

Unit 8 – Impressive careers and life stories

Impressive careers and what it takes

to do something meaningful	Sharon always wanted to earn money while doing something meaningful.	etwas Sinnvolles / Bedeutungsvolles tun
to be innovative and creative	Lira is an innovative and creative member of the carpentry team.	erfinderisch / innovativ und kreativ sein
to be a risk-taker	Samuel is a risk-taker; he'll have an idea and just run with it.	risikofreudig / risikobereit sein
to be a critical thinker	Ilona is a critical thinker; she even interrupts company presentations with her own well-placed questions.	ein kritischer Denker/eine kritische Denkerin sein
to have a high level of self-motivation	To start your own business, you need to have a high level of self-motivation.	ein hohes Maß an Eigenmotivation haben
to be a team player	Mac is a great team player; he gets along with everyone and is willing to compromise in cases of disagreement.	teamfähig sein, ein Teamplayer/ eine Teamplayerin sein
to have a positive mindset	Rebecca has a positive mindset even if a situation seems unworkable.	eine positive Denkweise / Einstellung haben
to be courageous and decisive	A team leader needs to be courageous and decisive to inspire the rest of the employees.	mutig und entschlossen sein
to be an inspiration	Moriah is an inspiration; her work ethic is unmatched.	eine Inspiration sein
to give something back	Lary started a humanitarian initiative in Laos because he wanted to give something back to the place where his adopted son was born.	etwas zurückgeben
to be passionate and enthusiastic	It's a good sign if the interns at a company are passionate and enthusiastic.	leidenschaftlich und enthusiastisch sein
to show unwavering commitment	Recruiters want job candidates to show unwavering commitment to the job at hand.	unermüdliches Engagement zeigen
to have a clear vision	Carina has a clear vision for the future of her company.	eine klare Vorstellung / Vision haben
to be hardworking	Seth is extremely hardworking; he's always the first to arrive in the morning.	fleißig / hart arbeitend sein
to leave something behind	Michi knew that he would leave something behind when he moved to Arizona to pursue his dream job.	etwas hinter sich lassen, zurücklassen
to have the strength to see things through	Innovators need to do more than just come up with a good idea, they need to have the strength to see things through to the finished product.	die Kraft / Stärke haben, Dinge durchzuziehen
to be humble and sensitive	Even after several months in a leadership position, Sarah was still rather humble and sensitive.	bescheiden und sensibel sein
to make important discoveries for humanity	Hugh's goal was always to eventually make important discoveries for humanity.	wichtige Entdeckungen für die Menschheit machen

A million dollar social media career

to be among the most influential female social media influencers	Tina is among the most influential female social media influencers with her beauty and life tips channel.	zu den einflussreichsten Social-Media-Influencerinnen / weiblichen Social-Media-Influencern gehören
to hold a rarefied status	Her channel shows why Beyoncé holds a rarefied status on social media.	einen außergewöhnlichen / exklusiven Status besitzen / innehaben
to veer into the territory of a hip and successful working mum on social media	Connie slowly veered into the territory of a hip and successful working mum on <i>Instagram</i> .	in den sozialen Medien das Terrain einer hippen und erfolgreichen berufstätigen Mutter betreten

