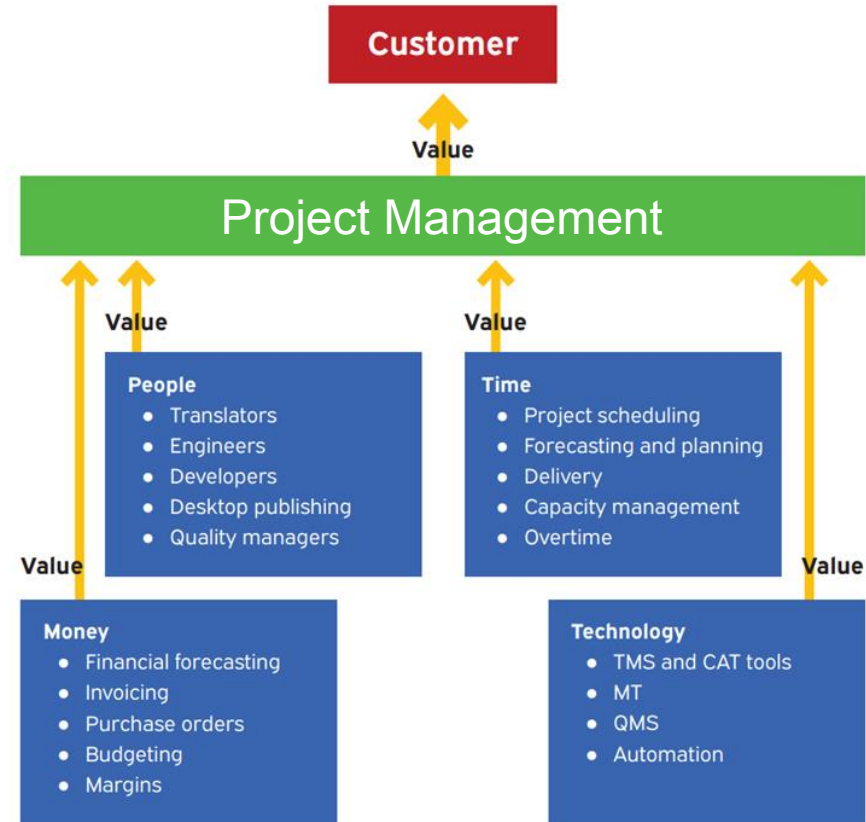
Figure 5: Each player in the industry contributes to the language services value chain.

