
Our VALUE as Professionals

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We are navigating unprecedented times. These are times in which we need to be together and share our knowledge, staying connected, keeping each other's spirits up and learning a lot about our profession and its constant transformation.

Engagement is KEY in today's world. What makes us HUMAN PROFESSIONALS? As Gary Hamel stated: Collaboration is the new essential element in our daily jobs. Artificial intelligence with Human intelligence.

We moved from the Internet of Things (IoT) to the INTELLIGENCE OF THINGS (IoT)

In this new information economy, DATA is the new OIL.

However, very few people understand what data are and how they are used in Data Science.

As a result, many of us will likely be left behind during the NEXT INDUSTRIAL REVOLUTION.

THE VALUE OF LEARNING IS GREATER THAN THE COST OF THE MISTAKE ITSELF.
(Positive versus negative experience)

Data and technology are two phenomena sweeping across the industry. Automated, emotionless recreations of texts drive the demand for stories triggering imagination, building customer brands, and engaging diversified communities.

What is essentially done in an open global economy is the recreation of stories in line with specific cultural needs.

The industry is full of automatically-generated content that is often deemed "bad", while "good", tailored content is scarce and believed to be only achieved through human creation and effort. Here is where boutique translation comes in with the help of data that are available throughout the industry. Data allow everyone to gain insights into local markets and specific customer behavior: what they like or don't like, where they tend to click or not click. This helps taking educated decisions on where to invest when it comes to content creation and transcreation.

As you may already know, Storytelling is the process of using fact and narrative to communicate something to your audience. Some stories are factual, and some are embellished or improvised in order to better explain the core message.

Not a specific process, method, or technique. Storytelling is described as an ART, have you Heard about the "art" of storytelling?

And, of course, like art, it requires creativity, vision, skill, and practice. Storytelling isn't something you can grasp in one sitting, in some minutes, after one course or in a certain afternoon.

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SUPLEMENTO *Ideas*, II, 5 (2021), pp. 13-16

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It's a trial-and-error process of mastery. Of doing, doing and doing.

Storytelling is an art form as old as time and has a place in every culture and society. Why? Because stories are a universal language that everyone — regardless of dialect, hometown, or heritage — can understand. Stories stimulate imagination and passion and create a sense of community among listeners and tellers alike.

Telling a story is like painting a picture with words. Everyone can tell a story. Because everyone of us has a story.

There are a variety of reasons to tell stories. Either to sell, entertain, educate or brag. But, why do we choose storytelling over other ways of communication? Why are stories our go-to way of sharing, explaining, and selling information?

Here's why.

Stories Solidify Abstract Concepts and Simplify Complex Messages

We've all experienced confusion and misunderstandings when trying to understand a new idea. Stories provide a way around that. Think about times when stories have helped you better understand a concept ... perhaps a teacher used a real-life example to explain a math problem, a preacher illustrated a situation during a sermon, or a speaker used a case study to convey complex figures and documents.

Stories help solidify abstract concepts and simplify complex messages. Taking a lofty, non-tangible concept and relating it using factual and concrete ideas is one of the biggest strengths of storytelling in professional business.

In Apple, for instance, using real-life stories, they've been able to describe exactly how their products benefit users instead of relying on technical jargon that very few customers would understand.

Stories Bring People Together

In a world divided by a multitude of things, stories bring people together and create a sense of community. Despite our language, religion, political preferences, or ethnicity, stories connect us through the way we feel and respond to them.

Stories make us human.

And the same goes for our services. When our services get transparent and authentic, we bring them down-to-earth and help our audience to connect with us.

Tapping into people's emotions and baring both the good and bad is how stories inspire and motivate.

These are our recommendations for you to follow in achieving this endeavor.

1. First and foremost, it is essential that you Know your audience

Who wants to hear your story? Who will benefit and respond the strongest? In order to create a compelling story, you need to understand the readers and who will respond and take action.

