

Mind Your Elephant Translation Manual

“If not now, then when? If not you, then who?”
-Hillel the Elder-

Dear reader. If you've downloaded this manual it most likely means that you want to help with translating the book summary into your own language. The whole community of elephant enthusiasts bows before you. Thank you for taking time to ensure that the message of egoless behavior, improved relationships and better society reaches as many people as possible.

Translation takes a bit of time but it has two advantages: 1) You get to internalize the key concepts of the book and truly comprehend the essence of it; and 2) You become competent in discussing these things further with your friends, family and peers in your own language. This manual has been made to help you get started and to provide you with guidelines on what to take into account.

Getting started

- **Comprehension:** Make sure you have read and understood the key concepts in the book
 - If you don't have time to read the whole book, at least go through the English summary and make sure you understand it fully. If you don't, reconsider reading the actual book.
- **Time:** Reserve about 2 weeks maximum for the whole process. The actual work shouldn't take more than 18-24 hours of your time, if you are going to translate the whole summary. Take your time: it will improve quality of the results!
 - If you are able to do only part of it, please take responsibility and ask someone else to help you out and continue your work: either ask your friends to help or send a help request to: info@mindyourelephant.org
- **Mindset:** Get into the translation mindset: be prepared that your mind will play tricks on you
 - It's common that after a while you start turning English expressions directly to your language and the outcome will sound funny to the reader. Make sure there's someone who will read through your work once you are done.
- **Template:** Download the template (English summary in Word format) from here: www.mindyourelephant.org/english_elephant.doc

Points to consider

- **Language:** Use written language that sounds professional.
 - **Name of the book:** Translate the heading so that it makes sense in your language. In Finnish it is “Varo elefanttiasi!” which means “Watch out for your elephant” or “Be mindful of your elephant”. This is one of the tricky parts because the title has a double meaning, as in “mind your own business” and “the human mind”.
 - **Dialogue:** In the dialogue between Anna and the teacher you can use spoken language but be considerate, don't over-do it. Anna can use some less formal language but the teacher speaks in a very formal tone (i.e. uses written language). Obviously the teacher wouldn't say “whazzup?” or “yo!”. ☺ But Anna can say “I'm pissed off”. Just don't use any vulgar or rough language in your translation. Respect the intellect of the reader.
 - **Expressions:** Use common sense with various English expressions, sayings and proverbs. Usually they cannot be directly turned into your own language, so feel free to change them so it sounds “original” – as if it had been originally written in your language. Focus on the

point that the saying makes or the thought that it evokes and then put this into words. Don't let the words "lead the way".

- **Example:** "Compersion" can be a bit tricky term (it's like compassion 2.0 and "the opposite of jealousy" at the same time).

One definition for compassion is:

"Deep awareness of the suffering of another, coupled with the wish to relieve it"

Thus, comparsion could be:

"Deep awareness of what makes another person happy, coupled with support for him/her to connect with those sources of happiness"

You'll just have to work around it somehow. You don't necessarily have to use the term at all, but express it otherwise. This is the Finnish translation:

Myötäelämisen taito

Myötäeläminen on vielä pidemmälle vietyä kuin myötätunto. Se tarkoittaa sitä, että osaa olla iloinen toisen onnistumisista ja nautinnosta, vaikkei itse olisikaan tämän nautinnon lähde.

Translated back to English it would be:

The skill of co-living

Co-living goes even further than compassion. It means that one can be happy of another person's successes and pleasure, even if one wasn't the source of this pleasure.

There a whole another word had to be used altogether. "Myötäeläminen" gives a deeper connotation than "myötätunto", although it doesn't precisely mean "compersion" (such word doesn't exist in Finnish dictionary). So, work around it. Let a few of your friends read it and see if it makes sense.

- **Headings:** Many of the headings are linguistic tricks; word play. If for instance "elephantastic" doesn't translate directly to your language, work around it. If you come up with nice language gimmicks feel free to use them as long as they deliver the original message and make sense in your language. Here's an example: In the Finnish translation "Suffering is elephant food" heading would translate back to English meaning "**Suffering** is nutrition for those who have a **trunk**". This was used because "kärsimys" (suffering) and "kärsä" (trunk) sound so similar. It's a funny language gimmick only Finns can understand.
- **The impossibles:** Some things are impossible to translate. We've found only one instance though: Anna's full name. Keep the name as it is because it's next to impossible to find a name in most languages that would mean "Unaware" and later translate to "Aware" (A.Were in the business card). In the Epilogue there are the Beatles Imagine lyrics. You can decide what works better; either translate or let it be in English.
- **Mind the context:** Sometimes you have to look at the whole paragraph and re-write it in your language. The words used might be completely different from the original, and it's ok as long as the message is the same.

