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Idea translations

To Translate or not to Translate

Measuring ROI for the translation of your eLearning content

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Presenter

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Sergio is the managing director of Idea Translations and one of its founding partners. He has been in the translation industry for over 15 years and has focused primarily on the translation of eLearning content for the last 7. He is a regular ATD exhibitor and has helped organizations such as L'Oréal, Panera Bread, the InterAmerican Development Bank, Wisconsin's Office of Public Instruction, Brouwer Labs and others with their global deployment of eLearning content.

Idea Translations is an ISO 9001:2015 and ISO 17100 certified company in the production of translation, design and eLearning projects.

What you will learn in this webinar

- When it makes sense to translate an eLearning project
- What variables to consider when measuring the expected ROI from translation initiatives
- Valuable tips to create global-ready courses

A bit of housekeeping

- This webinar focuses on eLearning from the L&D role
- We will identify ROI as increases in productivity
- The outcomes will range from Very High Impact (VHI) to Low Impact (LI)
- This model requires that you assign a critical value per function

To translate or not to translate

What is the globalization status of your company?

- Local
- International
- Global

To translate or not to translate

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Local

- Diversity Data
- Location
- Strategy
- Costs associated with translating trainings
- eLearning evaluation results

To translate or not to translate

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International

- Revenue by region
- Regions of high growth
- Level of English proficiency of your targets
- Strategy
- eLearning evaluation results

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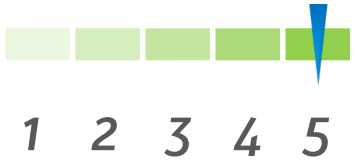
Global

- Revenue per language
- Centralized Global eLearning Team

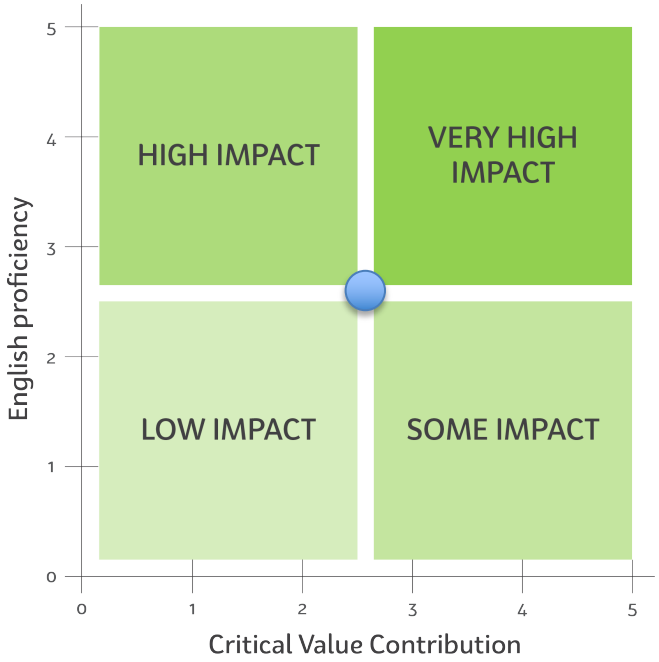
Let's talk about ROI

- Translations do not create revenue
- Translations support revenue creation
- Identify revenue-generating functions supported by translations
- Identify level of English language proficiency for said function

