LECTURE

Terminology Project Planning

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Content

- Introduction
- Basic questions & Definitions (Project, Management, Project Management)
- What is specific about terminology projects?
- Success Factors of (Terminology) Projects
- Conclusions

- Discussion (30 Minutes)

Introduction

- Topic Today:
  Terminology Project Planning →
  Efficient, effective and successfull management of projects in the field of terminology

- Goal: Overview, raise awareness & interactive training

- Tomorrow: The TermTrain Project:
  An example of successful Terminology Project Planning

Definitions & Questions

- What is a project?

- What is management?

- What is project management?

- What are the critical success factors in real-life project management?

What is a project?

- Many definitions, e.g.:
- *„A project is a temporary endeavor undertaken to create a unique product, service, or result."*
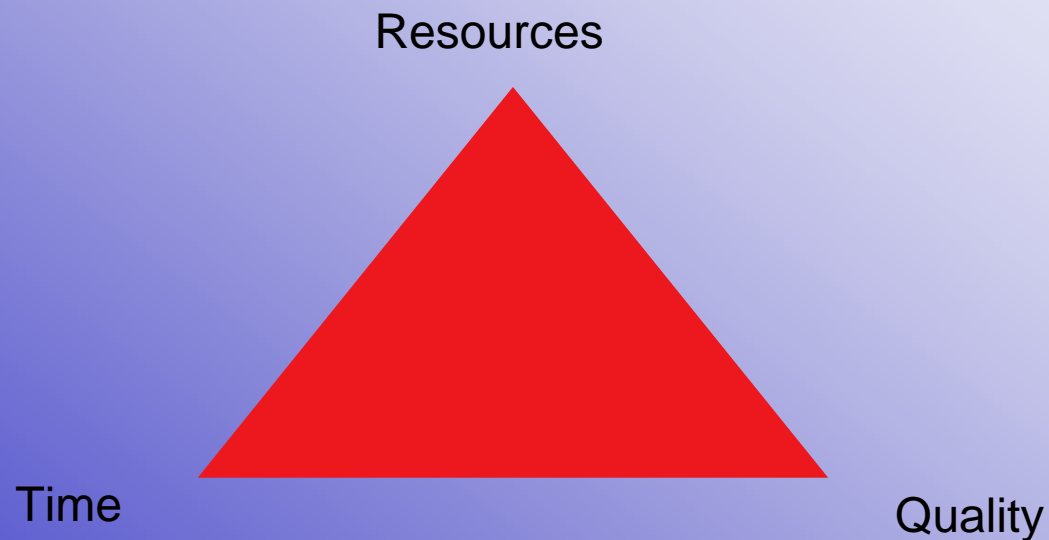
  (A Guide To The Project Management Body Of Knowledge (PMBOK Guides) by Project Management Institute, 3rd edition, 2004)

Characteristics of projects

- new / innovative, relevant / important
- complex, dynamic
- interdisciplinary,
- project „culture" (rules and way of management)

Characteristics of projects

- determined by time, quality and resources → golden triangle

Resources

Time

Quality

What is management?

6 Basic principles of efficient and effective management:

1. Think and act result-orientated
2. Contribute to the big picture
3. Focus on few things

(Fredmund Malik)

What is management?

4. Use your strenghts

5. Create trust

6. Think positive

(Fredmund Malik)

Not trivial !

- To know the principles does not necessarily mean to be able to apply them in day-to-day life

- Why are these principles particularly important for terminology projects?

Terminology Projects

- What is specific about terminology projects?

- Complex, cost & time consuming

→need for explanation
("what is terminology?" "what is the difference between terminology and ...?")

→need for argumentation ("why important?" "feasible anyway?" "how much ...", etc.) – see lecture "Terminology & Business"

Terminology Projects

- What is specific about terminology projects?

- Your experience:
  - ....
  - ....
  - ....

Project Management

- WHO does
- WHAT
- (until) WHEN
- HOW (in which form)
- WHY
- WHERE

Project Management

- Work packages
- Tasks
- Timetables
- Deliverables
- Milestones
- Progress reports

Success Factors

1. Think and act result-orientated

- Design your terminolgoy project practice- and result-oriented

- Promote your results – see launch of glossaries on Monday

- Define your goals clear and measurable (SMART formula)

SMART - ensure that effective objectives and goals are set

- S-pecific

- M-easurable

- A-chievable

- R-ealistic / R-elevant

- T-imely / T-ime specific

Specific

- Specify target and intended outcome

- Avoid vague terms

- Specific objectives are clear, well-defined and may well include a *scope* description, which includes details of what is *not* included

Measurable

- Have a baseline to measure change.
- Progress towards objectives often need to be monitored whilst work is under way.

SMART Objectives

Achievable

- skills, enough resources (computers, tools, etc.), having access to key people and having management support

SMART Objectives

Realistic / Relevant

- important to stakeholders
- „do-able"
- adequately resourced
- should add useful value
- aligned with strategies and higher goals

Timely / Time Specific

- time frame when the objectives will be met
- timescales of what is required by when
- Example: By 2005-11-15, 75% of the terms … will be ...

2. Contribute to the big picture

- Terminology of small specific subject field, but related to „big" topics, such as health, economy, human rights, foster multilingualism, etc.

- You are an experts and / or manager

Success Factors

3. Focus on few things

- Specialize in a specific field of terminology (management, tools, methodology, terminology creation as expert in a certain subject field, etc.)

- To focus is the „key to success"

4. Use your strenghts

- When it´s easy, it´s your strenght and you are good in it
  (research projects, pilot projects, training projects, etc.)

- Concentrate on your strenghts

- If necessary, find competent partners to compensate your weeknesses

5. Create trust

- Clear objectives and structures

- Consistent internal and external terminology and communication

- Culture of dealing with problems, conflicts, mistakes, team culture, etc.

6. Think positive

- Terminology and Multilinguality as chances and resources – and not as problems
- Statement of Dr. Margaret Obondo, Kenya / Fellowship in Sweden

African languages

- Roundtable „Language policies in a global perspective and human rights" within the project „Linguistic diversity and literacy in global perspective" (www.ecml.at), 21st June 2005, Vienna, Austrian Commission for UNESCO
- African languages as resources – not as problems

6. Think positive

- Enthusiasm!

  „The NLS hope to create enthusiasm and appreciation for the development of technical terms in the indigenous languages of this country with this training programme."

  (INVITATION TO LECTURE AT THE INTERNATIONAL TRAINING COURSE … ON 26 - 29 SEPTEMBER 2005)

- Need for official documents to be *translated* from English into the nine official indigenous languages and to *create and standardize terminology* for these languages for effective communication.

(INVITATION TO LECTURE AT THE INTERNATIONAL TRAINING COURSE …
ON 26 - 29 SEPTEMBER 2005)

Challenging situation

- Need for the *training* of language practitioners in terminology management to *enhance* their *skills* so that they can be in a position *to offer excellent service*.

(INVITATION TO LECTURE AT THE INTERNATIONAL TRAINING COURSE …
ON 26 - 29 SEPTEMBER 2005)

Conclusions

- Many current and future translation and terminology projects

- Ambitious but reachable goals

- Project management as key success factor

Thank you

For your attention!

Please contribute to the following discussion

Discussion (30 Minutes)

- Your questions & comments
- Your experiences
- Your recommendations
- Best practice examples of successful terminology projects