Translation in corporate and institutional environments
A blueprint for creating higher added value – and communicating that added value to stakeholders

David Jemielity
TEF 2019, Brussels
Hi,

We’re working on the translation of your brochure update and it looks like there might be a mistake on page 54. Your original English text refers to a 3% decrease in Greek sovereign debt yields, but it’s our impression that it’s actually a 3 percentage-point drop. We’d like to make the correction in the German version if that’s OK for you.

Best,

Ursula & Patrick
We Are Cisco: Our Brand Story
stratégie 2018

Stratégie de communication
Présentation au séminaire du Conseil d'administration
Buy any smoothie (or menu drink) Get one FREE (of equal or lesser value)


You never actually own a Patek Philippe. You merely take care of it for the next generation.
Our tone of voice

Hello! 👋

Welcome to Monzo’s tone of voice guide.

This is a (fairly) brief overview of how we write. It’s for everyone in every team, and it applies to all the writing we do, inside and out.

We’ve opened this up to the world as well (hello world! 🌍), because we want to be held up to the lofty standards we set ourselves here. We believe in everything we’ve said, so if you see us falling short then please let us know.
WE WANT ALL YOUR MONEY

to stay safe. Grow over time. And be managed with prudence.
A bank, after all, shouldn't be a risky place for your funds.
You work hard for your money. We believe your bank should, too.

frostbank.com/switch
(877) 862-4000
WE WANT ALL YOUR MONEY

to stay safe. Grow over time. And be managed with prudence.
A bank, after all, shouldn’t be a risky place for your funds.
You work hard for your money. We believe your bank should, too.

frostbank.com/switch
(877) 887-4800

A BANK FOR THE 1%
as well as the 5%. At Frost, it doesn’t matter if you have a million dollars or just a few.
We’re a bank for Texas. 100% of it. And we believe courtesy should never be based on
the size of one’s accounts.

frostbank.com/switch
(877) 887-4800
No Q&A? Bad process.
(with negative short-term and long-term consequences)
In the bigger picture, translation is (only) a means to an end. That end is *effective communication* across languages.
Raising the bar

Our unspoken quality standard is no longer “Is this a good translation?”

It’s “Is this effective target-language communication?”
The year was marked by passing the CHF 1bn revenue milestone and by a fundamental transformation of two of the Group’s main business lines.

Original French ST

L’année a été marquée par le passage du cap du milliard de francs suisses en termes de revenus et par une transformation fondamentale de deux des métiers de base du Groupe.

Translated English TT
To Our Owners,

Each morning, across the company, our day starts with conversations — conversations about how best to serve our customers and help them succeed financially.

We’ve been having those conversations at Wells Fargo for more than 160 years, and they are the cornerstone of our success. Today, we serve one in three U.S. households and employ one in 500 working Americans. We handle 5.5 billion customer interactions a year in our Community Bank alone — these give us more than 10,000 opportunities a minute to be a hero for our customers.

Microsoft chair’s letter

Dear shareholders, colleagues, customers, and partners:

Thank you for your continued commitment and investment in Microsoft. Our tremendous progress and impact over the past year would not have been possible without your trust and belief in our mission.

In fiscal 2019, General Mills celebrated its 90th anniversary as a publicly traded company. When we listed in 1928 there were around 800 companies being traded on the New York Stock Exchange, only 44 of which remain today. When you think back to how much the world has changed since 1928, this shows our incredible resiliency and our willingness to adapt to change.

In today’s business environment, our purpose and company culture matter more than ever. And we know that to deliver strong returns for our shareholders, we must successfully serve all our stakeholders — our consumers, customers, communities and employees.
We generated CHF 1bn in revenue for the first time last year and fundamentally transformed two of our core businesses.
Meetings are something you prepare for beforehand and debrief afterwards. They’re a skill you can get better at.
Build processes that help you manage both the *actual* quality of your target texts and the *perception* of their quality within the organization.
Don’t tell decision-makers about your added value. Build processes that help you show decision-makers your added value.
Specialize. Like, really.
L’excellence d’un service personnalisé
de la plus haute qualité, tel est l’engagement
que la BCV s’applique à mettre en œuvre
dans le rapport de confiance qu’elle instaure
avec ses clients.

Crib for non-French-speakers: “The excellence of the highest level of quality personalized service, that is the commitment that BCV strives to apply in the relationship of trust it builds with its clients.”
At BCV, the conversation starts with you
Perspectives
Ces bons résultats, obtenus dans un environnement incertain, confirment la confiance et la fidélité de la clientèle.

Outlook
Our solid financials in a low-visibility operating environment attest to the Bank’s strong customer franchise.

Announcement: Moody's affirms Banque Cantonale Vaudoise's A1 rating; outlook stable (Switzerland)

RATINGS RATIONALE

According to Moody's, today's rating action on BCV's BFSR is underpinned by BCV's (i) well established franchise in the canton of Vaud and in Switzerland; (ii) strong capitalisation; (iii) sound liquidity and funding profile; and (iv) improved risk-management systems and moderate risk appetite. BCV's BFSR also reflects its exposure to the real-estate markets in the Lake Geneva area, which Moody's believes are subject to some "overheating" (i.e., price inflation).
At BCV, the conversation starts with you

L'excellence d'un service personnalisé de la plus haute qualité, tel est l'engagement que la BCV s'applique à mettre en œuvre dans le rapport de confiance qu'elle instaure avec ses clients.
Thanks!