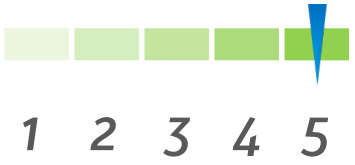
THE MODEL



A score of 5 target function does not speak or read English

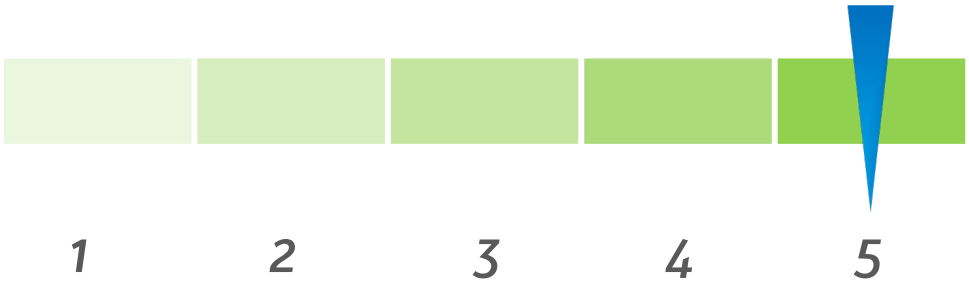


A score of 5 represents high value contribution



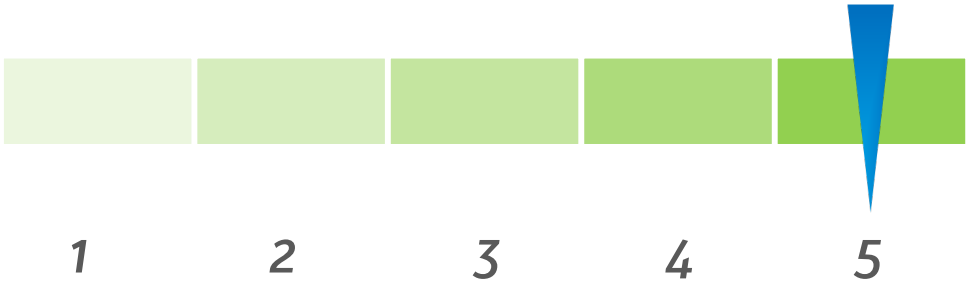
Let's see some examples

- eLearning applicable function: **Sales Representative (Local – No English required)**
- Critical value contribution (1-5). 5 being heavy impact, 1 being low impact. **SCORE 5**

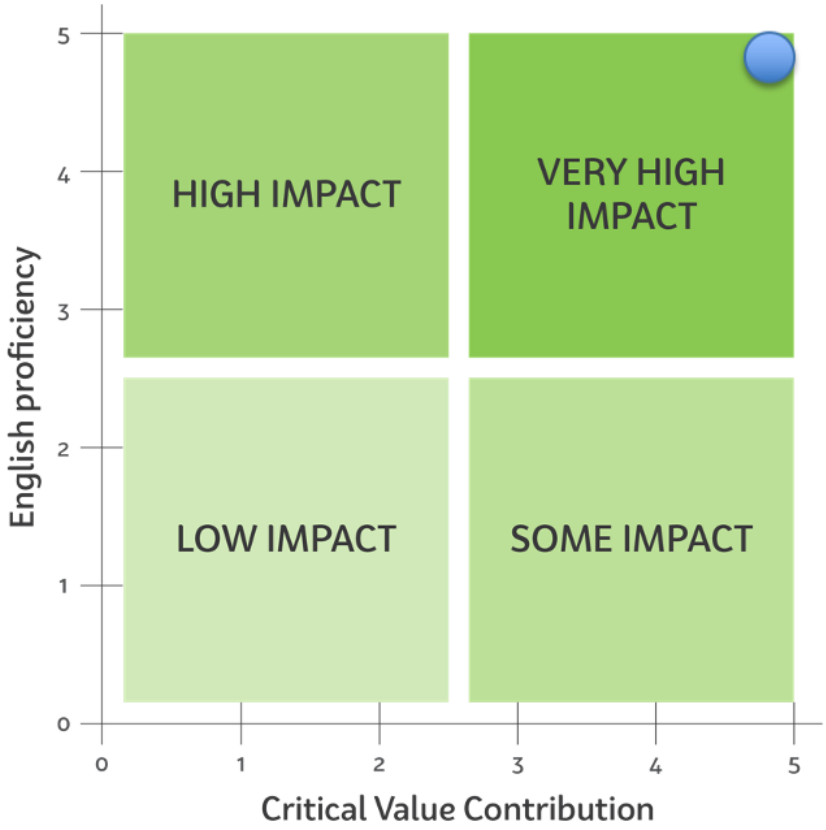


Let's see some examples

- English proficiency (5-1). 5 being very low English proficiency, 1 being almost native proficiency. **SCORE 5**

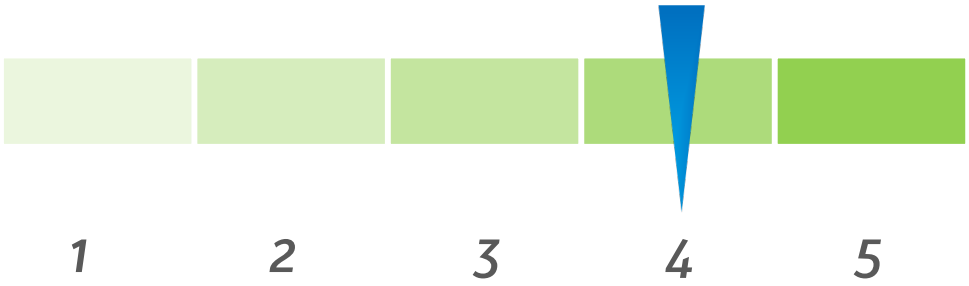


Sales Representative
(local – no English required)