*Important note: "Function" ≠ Job Title

The Project Management Core Function*

Project Management

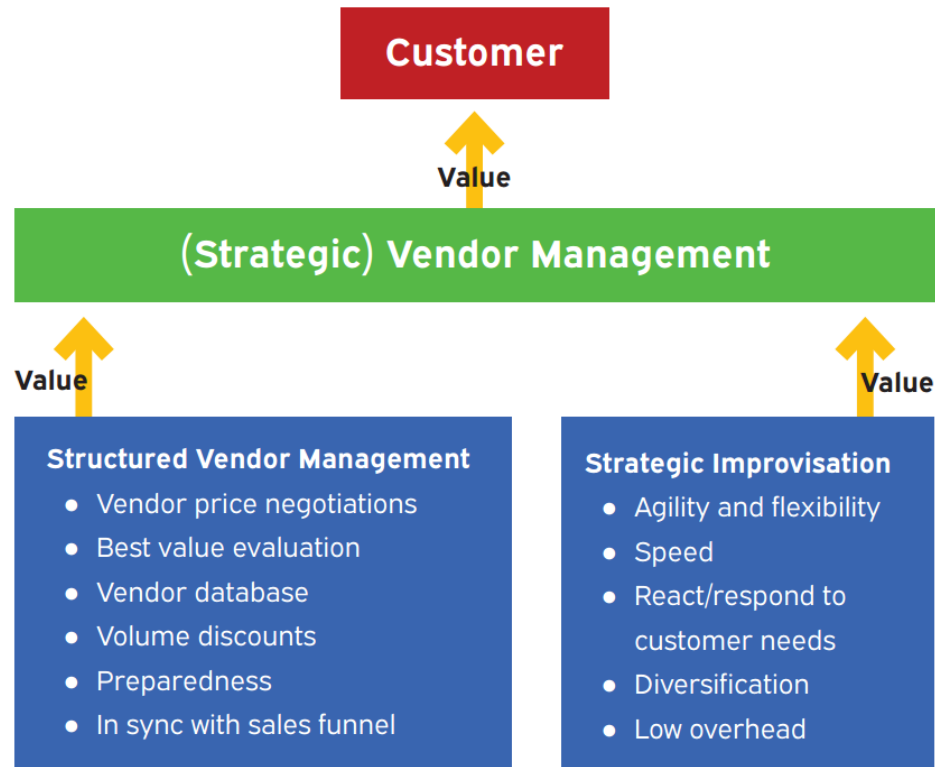
- People
- Time
- Money
- Technology



*Important note: "Function" ≠ Job Title

The Vendor Management Core Function*

Vendor Management

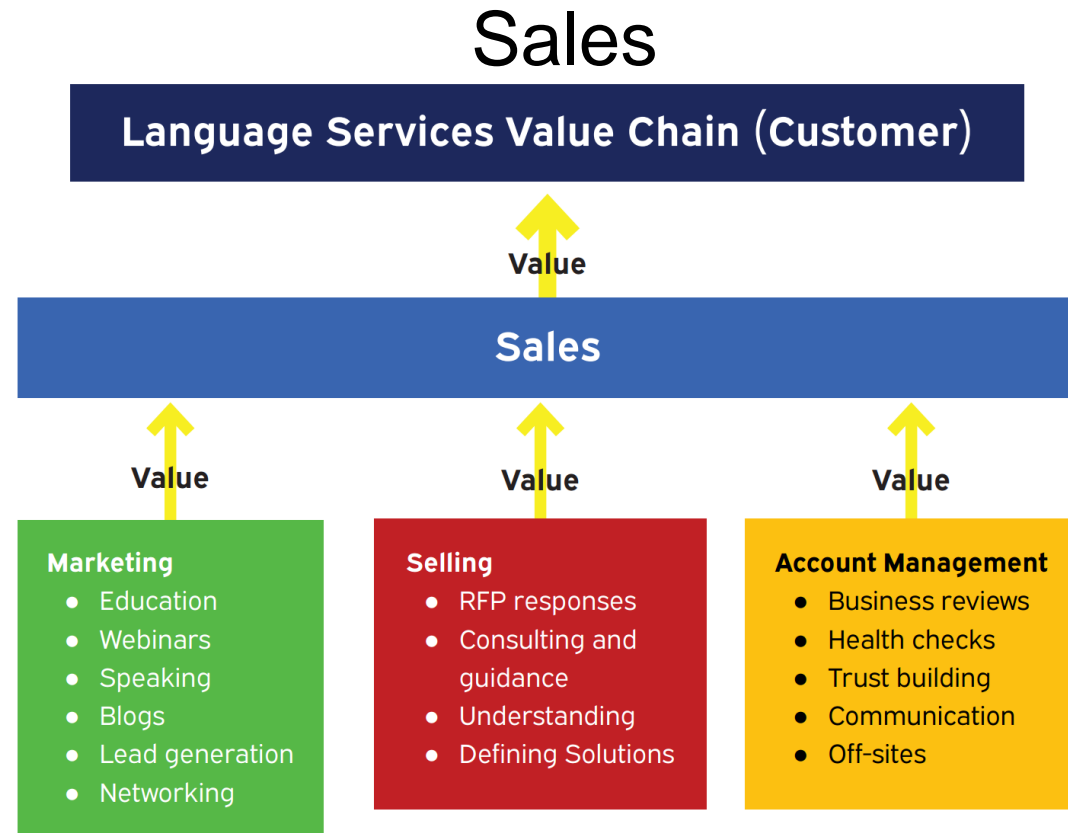


