



Naïma's story:

When Québec-City-native Naïma started the coaching, her desire was to translate fiction and non-fiction books but also to make a living from her translation work. Since Naïma wanted to both practice her professional standards and learn about the business side, she decided to do a translation-focused experiment in which she had to work with a “client” to produce a translation according to a high standard while coming up with an action plan to work on her future business. Before doing her experiment, Naïma's translation process was well thought out, but fairly basic. After going through the training in the course, her process was much more in-depth and she has a better idea of what is expected of her as a professional translator.

Before the coaching:

Naïma's initial desire: To be recognized as a valuable professional and become a go-to translator in her field.

Naïma's Initial goal: To translate books.

Naïma's Initial obstacle: Not having a focused business strategy.

After the coaching:

Naïma's new desire: Help clients reach more people and more markets to increase their visibility, expand their business and improve their reputations.

Naïma's new goals: Gain a deep understanding of the needs and realities of the sectors she wants to work in and gain experience in these sectors.

What Naïma did to overcome her obstacle: Naïma created an in-depth action plan to create all of the steps to start her business on a very specific timeline to start working with clients in May 2018. She also learned how to turn a vision and desire for her business into specific strategies to start working in her sectors.

What Naïma learned:

I liked how the coaching taught me how to approach my translation process. Getting to do a long text for my experiment with a lot of direction and feedback really helped me. It also really helped me to be in contact with a professional and experienced translator. Not only did I get to practice my translation skills, but I also have much more of a business focus in my work. My desire for my business is a lot more realistic now. I also learned how to think about what clients want and how to put myself in their shoes. I never did that before, and I realize now that it's really important. I also have an action plan that will help me build a portfolio. The coaching had a good balance of letting me learn a lot and spending time on the things I needed to without being overwhelming. I would definitely recommend the coaching to others!