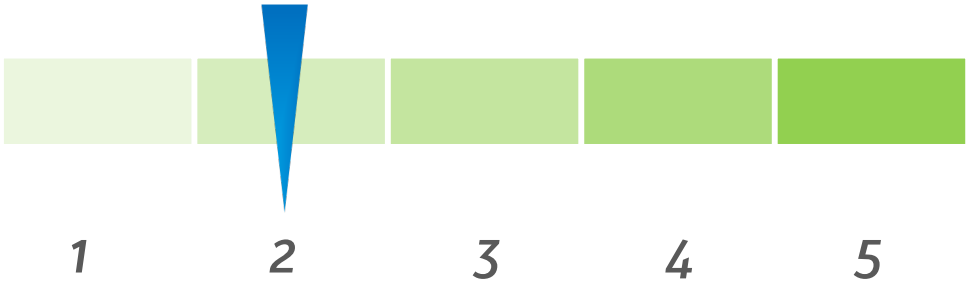
Let's see some examples

- eLearning applicable function: **Marketing Representative (High English proficiency required)**
- Critical value contribution (1-5). 5 being heavy impact, 1 being low impact. **SCORE 4**

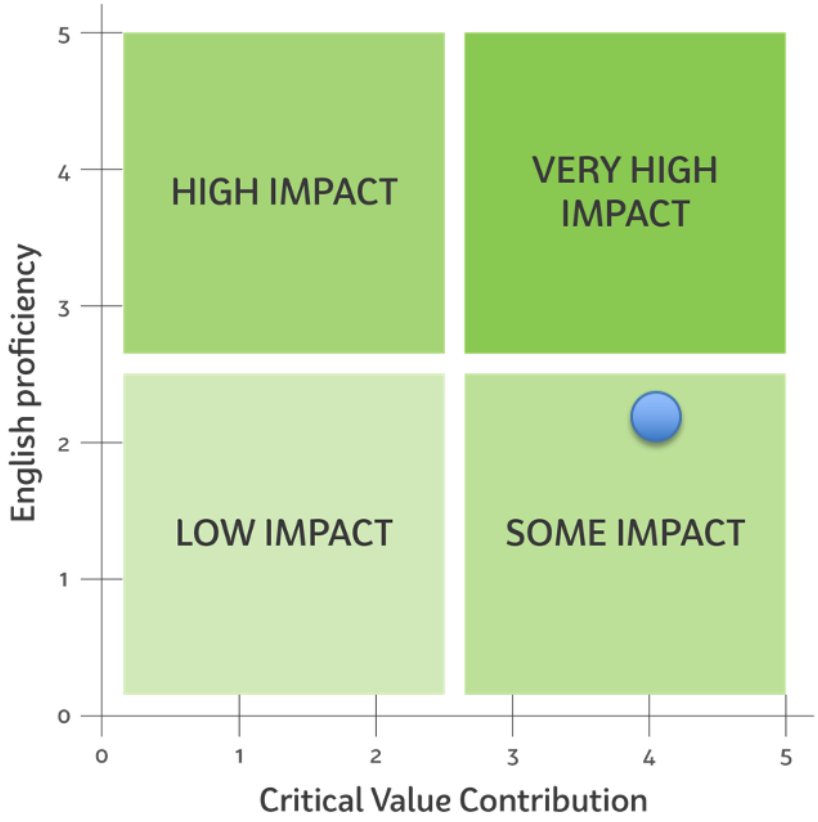


Let's see some examples

- English proficiency (5-1). 5 being very low English proficiency, 1 being almost native proficiency. **SCORE 2**

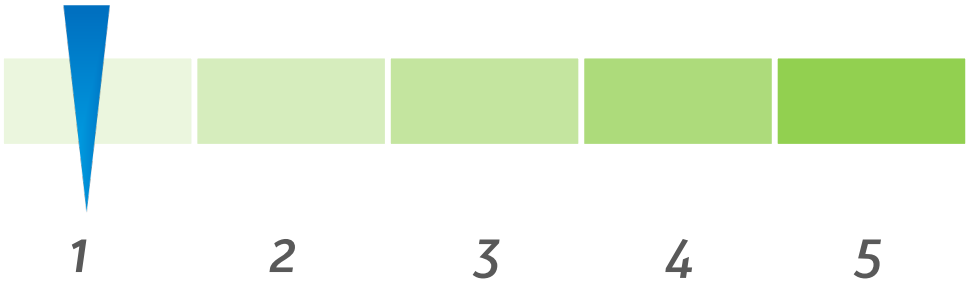


Marketing Representative
(high English proficiency required)



