Future Proofing Your Business

Jackie Senior

Founder member, past chair, past treasurer, honorary member

Eenhoorn, 21 June 2025

Gebruik Chat GPT verplicht voor schrijfwedstrijd

ZEIST Literair Zeist bestaat twintig jaar en organiseert daarom een schrijfwedstrijd met inzet van Artificial intelligence (AI) voor middelbare scholieren in Zeist. Er zijn eigenlijk geen regels, alleen is het nadrukkelijk wél de bedoeling AI in te zetten.

Het thema is: 'Het klimaat en ik'. Er zijn drie geldprijzen: 100 euro, 75 euro en 50 euro. De jury bestaat uit TonStok (Neerlandicus en tevens jurylid Literatuurprijs Zeist), Janet Sellis (kind- en jongerencoach en veellezer @janetleest) en Niels Roelen (schrijver). De posters zijn verspreid op de middelbare scholen en de sluitingsdatum van de wedstrijd is 10 november.

2024

The times they are a-changin'

Workers optimistic but overwhelmed by AI
(Henley Business School)

'One of the most successful business books ever'
Daily Telegraph

Who Moved My Cheese?

An Amazing Way to Deal With Change In Your Work and In Your Life

DR SPENCER JOHNSON

Foreword by KENNETH BLANCHARD PH.D.

From the best-selling author of *The One Minute Manager*

1999

Outline

1. Results of the survey on AI in SENSE

2. Statistical analysis by Clare Wilkinson

3. Another period of big change

4. Your suggestions and questions

NB When I refer to AI, that includes GenAI

Survey on AI for the SENSE 35th Jubilee

- Given developments in AI, this survey set out to discover how SENSE members view generative AI tools, changes in their language work, and their future

- 79 responses (33%, 239 members), 49 free comments

- All responses were anonymous

- Survey was open for 6 weeks, 14 February – 31 March 2025

- Please note: Not tackling any ethical or copyright issues of GenAI
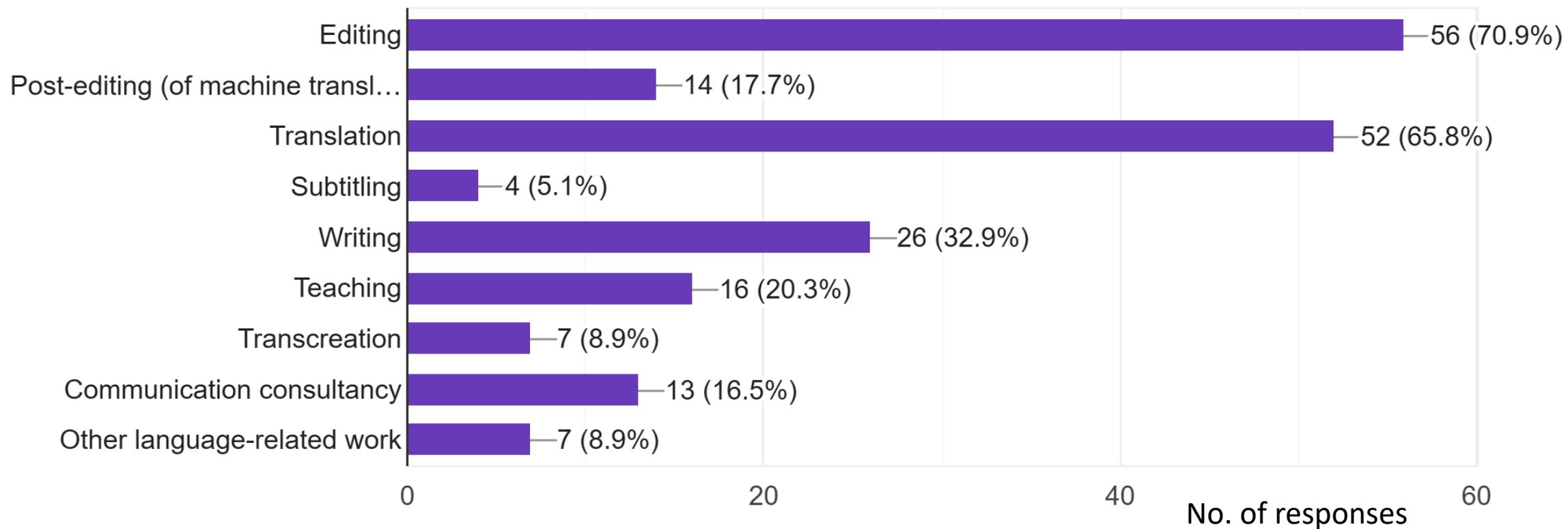
How many of you filled in the survey?