Before you put a pen to paper (or just type the word in your computer), do some research on your Target Market and define your Buyer Persona. This process will get you acquainted with who

might be reading, viewing, or listening to your story. It will also provide a crucial path for the next few steps as you build out the foundation of your story.

2. Second, you need to Define your core message

Whether your story is one page or twenty, ten minutes or an hour, it should have a core message. Like the foundation of a home, it must be established before moving forward.

Is your story selling a product or raising funds? Explaining a service or advocating for an issue? What is the point of your story? To help define this, try to summarize your story in six to ten words. If you can't do that, you don't have a core message.

3. Third, decide what kind of story you're telling

Not all stories are created equal. To determine what kind of story you're telling, figure out how you want your audience to feel or react as they read.

This will help you determine how you're going to weave your story and what objective you're pursuing. If your objective is to, for instance: if, your story should describe how a successful action was completed in the past and explain how readers might be able to implement the same kind of change. Avoid excessive, exaggerated detail so your audience can focus on the action or change that your story encourages.

Tell true stories, do not follow the rule: fake it till you make it. That does not work at all. Today's consumer appreciates and connects to people who market with authenticity. No double messages. And storytelling is no exception.

Always convey VALUES! When you tell a story, empathy works the best! This is especially important when discussing values that some people might not agree with or understand.

Always FOSTER COLLABORATION! Move readers to discuss and share your story with others. Use a situation or experience that others can relate to and say, "Me, too!" "This is my life!" Keep situations and characters neutral to attract the widest variety of readers. Apply the KISS method (Keep it Simple, Stupid!)

Try to educate. We are always making mistakes, that is life. So, trial and error works.

4. Fourth, establish your call-to-action

Your objective and call-to-action are similar, but your call-to-action will establish the action you'd like your audience to take after reading.

What is it that you want your readers to do after reading? Do you want them to subscribe to a newsletter, take a course, hire your services or buy a product?

Be very specific on this aligned with your objective to make sure they line up.

For example, if your objective is to foster community, your call-to-action might be to "Tap the share button below."

5. Fifth, choose your story medium

Stories can take many shapes and forms. Some stories are read, some are watched, and others are listened to. Your chosen story medium depends on your type of story as well as resources, like time and money.

A written STORY is told through articles, blog posts, or books. These are mostly text and may

include some images. Written stories are by far the most affordable, attainable method of storytelling as it just requires a free word processor like Google Docs or a pen and paper.

Your STORY can be a presentation, pitch, or panel. TED talks are considered spoken stories. They convey messages and elicit emotions in others.

You can record your STORY! Audio stories are usually in podcast form, and with today's technology, creating an audio story is more affordable than ever. (For a great story-driven podcast, check out a newbie: Attitudable Podcast!)

You can make a video of your STORY! This option is by far the most effective for emotionally resonant stories as well as active, visual stories which is why it is also one of the most expensive. Video quality doesn't matter, do it with your phone!

6. Sixth, Write!

Now there comes the time to put pen to paper and start crafting your story.

With your core message, audience objective, and call-to-action already established, this step is simply about adding detail and creative flair to your story.

A good translator is a good writer, that is a sure thing. Do not feel ashamed, shy, you can do it. Begin writing at least one sentence a day, whatever, every single line counts. Go for it!

7. Seventh, Share your story

Don't forget to share and promote your story! Like with any piece of content, creating it is only half the battle — sharing it is the other. Both parts are needed.

Depending on your chosen medium, you should definitely share your story on social media and email. In addition, written stories can be promoted on your blog, Medium, or through guest posting on other publications. Though may be sound a bit old-school, writing a BLOG drives a lot of traffic to your site and to your services. Digital stories can be shared on YouTube and Vimeo. While spoken stories are best conveyed in person, consider recording a live performance to share later.

My FINAL TIP: Be YOU, unique messages are what people are waiting to hear. Do not copy others, there is only one YOU, and your STORY can only be shared by YOU! Do not leave the world without sharing this valuable piece of ART!

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