- Structured vendor management
- Strategic Improvisation

*Important note: “Function” ≠ Job Title

The Sales Core Function*

- Marketing
- Selling
- Account Management



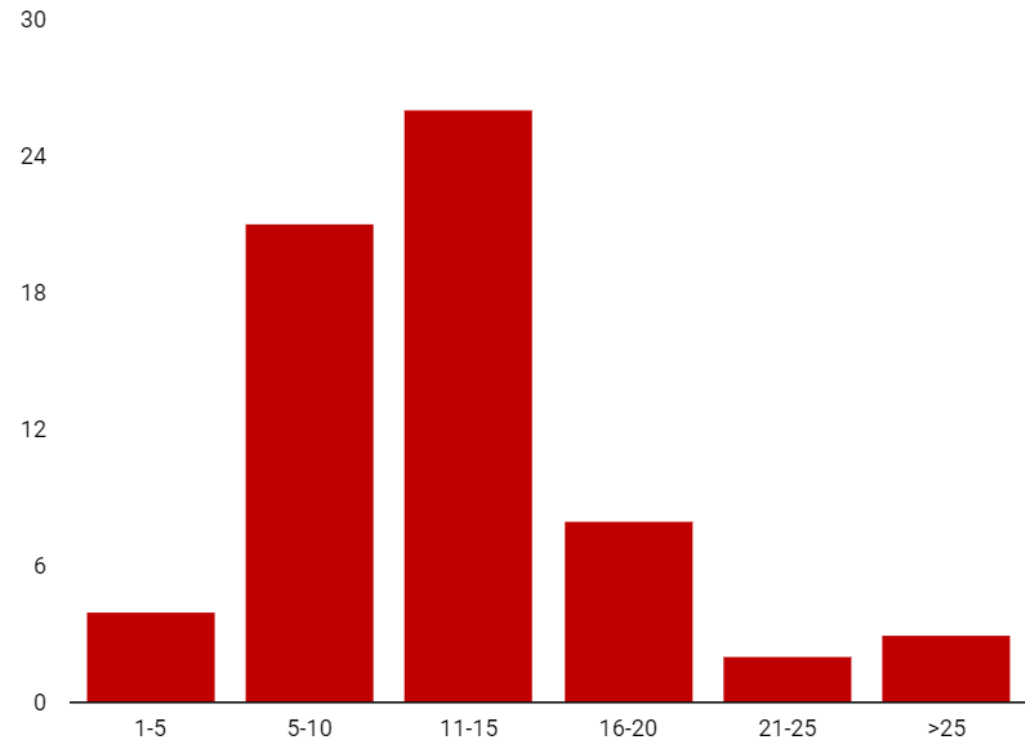
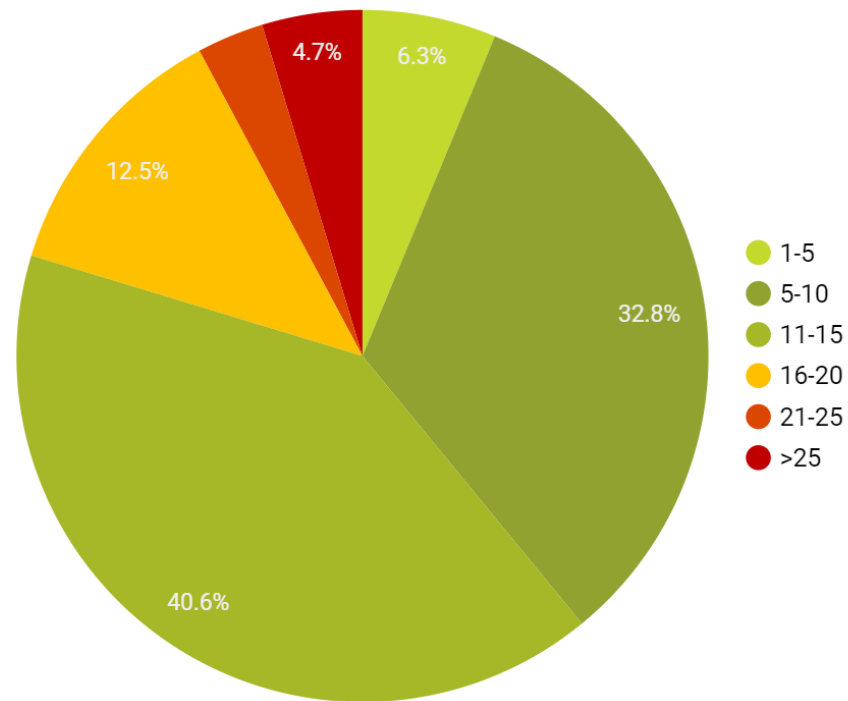
*Important note: “Function” ≠ Job Title



So what do clients want?