- What's your age?

- 60+

- 40-60 yrs

- Younger than 40

Which of the following best describe your current fields of language-related work?

79 responses

Field	No. of responses
Editing	56 (70.9%)
Post-editing (of machine transl…	14 (17.7%)
Translation	52 (65.8%)
Subtitling	4 (5.1%)
Writing	26 (32.9%)
Teaching	16 (20.3%)
Transcreation	7 (8.9%)
Communication consultancy	13 (16.5%)
Other language-related work	7 (8.9%)

No. of responses

How long have you worked as a language professional?

79 responses

Legend:
- <2 yrs
- 2-5 yrs
- 6-10 yrs
- >10 yrs

86.1%
5%
8.9%

How old are you?

79 responses

- <40 yrs
- 40-60 yrs
- >60 yrs

53.2%
5%
41.8%

Age groups in 2014

- <40 yrs
- 40-60 yrs
- >60 yrs
- Unknown

3%
8%
30%
59%

From eSENSE 37, April 2015

Do you use older tools like DeepL, Google Translate, SDL Trados, MemoQ, PerfectIt?

78 responses

- yes, a lot
- yes, sometimes
- a bit
- no

42.3%
29.5%
14.1%
14.1%

Do you use specific AI tools e.g. ChatGPT, DeepSeek, CoPilot, in your work?

79 responses

Legend:
- yes, a lot
- yes, sometimes
- a bit
- no

63.3% — no
13.9% — a bit
13.9% — yes, sometimes
8.9% — yes, a lot

How do you feel about the changes that new AI tools will bring to your work as a language professional?

78 responses

Legend:
- optimistic
- fairly positive
- neutral
- apprehensive
- pessimistic

Pie chart values:
- 41% (apprehensive, green)
- 16.7% (pessimistic, purple)
- 3.9% (optimistic, blue)
- 12.8% (fairly positive, red)
- 25.6% (neutral, orange)

Have you been specifically asked by a client, publisher or agency to use generative AI tools?

79 responses

- yes
- no

83.5%

16.5%

How do you feel about AI tools in general?

79 responses

Pie chart segments:
- 27.8% (green)
- 12.7% (purple)
- 11.4% (blue)
- 26.6% (red)
- 21.5% (orange)

Legend:
- 🔵 excited, am already exploring the options they offer
- 🔴 curious, am learning about how they work
- 🟠 neutral, am reading about them
- 🟢 apprehensive, am avoiding them as much as possible
- 🟣 not interested

Are you using AI tools for any personal tasks, e.g. to find information or get ideas?

