



Every Organisation needs a Language Consultant

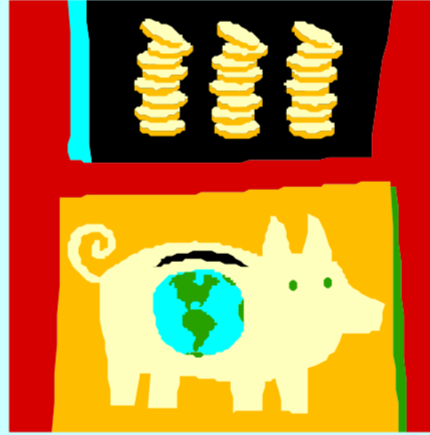
Susie Kershaw FITI, FCIL

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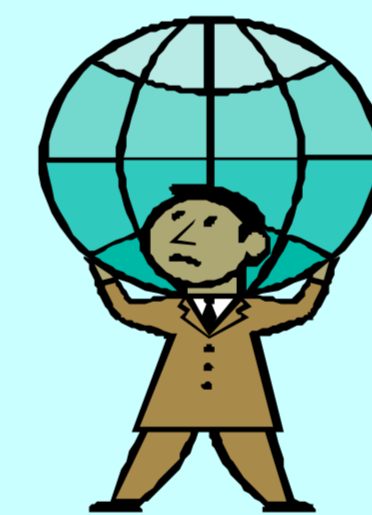
My Vision

Every organisation has a
Language Consultant, who
takes care of the language
dimension of all communication



Every organisation needs a Language Consultant

- What might be the needs ?
- What could a Language Consultant do?
- Learning from other Consultants?
- What are we doing already?
- How can we do more?



What needs ?

- Management of global operations
- Managing a multicultural workforce
- Managing costs in SME's:
exports/tourism
- Servicing a multicultural population
- Publishing written materials and
website



‘Like productivity and innovation, language ability is a key component of a competitive business environment’

*Reza Zadeh, Head of Business Competitiveness,
Yorkshire Forward*

Like productivity and innovation, language **management** ability is a key component of a competitive business environment

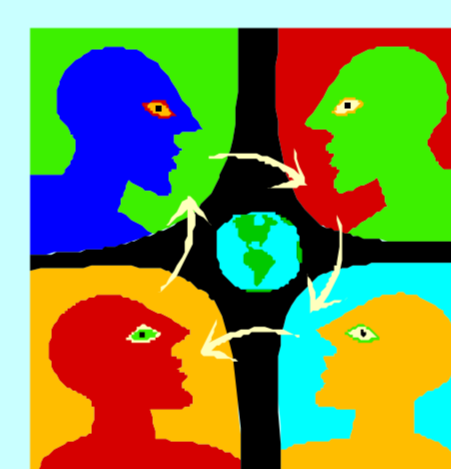
Taking care of the language dimension

- Raising awareness of language as an economic factor
- Encouraging development of international communications plan
- Applying language strategy to recruitment/training
- Advising on use of language professionals



Learning from others

- Independent > mainstream
 - Accountants
 - Health and Safety
 - Environment
- Quality standards
- Legislation



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What is happening already ?

- CILT, RLN, ECR
- NW Foods
- Police/Immigration/Courts
- Ipr/Guides: Balkans,Iraq
- Internal standards
- External legislation



Challenges

- Accepting the need for English m/t speakers to make equal effort
- Incorporating a language strategy into business management
- Budgeting for language services – an investment not an irritant
- Advising users on how to work with professional linguists
- Promoting the value of a high quality 'invisible' service



Raising our own profile

- Identify and promote own specialism
- Value self in selling, delivering jobs
- Professional behaviour in client relationship
- Be proactive
- Any suggestions now ?





The Language Consultant Approach

- Personal Check List:
 - What could I do to support my clients in achieving their task objective?
 - How could I show what a difference I can make?
 - How could I help my client to manage the buying of language services?
 - What could this mean for my own personal marketing strategy?
- Any other audiences to whom we could communicate this message?