



Lessons from Business School: The Entrepreneurial Linguist

Linguists excel in the humanities, but most have little or no formal business training. We are all entrepreneurs, and to help my colleagues run their businesses more successfully, I developed a presentation based on the lessons I learned in business school (MBA, Marketing, University of Nevada Las Vegas, 2001). The presentation centers on working with **direct clients**.

This hands-on presentation has its main emphasis on **marketing** (to direct clients, social media, Web 2.0, competitive advantage), and includes sections on **finance/economics** (pricing, supply and demand), **accounting** (getting organized, decreasing expenses), **entrepreneurship** (generating new business, networking), and **negotiating** (tips and tricks). Several discussion starters and exercises are part of the presentation. True to the case-study method from business school, many real-life examples are presented. No **high-level terminology** is used. The intention is for attendees to walk away from the session with some **specific advice** that they can start using immediately.

To hear an interview, please visit: <http://speakingoftranslation.com/2009/04/28/episode-4-interview-with-judy-jenner-lessons-from-business-school-the-entrepreneurial-linguist/>

Length:	2 to 4 hours, customizable to your organization
Languages offered:	Workshop can be given in your choice of English, Spanish, or German
Fees:	Available upon request

Judy Jenner | Twin Translations | www.twintranslations.com
www.entrepreneuriallinguist.com
Las Vegas, NV and Vienna, Austria
Phone: (702) 541-4647 |
E-mail: judy.jenner@twintranslations.com