79 responses

- yes, a lot
- yes, sometimes
- a bit
- no

58.2%

6.3%

16.5%

19%

General observations
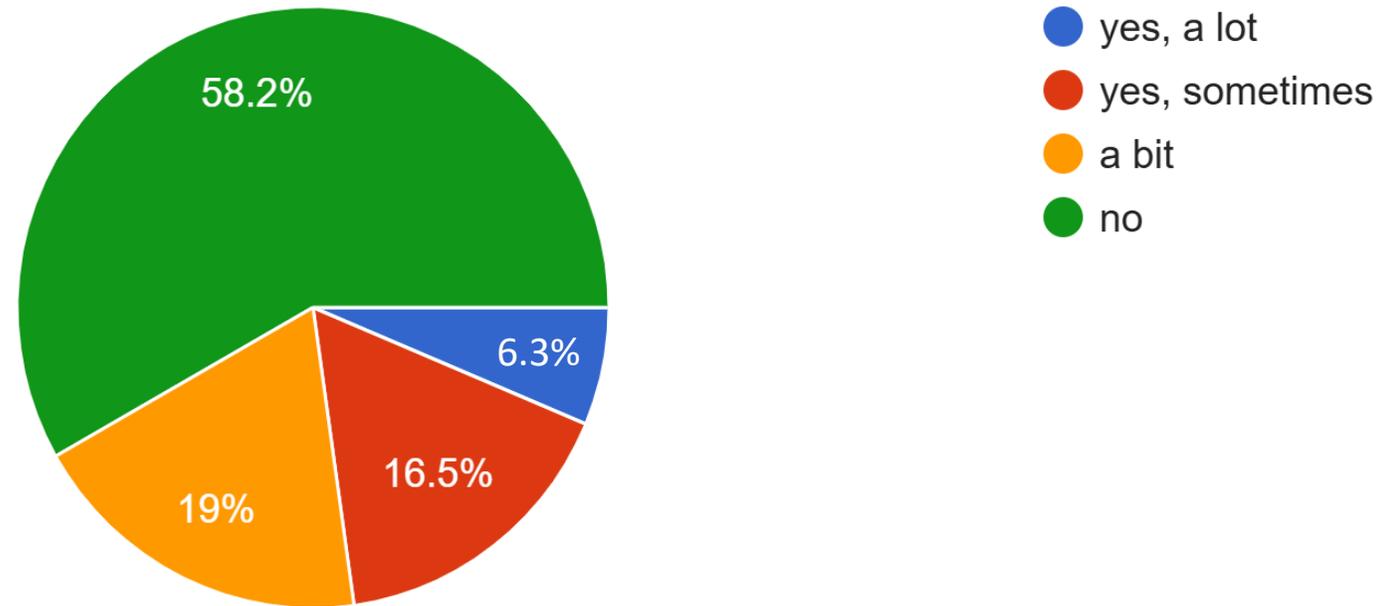
- Most (86%) LPs use older tools a lot or sometimes

- 2 in 5 (37%) are using AI for work – a bit to a lot
  2 in 5 (42%) are using AI for personal tasks - a bit to a lot

- 1 in 5 (17%) feel positive about AI changes in their work
  2 in 5 (38%) feel positive about AI tools in general

In the past 5 years, have you expanded your range of language-based work? e.g. with coaching/workshops, teaching language students, organizing writing retreats

79 responses

- yes
- no

65.8%

34.2%

In the past 5 years, have you added something totally different to your range of work? e.g. photography, teaching yoga, catering services

78 responses

- yes
- no

76.9%

23.1%

Do you have other interests or skills you could market or develop to diversify your work? (or do you have a Plan B?)

79 responses

- yes
- no
- maybe

41.8%

27.8%

30.4%

For your household income are you, as a language professional:

79 responses

- sole/main earner
- shared earner
- minor earner

40.5% — sole/main earner
36.7% — shared earner
22.8% — minor earner

Do you have other sources of income besides your language work? e.g. as a yoga teacher, photographer, pensioner

79 responses

- yes
- no

54.4%

45.6%

In the past 2 years has your net income from your language work ...?

78 responses

- increased
- stayed steady
- gone down
- gone down a lot

28.2%
24.4%
15.4%
32.1%

Clare Wilkinson's analysis

- Significant associations were seen between all pairwise combinations from four questions about use of and attitudes towards AI

➔ *There seems to be a (relatively small) group who have positive attitudes to AI and use it both at work and for personal tasks, and a (larger) group who are neutral or negative and not using AI at all*

➔ *Either you're into AI or you're not*

Is age related to use of AI?

- No association between age and use of GenAI at work

- No association between age and attitude to the impact of AI on the profession

➔ *However, Clare also wondered whether her assumption (of age being related to use of AI) is outdated given that most LPs will be tech savvy and translators have been using CAT tools for decades*

Is use of AI at work linked to field of work?

- Translators were no less or more likely to be using AI at work than non-translators

- Editors were no less or more likely to be using AI than non-editors

- Writers (incl. transcreation) were no less or more likely to be using AI than other types of language professionals

- Interestingly, people who had been asked by clients to use GenAI were no more likely to use AI at work than anyone else

Are attitudes to the impact of AI on LPs linked to field of work?