to swiftly become the most-liked photo	If you're a major celebrity, it doesn't come as a surprise when your snapshot swiftly becomes the most-liked photo on social media.	schnell zum meist gelikten Foto werden
to pose in a photograph	Willow posed in a photograph on the beach with her dog.	auf einem Foto posieren
to adhere to one's practice of doing something	Unless someone gives them a reason not to, influencers adhere to their practice of doing something.	an der gewohnten Weise etwas zu tun festhalten
social media captions have to be compelling	In order for posts to go viral, social media captions have to be compelling.	Bildunterschriften in sozialen Medien müssen überzeugend / fesselnd sein
to evoke emotions in one's followers	An even more successful strategy is to evoke emotions in one's followers.	Emotionen bei den eigenen Anhängern/Anhängerinnen / Followern/ Followerinnen hervorrufen
to incorporate the three-image grid into one's posts	Beyoncé sticks to her practice of incorporating the three-image grid into her posts.	die Drei-Bilder-Ästhetik in die eigenen Posts aufnehmen / integrieren
Being a successful content creator		
to find an appropriate social media platform	Alan found an appropriate social media platform for his comedy content.	eine geeignete Social-Media-Plattform finden
to define one's niche	Savannah clearly defined her niche for her <i>Instagram</i> content.	die eigene Nische definieren
to address one's preferred target audience	In her videos, Sammy addresses her preferred target audience and basically ignores the possibility that other people might see the video too.	das bevorzugte Zielpublikum ansprechen
to clearly state the genre	Ulli clearly states the genre of her content as a disclaimer at the start of every reel.	das Genre klar benennen
to post relevant content	Gabby posts relevant content for her followers and invites them to comment their opinions.	wichtige / bedeutungsvolle / relevante Inhalte posten
to have a unique selling point (USP)	The most successful content creators have a unique selling point that sets their work apart from other similar content.	ein Alleinstellungsmerkmal (einen USP) haben
to offer high-quality content	Ivica offers high-quality content where he makes hilarious comments about sporting events.	hochqualitative Inhalte / hochqualitativen Content anbieten
to care about the reputation of one's channel	Most content creators care a lot about the reputation of their channel and work hard to present a specific image.	sich um den Ruf des eigenen Kanals bemühen / kümmern
to be truthful / genuine / authentic	Grace is very authentic in front of the camera.	wahrhaftig / aufrichtig / echt / authentisch sein
Making a career in Austria		
to invest in staff training	Competent bosses invest in extensive staff training so their employees are prepared for the usual tasks.	in die Ausbildung des Personals investieren
to provide specialised education for free	The government provides specialised education for free because education should be available to everyone.	kostenloses Fachtraining / kostenlose Sonderausbildung / Spezialausbildung anbieten
to support and foster talented kids / students	Specific policies aim to support and foster talented kids or students on their road to employment.	begabte Kinder / Schüler/innen unterstützen und fördern
to provide inhabitants with various employment opportunities	Austria provides inhabitants with various employment opportunities, depending on why the person has entered the country.	den Einwohnern/Einwohnerinnen verschiedene Beschäftigungsmöglichkeiten bieten
to have high-quality schools and universities	Many countries in Europe have high-quality schools and universities.	hochqualitative Schulen und Universitäten haben

to create an unbiased job market	Ideally, governments would strive to create an unbiased job market where anyone could be hired if they had the proper skills.	einen Arbeitsmarkt schaffen, der wert- und vorurteilsfrei ist
to offer equal job chances	Chantal thinks that it is very important for a globalised country to offer equal job chances regardless of a person's cultural background or gender.	gleiche Beschäftigungschancen bieten
to take part in training and development programmes	New employees can take part in training and development programmes to better prepare themselves to excel in their careers.	an Ausbildungs- und Entwicklungsprogrammen teilnehmen
to identify skill deficits	An observant employer identifies skill deficits in their workforce and creates opportunities for employees to gain the necessary skills.	Qualifikationsdefizite / Qualifikationsmängel erkennen
to take the chances that come one's way	Rosalie took the chances that came her way and is now working at her dream company in Graz.	die Chancen nutzen, die sich bieten
to be talented	Scott is very talented; his co-workers say he can learn any skill in three days.	talentiert sein
to be willing to dedicate / commit one's life to something	Activists in environmental advocacy organisations want employees who are willing to dedicate their lives to educating people and finding ways to protect the planet.	bereit sein, das Leben einer Sache zu widmen
to take the initiative to do something	If you have a good idea, take the initiative to try and make it a reality instead of hoping that a chance will suddenly pop up.	die Initiative ergreifen, etwas zu tun
to be lucky	Manfred is lucky because he was hired directly after college by the firm he has always been interested in working for.	Glück haben
to create something ground-breaking	Paulina wanted to create something ground-breaking that would really make a difference in the world.	etwas Bahnbrechendes schaffen / erschaffen
Steve Jobs's legacy		
to connect the dots	There was this special "aha" moment when she started connecting the dots and truly understanding the problem.	eins und eins zusammenzählen, einen Zusammenhang herstellen
to give a commencement speech	Many famous entrepreneurs and visionaries are asked to give a commencement speech.	eine Rede vor Universitätsabsolventen/Universitätsabsolventinnen halten
to put someone up for adoption	Jobs was put up for adoption at an early age.	jemanden zur Adoption freigeben
to take a calligraphy class	Björn wanted to work on his penmanship so he took a calligraphy class.	einen Kalligrafie- / Schönschriftkurs besuchen
to follow one's curiosity and intuition	Elena was told to follow her curiosity and intuition and she would eventually find the perfect job.	der eigenen Neugierde und Intuition folgen
to drop out of college	There are many very intelligent and skilled people out there who dropped out of college.	das Studium abbrechen
to screw up badly	It's ok if you screw up badly, as long as you get up and try again.	es richtig vermasseln
to (not) waste time living someone else's life	Eric didn't want to waste time living someone else's life and started immediately making changes.	(keine) Zeit damit verschwenden, das Leben eines/einer anderen zu leben