Clients don't want another tool

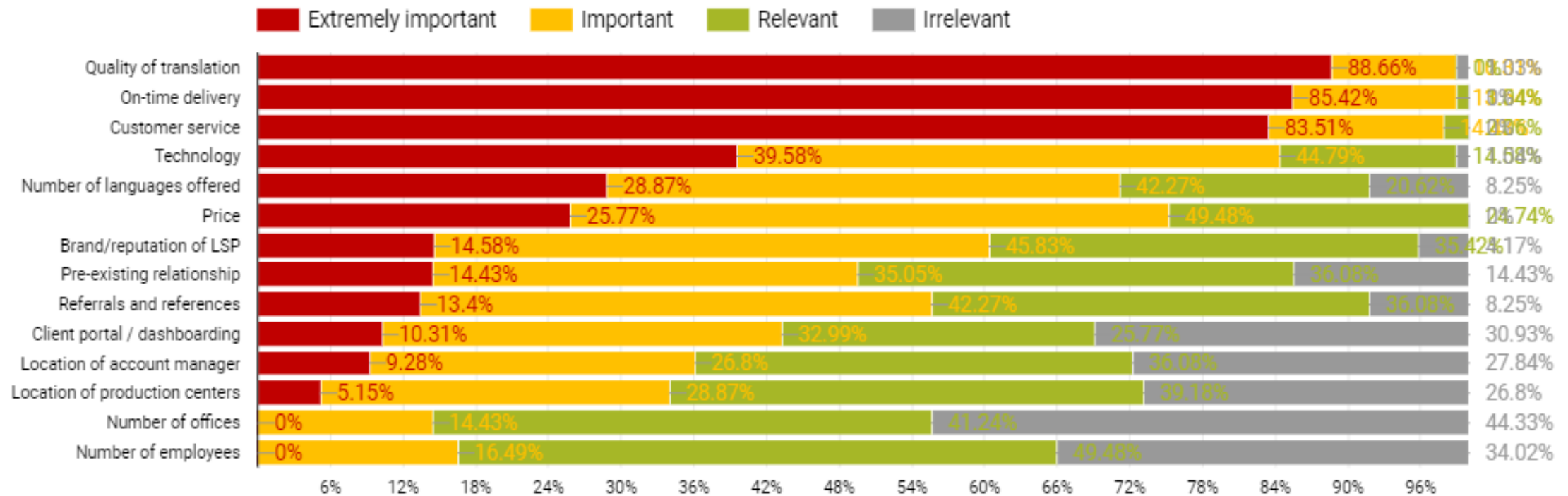
How many tools do you use *DAILY* to perform your job?



Source: Nimdzi Insights Research (yet unpublished), 2018

Clients want customer service

Top factors that are personally important to *individuals* when buying localization