- Translators were no more negative (or positive) than non-translators

- Editors were *slightly* more negative than non-editors

- Writers (incl. transcreation) were *slightly* more positive than non-writers

- No difference in attitude between teachers and non-teachers

➔ *Use of AI and feelings about it at work are largely unrelated to the kind of work*

Is AI at work linked to business developments in recent years?

- No association between either use of AI at work or attitude to AI's impact on work and whether or not the respondent had added something totally different to their range of work in the past five years

- There was some association with decline in language income over the past two years:

  - ➤ People who have experienced a decline in language-related income are *slightly* more likely to be negative about the impact of AI on the language profession

  - ➤ People who have experienced a decline in language-related income are less likely to use AI in their work

Comments from survey (49)

- useful responses   30/49

- feel 'safe' – specialized,
  have good clients   10/49

- other work   12/49

- pension or stopping soon   15/49
- no real response (*asdf*)   4/49

- taking courses/adapting to AI   6/49
- developing new skills   13/49

- feel positive about future   18/49
- feel negative   10/49

Confident comments

- I'm still confident that post-edited AI won't be able to match what I can do for quite a while yet

- My clients still appreciate … take the initiative to understand what I'm translating, the context … ask questions, point out potential issues

- I think the [GenAI] issue will die down … some customers may come back when they see that the human aspect is essential

- I have long-standing, excellent relationships with a number of agencies

- As language professionals we must not shy away from AI

- I am willing to learn to work effectively with AI

and …

- I believe that diversification is important as a language professional

- I've signed up for business coaching

- I need to convince clients of my value

- I am concentrating on building human connections with my clients based on reliability and trustworthy work

- Am expanding the range of courses I offer

Implications for SENSE

- SENSE was an ageing society in 2015, now we're 10 years older, with the number of members dropping fast …

- What do the *working* members want to see in the society?

- How relevant can SENSE be for its members?

- How does the society need to change - or should it just retire quietly?

➔ SENSE must determine its members' age groups

In the 1980s

We had:

- Coloured pens, printed texts and heavy dictionaries

- Visits to libraries for fact-checking

- Snail mail, couriers

- Shared house phones with teenagers, faxes

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Insert in text the matter indicated in the margin		or
Delete	/ through single character, rule or underline or	or
	through all characters to be deleted	
Substitute character or substitute part of one or more word(s)	/ through letter or	new character / or
	through characters	new characters /
Change to italics	— under matter to be changed	
Change to capitals	under matter to be changed	
Change to small capitals	under matter to be changed	
Change to bold type	under matter to be changed	
Change to bold italic	under matter to be changed	
Change to lower case	Encircle matter to be changed	
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Insert 'inferior' character	(As above)	over character e.g.
Insert full stop	(As above)	
Insert comma	(As above)	
Insert single quotation marks	(As above)	or and/or or
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Insert hyphen	(As above)	
Start new paragraph		
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Insert or substitute space between characters or words	/ through character or where required	
Reduce space between characters or words	between characters or words affected	

