REFRAMING TRANSLATION
TRANSLATING EUROPE FORUM 2018
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HISTORICAL SHIFTS

- Crisis – underlying wave
- Length of the timeframe

1. Nature
2. Health
3. Connections

Anthropocene

Hominescence: human flourishing

Michel Serres (1930-)
THE FUTURE OF PHYSICAL WORK: ROBOTS
THE FUTURE OF COGNITIVE WORK: ARTIFICIAL INTELLIGENCE
THE FUTURE OF WORK: RESEARCH
WILL ROBOTS TAKE MY JOB?

89%

Taxi Drivers and Chauffeurs

Drive automobiles, vans, or limousines to transport passengers. May occasionally carry cargo. Includes hearse drivers.

AUTOMATION RISK LEVEL

Robots are watching

or 89% probability of automation

PROJECTED GROWTH

13%

by 2024
Do you think you will be replaced by a machine?
WILL ROBOTS TAKE MY JOB?

38%

Interpreters and Translators

Interpret oral or sign language, or translate written text from one language into another.

AUTOMATION RISK LEVEL
Start worrying
or 38% probability of automation

PROJECTED GROWTH
29%
by 2024
WILL ROBOTS TAKE MY JOB?

4%

Writers and Authors

Origin and prepare written material, such as scripts, stories, advertisements, and other material.

AUTOMATION RISK LEVEL
Totally Safe
or 4% probability of automation

PROJECTED GROWTH
2%
by 2024
USING A LARGE DATABASE OF FREELANCERS GUARANTEEING ACCURATE TRANSLATIONS

80% OF REVENUE COMES FROM TRANSLATIONS BY FREELANCERS CERTIFICATES OF ACCURACY BUSINESS MODEL

COMPETITIVE PRICING PROVIDING MULTIPLE LANGUAGE SOLUTIONS

GOOGLE TRANSLATE IS “FREE” GOOGLE TRANSLATE OFFERS MULTIPLE LANGUAGE SOLUTIONS

PROVIDE CERTIFICATES FOR ACCURACY AND RELIABILITY

GOOGLE TRANSLATE – A MASSIVE DATABASE OF TRANSLATIONS

TRANSLATION COMPANY BUSINESS MODEL REFRAME
WORK AND VALUE

- NATURAL RESOURCES
- IDEAS, INTELLECTUAL PROPERTY
- NATURAL GROWTH
- LAWS, REGULATIONS
- FINANCIAL VALUE
- LABOUR
- PROPERTY
Thomas Kuhn
(1922-1996)
CONSUME TO CREATE
CONSUME TO CREATE
CONSUME

Passive ➔ ACTIVE

One-way ➔ RECIPROCAL

Authoritative ➔ EMPOWERED

CREATE
UNIVERSAL TO UNIQUE
UNIVERSAL TO UNIQUE
UNIVERSAL

One size fits all ➔ INDIVIDUALLY TAILORED

Mass-produced ➔ PERSONAL DESIGN

Average ➔ IDIOSYNCRATIC
IDENTIFYING PARADIGM SHIFTS

• How do these paradigm shifts affect your product or process?

• Do you see another paradigm shift in your field – from X to Y?

Discuss in pairs
(5 minutes)
MAPPING ACTIONS TO PARADIGMS: EDUCATION

AGE-BASED GROUP

COMMON SPEED

UNIVERSAL

STANDARD CERTIFICATE

EQUAL TIME ON SUBJECTS

ABILITY-BASED TRACK

INDIVIDUAL SPEED

UNIQUE

PERSONALIZED CERTIFICATE

UNEQUAL TIME ON SUBJECTS
CONSCIOUSNESS

HUMAN TRANSLATION

DEVELOPED SKILLS

LIVED EXPERIENCE

INCREDIBLE SPEED

MASSIVE DATABASE

MACHINE TRANSLATION

CONSCIOUSNESS

ALGORITHMS
REPLACING CHESS WORLD CHAMPIONS?

1997

1998
How could you reframe your work to become a centaur?

Discuss in pairs (5 minutes)
REFRAMING WORK

- Which elements matter most to you?
- What if these change?
THE ART OF THINKING DIFFERENTLY

When we’re stuck on a problem or in a situation, sometimes all we need is another perspective. This new perspective can help us to come up with a new approach or solution. Reframing can be used both for professional and for private problems. Do you want to:

- Rethink the relationship with your parents, partner or boss
- Come up with new products or services
- Create a new way to help people in your community
Banks hold all the power in the world.

You can't transact without banks.

Banks create money.

Governments should dismantle banks altogether.

Banks don't hold any wealth.

People can create and trade wealth without banks.

People create money.

People are the true transactors.

Banks are among the richest companies in the world.

Governments won't let banks fail.
Welcome to Reframing

Enroll now

Featured Courses

- **Innovation Mindset: Reframing in organisations**
  How to come up with radical new ideas and immediately put them into practice
  FREE
  Karim Benamar, Ph.D.

- **Paradigm shifts: Reframing large societal shifts**
  FREE
  Karim Benamar, Ph.D.

- **Reframing your life**
  Using the Reframing technique to develop new perspectives and new behaviour
  FREE
  Karim Benamar, Ph.D.
how can we think differently?

how can we act differently?
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