***Welcome to Stillman Translations preliminary onboarding assessment!***

*This assessment has 5 sections. Make sure to follow the instructions and complete all the information needed.*

*The goal of this request is to analyze your performance and your potential.*

*Breath in and out, and do your best. Hope we can count on you soon!*

**SECTION 1. INSTRUCTIONS**

Below you will find a special instruction for section 3:

\*Please make sure target text mirrors source format.

\*Normalize spaces.

**SECTION 2. GLOSSARY**

*In this section, you are required to complete this task:*

*\*Extract four terms (cells 1 to 4) from the text in Section 3 that you consider are worth being in the glossary.*

|  |  |  |
| --- | --- | --- |
|  | **Source** | **Target** |
| 1 | Fan Engagement | Compromiso del aficionado |
| 2 | Structured supporter dialogue | Diálogo estructurado con el aficionado |
| 3 | Organizational Design | Estructura organizacional |
| 4 | Four Pillars of Engagement | Cuatro pilares del compromiso |

**SECTION 3. TRANSLATION**

Please, add your sample translation below (between 300-500 words). Bear in mind this should be the best sample of your work!

|  |  |
| --- | --- |
| **Source** | **Target** |
| **Self- assessment 4**   1. When we examined how businesses outside of football have embraced concepts like Customer Engagement and Relationship management, we dwelt on two key necessities: Organizational Desing and Organizational Culture. There are four ways in which Fan Engagement could be woven into the design of football clubs that represent the Four Pillars of Engagement: 2. Leaders should honor the history and identity of the club. 3. Identification of fan segments and their needs. 4. Structured supporter dialogue and consultation in a transparent and constructive way. 5. Continuously improvement. 6. Everyone working at the club should be recruited, developed, rewarded and promoted according to the club’s values.   Reference: Here are four ways in which Fan Engagement could be woven into the design of football clubs:  1. Leaders should honors the history and identity of the club. If a decision goes against the club’s intrinsic values, then the club’s values should come first  2. There should be structured supporter dialogue and consultation in a transparent and constructive way, where fans are able to influence decisions that affect them and the things that matter to them  3. Execution of the Fan Experience should continuously improve to add value to fans and to ensure the club diversifies its reach  4. Everyone working at the club should be recruited, developed, rewarded and promoted according to the club’s values  Review: Module 4, topic: 4.1.1.   1. A fundamental change to way football clubs are designed in organizational terms is needed. They need a plan that takes football clubs from a singular focus on winning to a dual focus: winning and engaging. In the short term, a shift to a club based this model would accelerate the growth of Fan Engagement.   True  False  Reference: Our experience (of both football and wider business) suggests that a fundamental change to way football clubs are designed in organizational terms. If the whole club is set up to ‘win’ then, as we have said in other Units, this aggression and determination may ‘infect’ fan-facing parts of the club and result in experiences that are either poor or dismissive. Having said that, clubs cannot suddenly become Disney. Disney’s focus on delighting customers is built into their DNA, it’s their brand, it’s what they do and everything flows from that. Therefore, what we believe is necessary is a plan that takes football clubs from a singular focus on winning to a dual focus: winning and engaging. | **Autoevaluación 4**   1. Cuando examinamos cómo las empresas ajenas al fútbol han abarcado conceptos como “Compromiso del cliente” y “gestión de relaciones”, nos preocupamos por dos necesidades clave: estructura organizacional y cultura organizacional. Hay cuatro formas en las que el Compromiso del aficionado podría incluirse en el diseño de los clubes de fútbol que representan los Cuatro pilares del compromiso: 2. Los líderes deben honrar la historia e identidad del club. 3. Identificación de segmentos de aficionados y sus necesidades. 4. Diálogo estructurado con el aficionado, y consulta en una forma transparente y constructiva. 5. Mejora continua. 6. Todo aquel que trabaje en el club debe ser contratado, capacitado, premiado y ascendido de acuerdo con los valores del club.   Referencia: a continuación, se presentan cuatro formas en las que el Compromiso del aficionado podría incluirse en el diseño de los clubes de fútbol:  1. Los líderes deben honrar la historia e identidad del club. Si una decisión va en contra de los valores propios del club, entonces dichos valores deben priorizarse.  2. Debería existir un diálogo estructurado con el aficionado, y consulta en una forma transparente y constructiva, en la cual los aficionados puedan influir en las decisiones que les afecta y en las cuestiones que les interesan.  3. La aplicación de la Experiencia del aficionado deberá mejorar de forma continua para agregar valor a los aficionados y para garantizar que el club diversifique su alcance.  4. Todo aquel que trabaje en el club deberá ser contratado, capacitado, premiado y ascendido de acuerdo con los valores del club.  Revisión: Módulo 4, tema: 4.1.1.   1. Se necesita un cambio fundamental en el diseño de los clubes de fútbol en términos organizativos. Se necesita un plan que lleve a los clubes de fútbol de un enfoque singular en ganar a un enfoque doble: ganar y comprometerse. A corto plazo, un cambio para un club basado en este modelo aceleraría el crecimiento del Compromiso del aficionado.   Verdadero  Falso  Referencia: nuestra experiencia (de fútbol y de empresas más amplias) sugiere un cambio esencial en la forma en que los clubes de fútbol están diseñados en términos organizativos. Si todo el club está prepado para “ganar”, entonces, como mencionamos en otras unidades, esta agresividad y determinación puede “infectar” a las partes del club que tratan con el aficionado, y dar lugar a experiencias pobres o despectivas. Dicho esto, los clubes no pueden convertirse de repente en Disney. El foco de Disney para deleitar a los clientes está en su ADN, es su marca, eso es lo que hace y todo fluye a partir de eso. Por lo tanto, creemos que es necesario un plan que lleve a los clubes de fútbol de un enfoque singular en ganar a un enfoque doble: ganar y comprometerse. |

**SECTION 4. QUESTIONS AND COMMENTS**

We also need to check your capacity to spot potential issues beforehand.

In the table below, please list your questions and comments in relation with this test:

1. Challenging sections from the source text or sections you are unsure of should be copied or inserted into the **Source Text** column.

2. Write your translation in the **Target Text** column.

3. Doubts and comments should be written in English.

|  |  |  |
| --- | --- | --- |
| Source Text | Target Text | Question / Comment  (in English) |
| Fan Engagement | Compromiso del aficionado | Should this term be translated? |
| ‘Infect’ | “Infectar” | What type of quotation marks does the client prefer? |
|  |  |  |
|  |  |  |
|  |  |  |

**SECTION 5. REFERENCES**

In the table below, please list the reference material you have consulted to carry out this test.

1. Please introduce the **Reference source** (including publisher and full title as appropriate) in the first column.
2. Specify if your reference source is general or specific. If specific, clarify which term or section the reference covers.

|  |  |
| --- | --- |
| Reference Source | General / Specific (Term) |
| https://theconnectedfan.com/fan-engagement/ | Specific: information about fan engagement |
| https://www.rae.es/duda-linguistica/que-comillas-se-deben-usar-en-espanol | Specific: use of quotation marks |
| https://www.fundeu.es/recomendacion/comillas-uso-de-este-signo-ortografico/ | Specific: use of quotation marks |

Thanks!