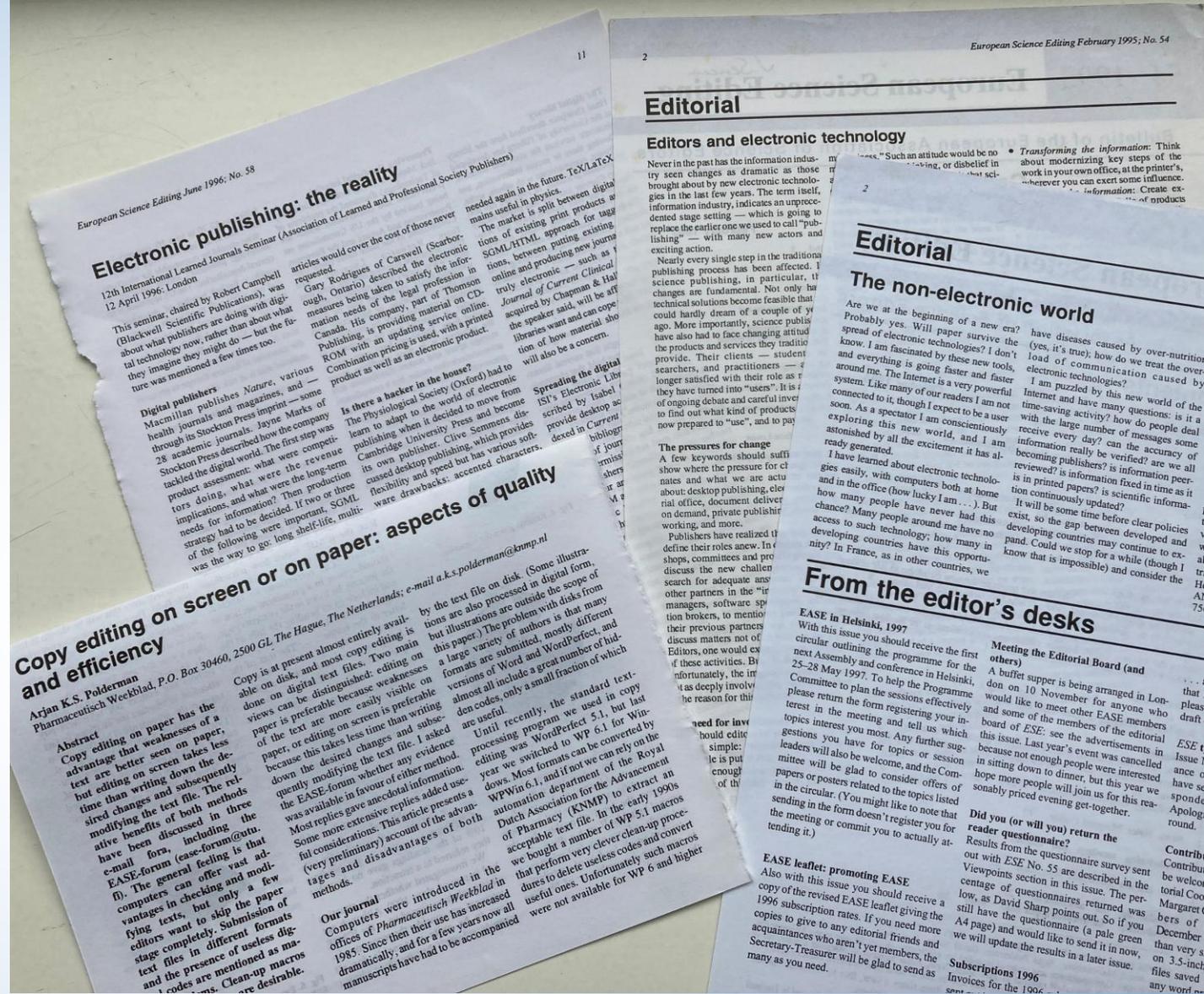## The new age of personal computers

We had a lot to learn!

- How to use a computer, word-processing, dial up modems, early email
  ➔ a totally new way of working

- Then came the WWW, Windows 95, graphic interfaces

- Launch of EU's Interactive Terminology for Europe (IATE) database in 1999

We were worried then

- EASE articles 1995-1996

- Either into computers or not

SENSE blog: Claire Bacon

- How can I adapt to a changing situation?

- How can I use this extra time to my advantage?

FORUM | HOME | MY SENSE | EVENTS | PUBLICAT

Diversifying: Tips to overcome challenging times

By **Claire Bacon**, 2 June 2025

- Emma Nichols, medical writer and editor

-Free mini-course

-Free download 'Prompts for Medical Writers'

