



## **Pascale's story:**

Pascale lives in Halifax, and initially studied singing and Italian with the goal of becoming an opera singer. When she decided music wasn't the right path for her, she joined the Navy! This musician/armed forces veteran and mom who also took science classes wanted to find a way to marry her interests with her love of language. For Pascale's coaching experiment, she decided to translate a medical text with complex terminology that also required a deft hand at explaining difficult concepts to a lay audience. Since I have a background in medical translations, I could give Pascale a lot of pointers about how to improve her translations and what clients in this field are looking for. Pascale has a fantastic attitude and isn't afraid to put in the hard work to achieve her goals, and this showed in her experiment.

## **Before the coaching:**

**Pascale's initial desire:** Make a living from translation and work from home.

**Pascale's Initial goal:** Offer good-quality translations to clients in the medical and science fields.

**Pascale's initial frustration:** Hesitating and missing opportunities.

**Pascale's Initial obstacle:** Talking about my services and lack of experience.

## **After the coaching:**

**Pascale's new desire:** Offer accurate translations to clients in the medical and scientific fields to help them reach a larger audience.

**Pascale's new goals:** Improve accuracy and speed; learn specialized terminology; become more knowledgeable in her topics of interest.

**What Pascale did to overcome her frustration:** After talking with me, Pascale realized that confidence comes with translating; you don't get confidence first. She became more eager to put herself out there to offer translations, which she did during the course when I needed help with some client work.

**What Pascale did to overcome her obstacle:** Pascale created an action plan to not only improve her skills but also reach out to people in her chosen industries so that she can make up for her lack of experience with passion and connections.

## **What Pascale learned:**

*I really appreciated the coaching, especially as a complement to the translation courses I'm currently taking. What I liked best about the class was the constructive criticism. Now I know exactly what I need to work on and how to improve. I felt that the exercises were in-depth but not overwhelming. I particularly liked the fact that Amy got us to focus on not only the specific sectors we want to work in but also the sectors we don't want to translate in. After going through the coaching, I made a shift in how I approach my translation business. I'm still working on things, but I've definitely made progress in my thinking. Amy also gave me a lot of tips on how to address my weak areas and boosted my morale by assuring me that everyone makes mistakes, and that I just need to make a plan for when that happens. I'm also confident that my skills will improve with time and practice. I would definitely recommend the coaching!*