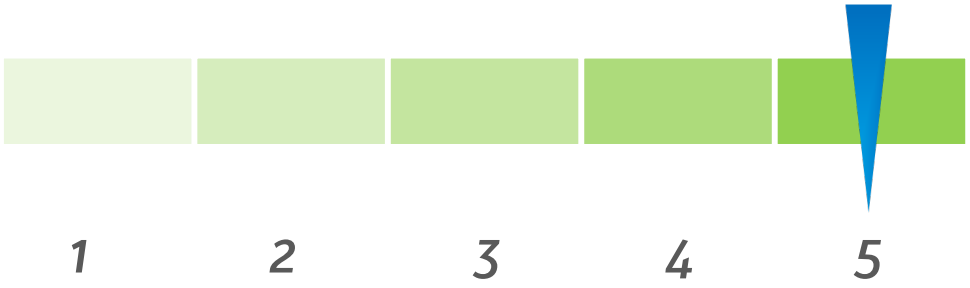
Let's see some examples

- eLearning applicable function: **Plant operator (no English proficiency required)**
- Critical value contribution (1-5). 5 being heavy impact, 1 being low impact. **SCORE 1**

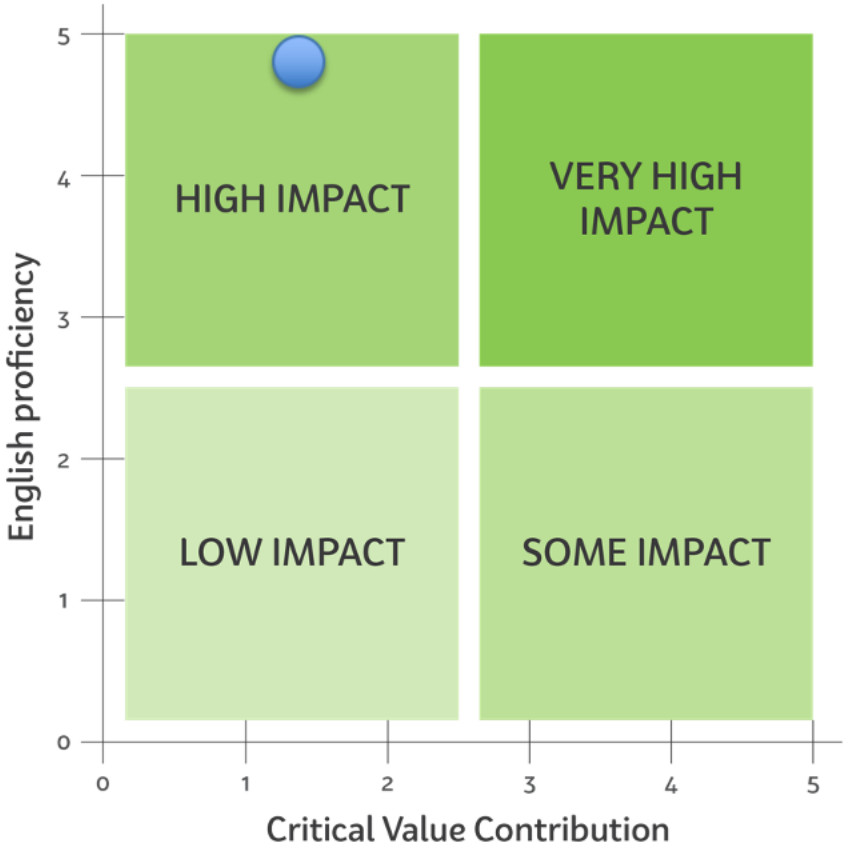


Let's see some examples

- English proficiency (5-1). 5 being very low English proficiency, 1 being almost native proficiency. **SCORE 5**

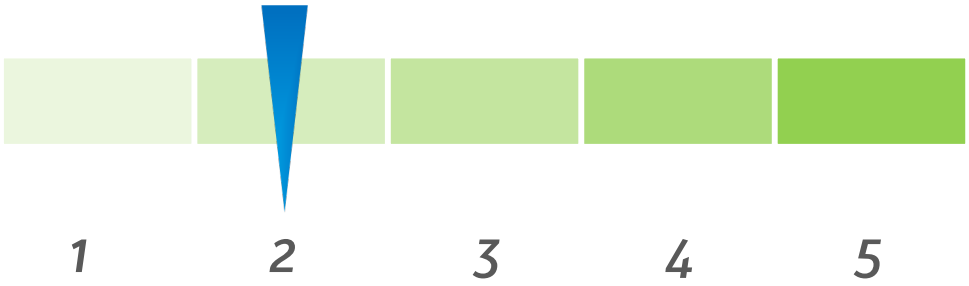


Plant operator
(no English proficiency required)