-AI in Medical Writing and Editing
course to help you implement AI so that you
can speed up your work flow and optimize quality.
$350
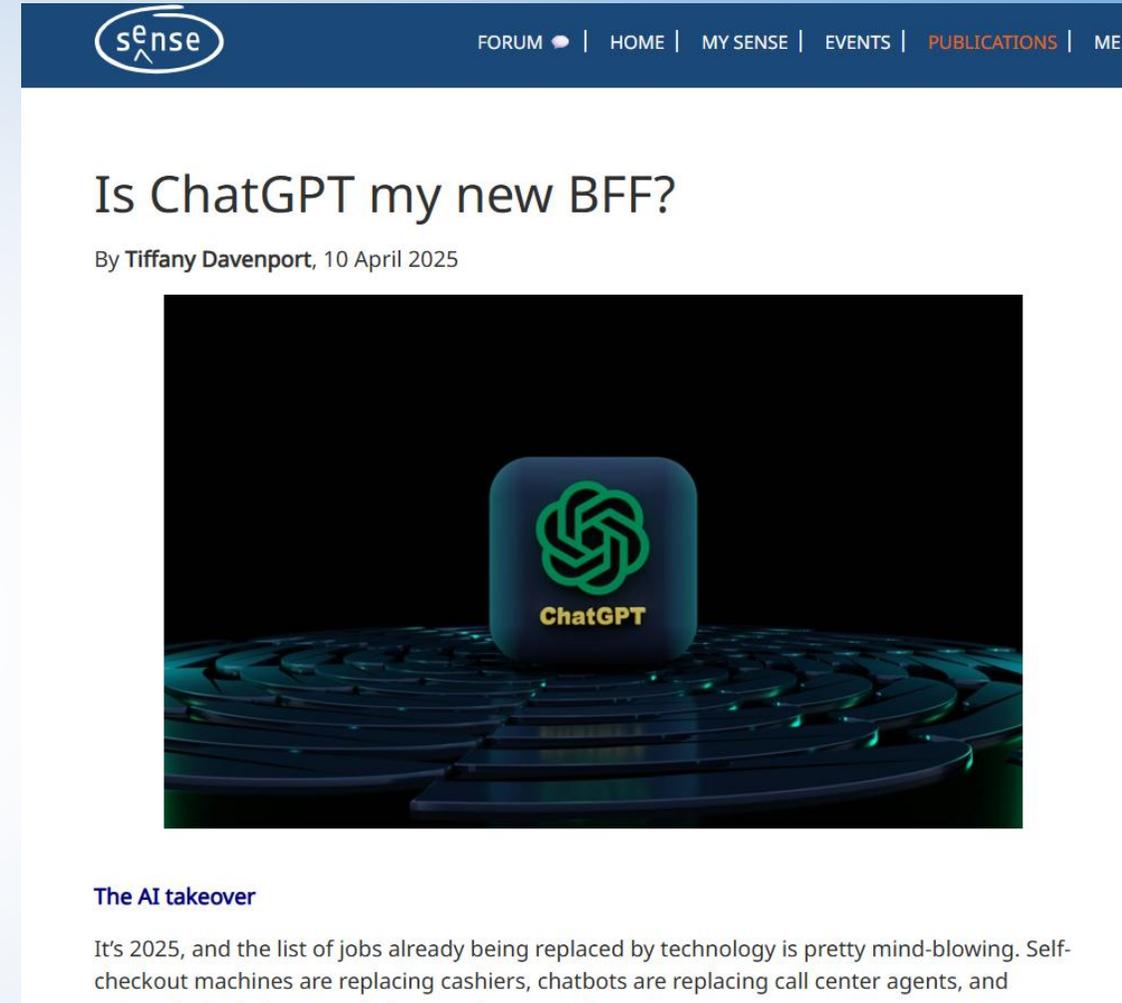

- Avi Staiman, Academic Language Experts

-AI Tools Boot Camp (for researchers). $175
some session recordings free to watch

"Both were very informative and I now know a lot
more about AI and how to use it" Claire Bacon

SENSE blog: Tiffany Davenport

- Use GenAI to find background information

- To improve your own text

- Asked ChatGPT for "tips on how to position myself as a copywriter in the AI era"

- "I pitched myself as a hybrid copywriter who offers human creativity and AI efficiency … expertise in brand voice comprehension"

Is ChatGPT my new BFF?

