

TALKING POINTS ONE-PAGER

How to Onboard Your Best Translators for Post-Editing

Bringing up post-editing with your veteran translators risks a revolt. Some have likely already told you they won't touch these jobs because they feel it takes longer than translating from scratch, increases their mental load, dumbs down the work, and results in inferior quality—all for less money.

Indeed, there is a lot of justified cynicism out there because legacy MTPE is often weaponized. Buyers shove a text through engines like DeepL, call it a post-editing job, and order "human-level quality" for half the price, which is insulting.

To get your best translators on board with a human-first approach, you must break three stubborn assumptions.

Stubborn Assumption #1:

AI-augmented workflows mean less work.



The first barrier is the belief that AI simply equals less work for linguists. Reframe the workflow as a partnership to expand total volume.

What to say:

"We aren't using AI to cut you out; we are using it to capture new, middle-market demand that we couldn't win before. But we need your help to do it. If we collaborate on this AI-assisted work, we keep the client in-house. That means when the premium, full-human translation projects come up, we, and you, are already in the seat to get them. We want to protect and expand both types of work, but we need you in the game with us."

Best practice

- If possible, approach your translator with a project in hand—hopefully one with a juicy word count in their area of specialty that isn't an urgent rush job.

Stubborn Assumption #2:

MTPE is just a cynical rate play.



Veteran translators are tired of being handed garbage MT to clean up. They want the freedom to use their own tools and to feel respected in the process.

What to say:

"With our GAIT-Augmented MTPE workflow, you will get cleaner files and better MT to post-edit, you can work in your own tools, and you will play an integral role in the work of iterating the process to deliver the kind of premium translation that grows the market."

Best practice

- Explain about the process, how it is different, and what to expect. Consider sharing my **Post-Editing Guide for Veteran Translators** resource with them.
- Let them choose their preferred work environment: local CAT tool, Word, or your online TMS.
- Pay by the word, not the hour.

Stubborn Assumption #3:

MTPE is about doing "my version of perfect".



Veteran translators naturally want to rewrite translations to match their high standards, but doing so destroys their pace and makes the work miserable.

What to say:

"You must let go of delivering 'your version of perfect.' Instead, we need you to lean into the AI, watch the clock, and match your effort to the rate. If you do this with good MT, you no longer obsess over every little nuance. This reduces mental load. The work becomes fast and, quite possibly, engaging for you."

Best practice

- Share my white-label **Post-Editing Project Brief for Translators** with them.
- If they struggle, consider putting them in touch with me for free coaching.

Equip your linguists for success.

For more information on navigating this transition, you can reference my **Post-Editing Guide for Veteran Translators** (<https://cotranslatorai.com/post-editing-mindset-shift-for-translators/>) and the **Post-Editing Project Brief for Translators** (<https://cotranslatorai.com/post-editing-brief/>). Additionally, should your team need extra support adapting to this workflow, I am available to personally coach your veteran translators at no extra charge upon request.

Let's compare notes: Did these talking points work for you? Do you have a different strategy for this scenario? Email me at sbammel@koreanconsulting.com—I'd love to hear your feedback, pushback, or success stories.