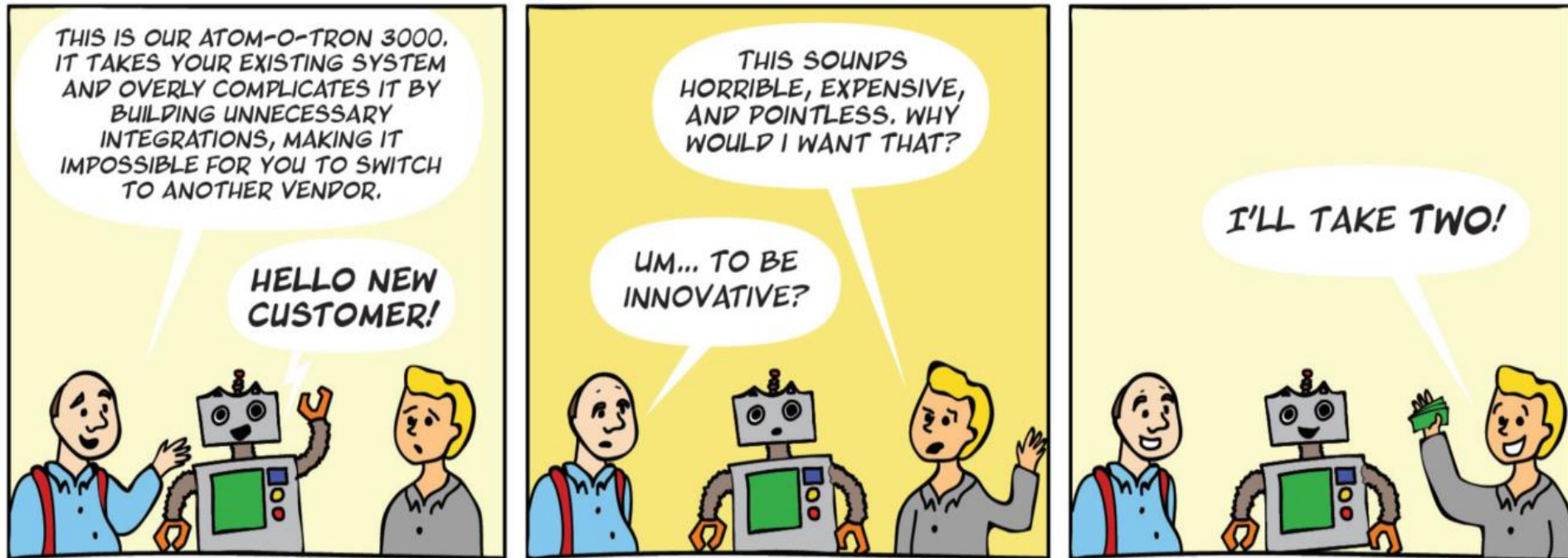


Source: What Buyers Want, Nimdzi Insight Report, 2018



How to “rage against the machine”