By **Tiffany Davenport**, 10 April 2025

The AI takeover

It's 2025, and the list of jobs already being replaced by technology is pretty mind-blowing. Self-checkout machines are replacing cashiers, chatbots are replacing call center agents, and

Look around for help

- Social media, LinkedIn

- NRC Master class on AI tools

- BBC Innovation section on AI topics

- Joachim (Joe) Lépine, Lion Translation Academy
- business coaching, workshops, newsletter, ebooks '7 Habits of Highly Successful Translators', 'AI Resilient'

- MET, EASE, ITI, CIEP (UK)
professional and business networks

- University websites eg Open University (UK)

The Open University — Generative AI in learning, teaching and assessment at the OU

NRC MASTERCLASS: HOE WERK JE MET AI-TOOLS
Week 4 van 5
Verfijnen en vertalen
NRC MASTERCLASS — Webversie

Helping translators unleash their inner lion and ROAR!

Business ...training to boost your bottom line and thrive like never before.

Language ...training to inspire you to craft beautiful, idiomatic translations.

CAT tools ...training to find and use the right tools for an awesome career.

Download our free ebook

7 Habits of Highly Successful Translators

Grab your copy now!

Training AI tools

- AI companies need the sort of writing that their LLMs aim to offer

➤ LLMs need human annotators/writers for high quality input

What can you do?

- Upskill

- Adopt better pricing strategies

- Team up with colleagues

(Michael Dever on building a future proof translation business, METM22)

also

- Build up personal relationships with clients

- Show you can work with AI tools

- Demonstrate what you can do better than AI alone

- Seek out training, hands-on learning

- Share your experience

Options for diversifying?

- Organizing writing retreats, training workshops

- Personal coaching/communication consultancy

- Teaching: languages, writing skills, business skills, yoga, handcrafts

- Use your IT, financial administration, and organization skills

- Holiday chalet, let a room, catering services

- Smart sell your solar energy

- Photography, selling antiques, travel guide, or ???

- Do what you enjoy! Value your own time!

- SENSE blogs
  https://www.sense-online.nl/sense-publications/blog

- AI Medical Writing and Editing course
  Emma Nichols
  https://www.aimwecourse.com/

- AI Tools Boot Camp
  Avi Staiman
  https://www.aclang.com/ai-bootcamp.php

- Generative AI in learning, teaching and assessment
  Open University
  https://about.open.ac.uk/policies-and-reports/policies-and-statements/generative-ai-learning-teaching-and-assessment-ou

- BBC items on AI
  https://www.bbc.com/innovation/artificial-intelligence

- Business coaching, workshops, blogs, newsletter
  Lion Translation Academy (Joe Lepine & Ann Marie)
  https://www.liontranslationacademy.com/

- Leaving Academia: Becoming a Freelance Editor
  Paulina S. Cossette
  https://AcadiaEditing.com/BecomeAnEditor

- How to build a global academic editing business (with Marieke Krijnen, podcast, 40 mins)
  https://www.youtube.com/watch?v=jNfzf1wkvyk

- Editing synthetic tekst from GenAI: two exploratory case studies, Michael Farrell, 2024
  http://dx.doi.org/10.13140/RG.2.2.16045.81128

- Survey on use of GenAI by professional translators
  Michael Farrell, 2024
  https://www.tradulex.com/varia/TC46-luxembourg2024.pdf#page=23

- https://societyofauthors.org/2024/04/11/soa-survey-reveals-a-third-of-translators-and-quarter-of-illustrators-losing-work-to-ai/

- https://www.theguardian.com/technology/article/2024/sep/07/if-journalism-is-going-up-in-smoke-i-might-as-well-get-high-off-the-fumes-confessions-of-a-chatbot-helper

- https://www.theguardian.com/books/2024/nov/04/dutch-publisher-to-use-ai-to-translate-books-into-english-veen-bosch-keuning-artificial-intelligence

- https://www.theguardian.com/books/2024/apr/16/survey-finds-generative-ai-proving-major-threat-to-the-work-of-translators

- CIEP's (UK) knowledge hub has a few items on AI
https://www.ciep.uk/knowledge-hub/search-the-knowledge-hub.html?searchQuery=AI

- Membership age data in 2014, published in eSense 37, 'SENSE survey: a peek at what's ahead'
https://www.sense-online.nl/library/archive/esense/online-issues/issue-37-%7C-april-2015/sense-survey-a-peek-at-what-s-ahead