to be trapped by dogma	People with big ideas who work at traditional companies can feel like they are trapped by dogma.	im Dogma gefangen sein
to get rejected from a job	Courtney got rejected from a job and was extremely disappointed.	bei einem Job abgelehnt werden
to spend all of your parents' savings	Lin felt guilty that she spent all of her working-class parents' savings on her college tuition.	die gesamten Ersparnisse der Eltern ausgeben / verschwenden
to have a dorm room	In the US, almost every student has a dorm room at college for at least part of their studies.	ein Zimmer in einem Student/inn/enheim haben
to be a priceless experience	Going to a college or university is a priceless experience.	eine unbezahlbare Erfahrung sein
to confer membership of an exclusive and visionary club	The skilful marketing of certain items gives the impression of conferring membership of an exclusive and visionary club upon the people who buy them.	Mitgliedschaft in einem exklusiven und visionären Club verleihen
to have no practical application in one's life	Certain ideas and views of the world have no practical application in one's life.	keine praktische Anwendung im eigenen Leben finden
to have multiple typefaces or proportionally-spaced fonts	High-end printers have multiple typefaces or proportionally-spaced fonts.	mehrere Schriftarten oder Proportionalchriften haben
to diverge from one's visions of the future	As an entrepreneur, it is often necessary to change plans suddenly and diverge from your visions of the future.	von den eigenen Zukunftsvisionen abweichen
to be a public failure	Jobs was seen as being a public failure until he made his comeback.	ein öffentlicher Versager/eine öffentliche Versagerin sein
to be curable with surgery	The cancer was supposedly curable with surgery.	durch eine Operation heilbar sein
to have an instinctive feel for the consumer zeitgeist	Business leaders who are able to stay on the cutting edge of the market have an instinctive feel for the consumer zeitgeist.	ein instinktives Gespür für den Zeitgeist der Konsumenten/ Konsumentinnen haben
to divine the technological future	Successful developers of electronic devices seem to be able to divine the technological future and predict what people will want or need.	die technologische Zukunft vorhersagen / prophezeien
Job versus career		
to be a source of one's happiness	Helga's job is a source of her happiness.	eine Quelle des eigenen Glücks sein
to find meaning in one's job	Jaimie finds a great deal of meaning in his job because he works in education.	Sinn in der eigenen Arbeit finden, die Arbeit als sinnstiftend erleben
to affect one's professional and private life	The quality of Alec's job affects his professional and private life in many ways.	das eigene Berufs- und Privatleben beeinträchtigen / beeinflussen
to carry something on for one's entire life	Charlotte carried on her mentor's unique philosophy of learning for her entire life.	etwas ein ganzes Leben lang fortführen
to go to work to earn a pay cheque (BE) / paycheck (AE)	Salome goes to work to earn a pay cheque and to be able to afford the necessary items for her home renovations and social life.	zur Arbeit gehen, um einen Gehaltsscheck / regelmäßiges Gehalt zu verdienen
to follow one's dreams	Skylar followed his dreams and eventually became an orthopaedic surgeon.	den eigenen Träumen folgen
to work for a fixed time	The secretary only worked for a fixed time and left the company immediately after the contract expired.	für eine bestimmte Zeit / einen festgelegten Zeitraum arbeiten
to imply progress of an individual in a particular profession	The typical expectations of climbing the corporate ladder imply progress of an individual in a particular profession.	das Vorankommen einer Person in einem bestimmten Beruf voraussetzen / bedeuten

to pursue one's lifelong ambition	Sara was finally able to pursue her lifelong ambition of being a published author.	ein lebenslanges Ziel verfolgen
to employ one's knowledge, skills, education and competencies	Sue looked for a job after college where she could employ her knowledge, skills, education and competencies in the best way possible.	das eigene Wissen, die Fähigkeiten, Ausbildung und Kompetenzen anwenden / einsetzen
to focus on getting a task done	Phoebe focused on getting a task done that she knew had to be completed by the end of the workday.	sich auf die Erledigung einer Aufgabe konzentrieren
to not see something as a job	My father doesn't see his profession as a job because he loves doing it so much.	etwas nicht als Job ansehen / empfinden
to enhance one's personal development skills at work	Rachel enhanced her personal development skills at work by asking for constructive feedback on her communication skills.	die Kompetenzen im Bereich Persönlichkeitsbildung in der Arbeit verbessern / weiterentwickeln
to offer career-counselling	Many universities offer career-counselling so that students can receive help picking an area to explore employment options.	Berufsberatung anbieten
to provide internships	Universities also provide internships and other work opportunities.	Praktika anbieten
to teach relevant skills	Internships teach relevant skills to the students that complete them.	maßgebliche / relevante Fähigkeiten vermitteln
to gain practical experience	Young people need and want to gain practical experience so their potential job after graduation is at least a bit familiar.	praktische Erfahrungen sammeln