Be client facing



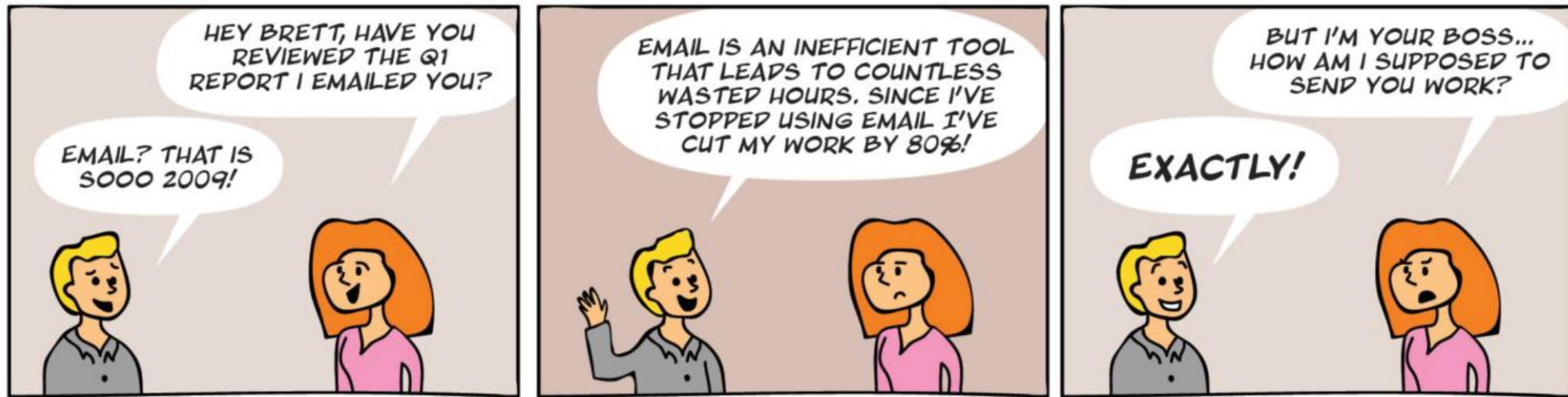
Anticipate customer needs




Talk about technology



Accept and evolve

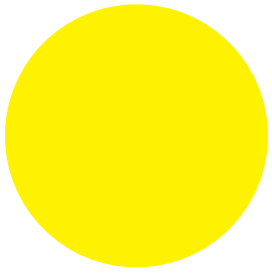




Don't worry, you'll be fine

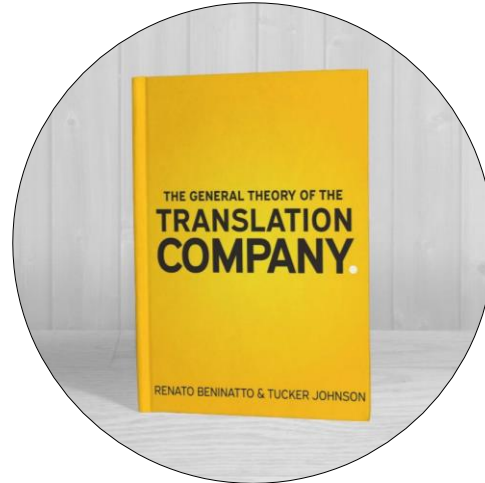
- (Business) Relationships are built on trust
- Technology breaks (all the time)
- Clients are bad at their jobs

*Automation won't replace **you** because **you** will be prepared...
but it might replace the person sitting next to you.*



"At the end of the day, the language services industry is still relationship-driven. Nobody has yet been able to find a suitable substitute for human relationships."

Questions welcome!



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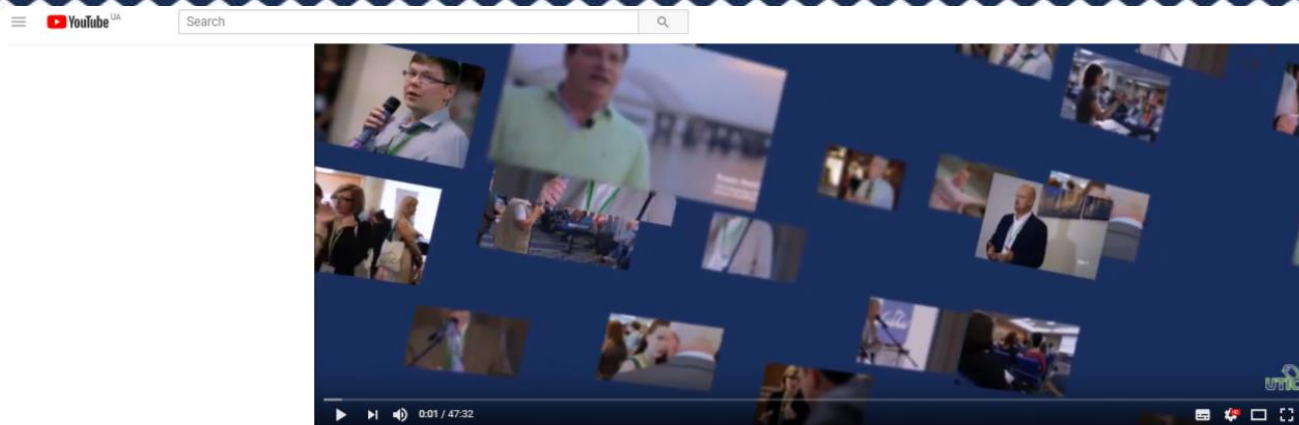


@FatMotherTucker
@nimdzi_insights



Thank you!

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UTIC Webinar-2017. Grammarly Under the Hood

45 views



Ukrainian Translation Industry Conference

Published on Nov 3, 2017

Let's have a look at linguistics from a different point of view. We invite you to discover computational linguistics and take a glimpse under the hood of Grammarly. What magical spells does it use to detect all text errors and free mankind from grammar illiteracy? Who teaches it to find more and more lawbreaker mistakes?

All the secrets and magic will be revealed! We will talk about what NLP is, why and where we need it, and take a peek into the day of a Computational Linguist.

About the speaker:

After graduating from Lviv Polytechnic National University two years ago, Oksana joined Grammarly as a Computational Linguist. At Grammarly, she is working in the area of Natural Language Processing. Her current projects are focused on error correction and stylistics.

Oksana is also passionate about coding. She is one of the organizers of the DjangoGirls workshops that aim to teach women to code in Python.

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Our next webinar



Этический кодекс переводчика в мировом контексте: пути развития проекта

Татьяна Ярошенко

19 апреля 2018
16:00 (GMT+3)

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