- **Styling:** Don't improvise. Keep the styling consistent with the English summary.
 - **Images:** Try to fit the text in the allotted space. You can make the images a bit smaller if needed. The image should cover at least 1/3 of the page.
 - **Red boxes:** Keep the headings in all of these boxes consistent. I.e. if it says "In the book's introduction" in the first box, then say "In chapter 1" in the second box and so on. Also, make sure that things don't get lost in translation here. What you claim is in the book, has to be in the actual book. ☺ So, if it says e.g. "How to differentiate between heard truth, reasoned truth and experienced truth" you have to know what is meant by this. Otherwise you might promise the reader something that cannot be found from the book. If in doubt, ask!
 - **Quotes:** Try to translate the quotes so that the end result is faithful to the original. Don't go changing them too much. Some of the quotes can be next to impossible to translate. In that case, it's better to replace the whole quote with something else. Browse the book and find another quote. Avoid having more than one quote from the same person. Don't quote Tomi. The only "sacred quote" that you shouldn't replace is the first one by Ervin Laszlo. I know it is poetic language and will give you a bit of headache, but try to manage. You can break it into two sentences if needed.
- **Terminology:** There is some money-related terminology that you need to know and get right. Check what these are in your language.
 - **Fractional reserve banking (system):** This is our contemporary banking system that is used in 99% of the world (a wild guess). It means that the bank has a legal right to lend out more than it has in the central bank's vault as reserves. That's where the fraction comes from. Wikipedia has only these languages: আংশিক তহবিল ব্যাংকিং, Banca de reserva fraccional, Effet multiplicateur du credit, Cadangan perbankan, Riserva frazionaria, הרזרבה יחס, Часткове резервування депозитів.
 - **Reserve ratio:** This percentage says how much should be in reserve. In the EU it's 2 %. See also "minimum reserves" or "minimum reserve ratio".
 - **Principle:** This is the basic sum of a loan, on top of which interest is added.
 - **Geographical considerations:** Obviously if you're translating in Japanese you talk about the Japanese system, not what happens in Europe or America. So, get to know your system!
 - **Additional help:** Use online financial dictionaries first and then browse financial news and blogs to confirm the terminology you use is correct. See what Wikipedia has on offer. Ask economics experts (even they might not know!). Check your central bank website. Check how the terminology is translated in documentaries dealing with this (Money as Debt, The Money Fix, Zeitgeist Addendum, The Money Masters etc). Turn to your local Zeitgeist Movement chapter (they are people who've done their homework and most likely have translated this terminology already): www.thezeitgeistmovement.org. If it's too much trouble leave it in English and notify us to find the correct expression.

Finalizing your work

- **A round of feedback and proofreading:** This makes your job easier. After you've done the translating be sure to bounce it once to someone who reads it through and:
 - a) **corrects typos:** well, no matter what kind of linguistic guru you'd be, we all make mistakes.
 - b) **checks the language:** it's easy to fall into the trap of "direct translation" and the outcome sounds phony –as if it had been translated. ☺
 - c) **ensures consistency in content:** in other words, s/he will tell you if it makes sense or not.
- **Returning the file:** Name your file yourlanguageinenglish_elephant.doc (e.g. finnish_elephant.doc)
 - **Who & what:** Make sure you place in top right corner your name(s) and title of the document in your language (i.e. Finnish summary would be "suomenkielinen tiivistelmä"). If, for whatever the reason, you prefer to remain anonymous mark it with three dashes: ---
 - **Where:** Send it to info@mindyourelephant.org
 - **How:** If you are unsure of something, ask. Once more: If you translate only part of the document please take responsibility to get translation help from your friends or ask us to find someone to complete it.
 - **Why:** congratulate yourself! You have most likely had an impact on at least one person's life, yourself.
 - **When:** We'll publish your translation in due time (1-10 days). You can refer your friends directly here: www.mindyourelephant.org/download/summaries

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