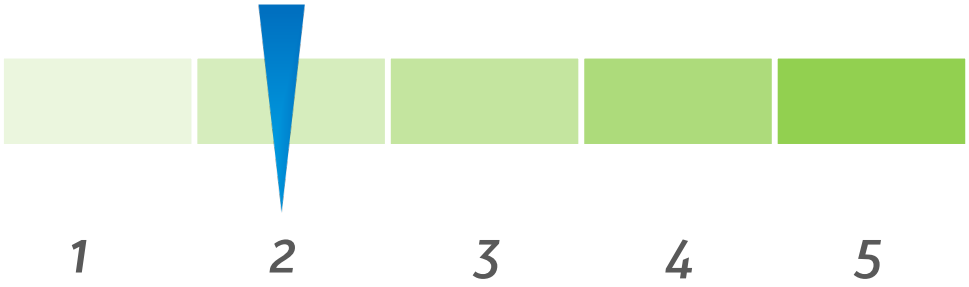
Let's see some examples

- eLearning applicable function: **Warehouse Manager (English proficiency required)**
- Critical value contribution (1-5). 5 being heavy impact, 1 being low impact. **SCORE 2**

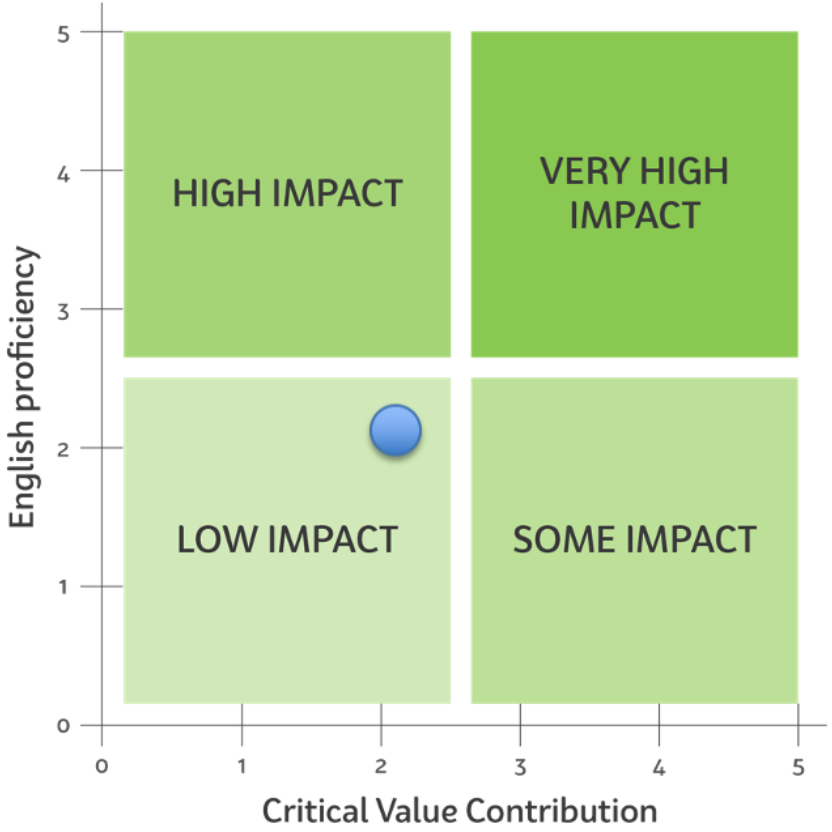


Let's see some examples

- English proficiency (5-1). 5 being very low English proficiency, 1 being almost native proficiency. **SCORE 2**



Warehouse Manager
(English proficiency required)



One tool, but not the only tool

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Also look at:

- Region
- Languages
- Industry
- Strategy
- Other relevant factors

Best Practices for creating eLearning content for global teams

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- Create a global eLearning board of directors (sounds easy right?)
- Choose an LMS that supports your languages and needs
- Recording in other languages is expensive

Best Practices for creating eLearning for global teams

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- Make sure the final version is the absolute final version
- Don't overfill your slides
- Videos require a strategy
- Create a pronunciation guide

Additional Resources

- Head to our blog at Ideatranslations.com
- Follow us on LinkedIn
- Follow us on Facebook

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