Localization of Corporate Training Material

A case study about how we handled our client's need to localize into multiple languages a set of training materials for their leadership development program, in a manner that would be effective and relevant to their global teams.

The localization of corporate training materials can be challenging.

Commit offers:

♦ Experienced **Project Managers** who know about corporate training and its challenges during localization

♦ Dedicated **translation teams** composed of local, native-speaking linguists with experience in various fields of expertise

♦ Support of various **file formats** and content coming from different e-learning platforms

♦ Extensive **QA processes** before and after localization to ensure the consistency, integrity, functionality and cultural appropriateness of the localized deliverables for their intended end users

The Case

Our client is a Medical Device company with over 5K employees, serving customers around the globe. As part of their new organization model launch, they decided to enhance a leadership culture across departments and regions, with an aim to boost their employees' skillset, productivity, engagement and decision-making.

For this purpose, they created a leadership development program for deployment into various regions, including non-English-speaking countries. For the latter, recognizing the importance of training their teams in their local language, they decided to localize many of the training components of the program, which included the following:

♦ Training cards and interactive pdf forms
♦ An e-Learning course (prepared in Articulate Storyline), and
♦ Internal communication messages to employees for the program launch and coordination

The Challenges

• Consistent style, tone of voice and terminology across the different training components
• Diverse file types requiring different tools for processing pre- and post-localization
• Integration of a client review step prior to the finalization of the deliverables for translation sign-off

The Approach

▪ To ensure consistency across all components in terms of style and tone of voice, the project was set up on a secure online translation environment with an integrated translation memory that would allow all linguists working in parallel on the different files to be able to consult completed translations by their peers in real time.

▪ For terminology consistency, a glossary of all key source terms was prepared upon project start and translated by the project reviewer. This was then converted into a termbase for live term retrieval during translation and subsequently used during QA to confirm no deviations from the glossary existed in the translations.

▪ Given our client's request to review translations on their side too, we incorporated an extra step for client review into our workflow following completion of our translation and editing steps. All corrections were applied by the client reviewers directly into the translations, within the online translation environment, which saved time and effort from unnecessary back and forth of files and corrections. The client's corrections were also propagated into the translation memory and termbase for future reference and use.

▪ We had our experienced DTP team take care of the pre- and post-processing of the various project files, including text export and import into Storyline, various text-containing graphics and the PDF forms, while also ensuring the correctness of the resulting layout compared to the source files.

▪ Following our client's selection of voice talents, we recorded the translated voice-over scripts for the e-learning course, which our engineers then integrated back into the .story file. Once the audio integration was completed and all translations successfully imported, our linguistic team reviewed the entire localized courses to ensure all course elements worked properly within the final course files.

The Outcome

▪ The client received all localized components in time and was able to deploy their training program in an effective and relevant manner within their selected regions.

▪ The trainers on the client-side were happy with the localized materials and were satisfied to have been able to sign-off the translations from their side too, prior to the final delivery, to make sure any local branch-specifics could be appropriately incorporated into the finalized versions.