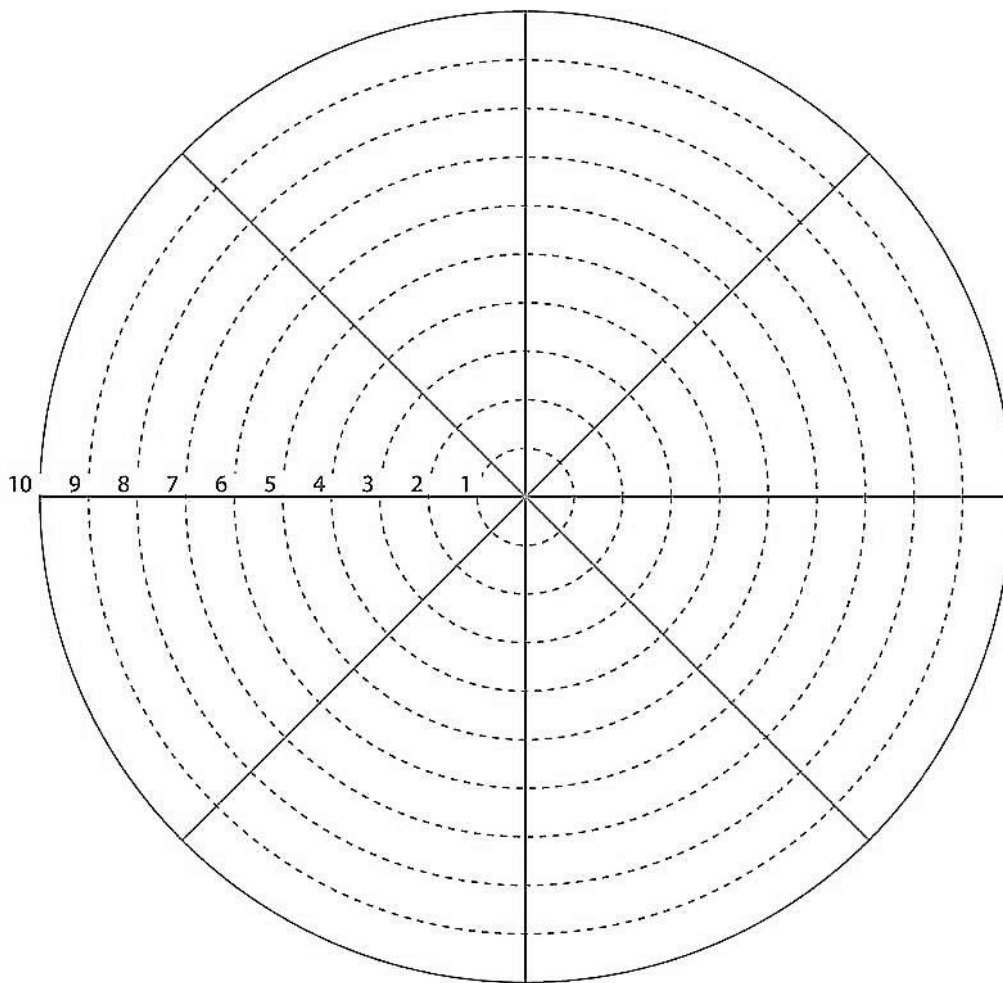




The Translator's Business Priorities Wheel





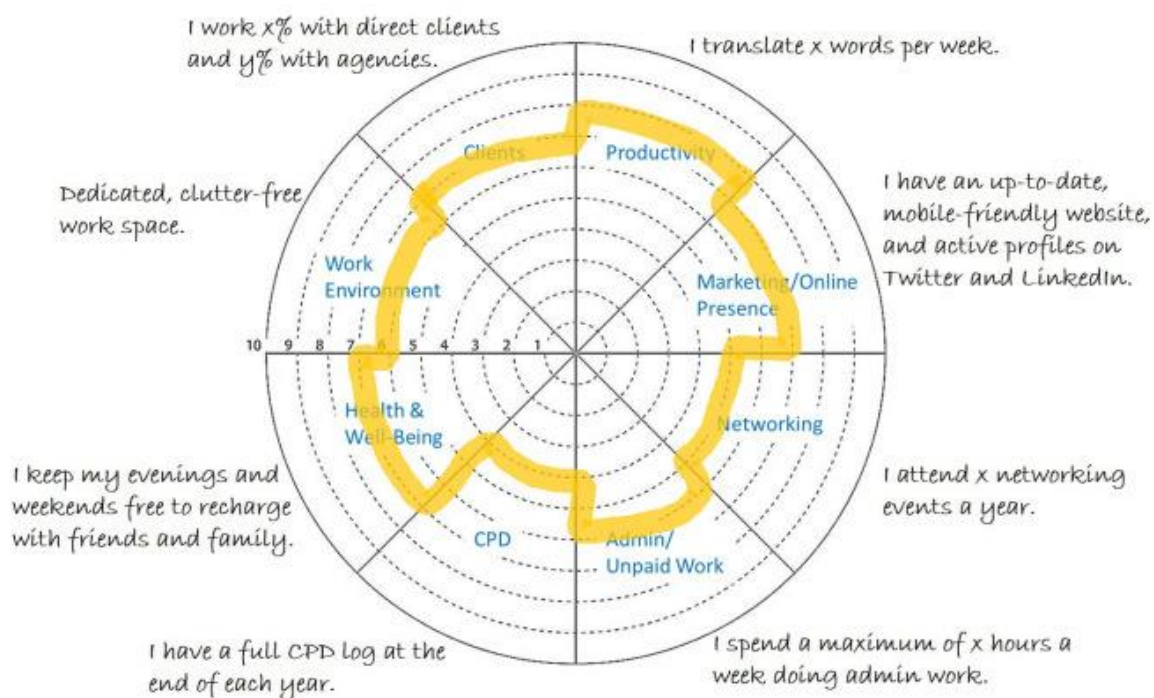
Instructions:

1- **Creating the wheel:** Label the 8 sections of the wheel according to your top 8 categories.

2- Outside each section/category, write down what a "10 out of 10" would look like, i.e. your goal. Be as specific as you can.

3- Rate your level of satisfaction with regards to what you have achieved so far in each category. Zero means "not satisfied" and 10 means "highly satisfied; I have achieved my goal". Connect the lines to form an inner wheel. This will give you an overview of the balance you have achieved so far between the various areas of your translation business.

Example:



If this wheel were a tire on your car, how bumpy would the ride be?



4- Interpreting the wheel: Your aim is now to have all categories scored evenly, above 7 and as close to 10 as possible. If some categories are scored lower than 7, investigate how they may interact with each other in order to identify the area to address first.

For example, in the figure above, the translator felt that she had reached a plateau in terms of her productivity. The wheel helped her to identify CPD as an area she needed to tackle first. Her low score in that category could be linked to her low score in the Admin Work category, which could be linked to her productivity having plateaued.

5- Taking Action: Once you have identified the category to address first, determine the action you will need to take in order to get one step closer to the goal you wrote down for that category. How are you going to do it? When are you going to do it?

In our example, the translator decided to spend time online the following morning to search for the next available Project Management course for translators.

6- Committing: On a scale of 1 to 10, 1 meaning “Not committed at all” and 10 meaning “Totally committed”, how committed are you to taking the action you identified in step 5? What will be the benefits of taking that action?

I hope you have found this exercise useful. If you'd like more information about coaching and how it could help you achieve your goals, please visit www.coachingfortranslators.com.