

TRANSLATION BRIEF

One Psychologist’s Evidence-Backed Secrets to Beating Burnout and Building Resilience

Target locale: es_LA • Product: [Redacted] • Content type: Editorial article

1. Project Overview

Field	Detail
Source language	English (en_US)
Target language	Spanish – Latin America (es_LA)
Content type	Editorial / wellness article
Word count (body)	Approx. 650 words
Platform	[Redacted] digital health app (in-app content / Happifier article format)
Source author	Abigail Frackenpohl, based on webinar by Dr. Aimee Zhang (clinical psychologist)
Audience	Adults, majority women, English-speaking or bilingual, using a workplace wellness platform
Deliverable	Translated body copy, title, meta title, meta description, og_title, og_description, and image alt texts

2. Brand Voice & Tone

- [Redacted] positions itself as a warm, credible leader in digital mental health. The voice is:
- Warm but authoritative — like a knowledgeable friend who also happens to be a clinician
 - Accessible without being simplistic — science is present but never intimidating
 - Optimistic and solutions-focused — the article reinforces that burnout is manageable
 - Gender-inclusive — the primary audience skews female; avoid masculine defaults in Spanish (e.g., do not default to “todos” when a more inclusive form is possible)

Avoid: overly clinical detachment, jargon without context, alarmist framing, or any language that could stigmatize mental health conditions.

3. Glossary & Terminology

The following terms appear in the source text and require consistent handling. Check whether each is already in the [Redacted] es_LA glossary before deciding on translation approach.

Source term	Recommended es_LA rendering	Notes / Glossary flag
Burnout	burnout (loan word)	Widely used in es_LA professional contexts; “agotamiento profesional” is the clinical equivalent but sounds academic. Confirm with glossary. Use burnout on first mention with a parenthetical if needed.
Resilience	resiliencia	Direct cognate; verify it is in glossary. Avoid “robustez” or “fortaleza” which carry different connotations.
Mindfulness	Atención plena	Standard in es_LA wellness content
Evidence-backed / evidence-based	basado/a en evidencia	Common in medical translation for es_LA; some brands prefer “avalado/a por la evidencia.” Check glossary.
PTO (Paid Time Off)	tiempo libre remunerado / vacaciones	PTO as an acronym is US-specific and will not land in es_LA; needs full expansion. See Section 5.
Clinical psychologist	psicólogo/a clínico/a	Verify title rendering per [Redacted] style. If Dr. Zhang’s credentials are already localized elsewhere in the platform, match that rendering.
Workplace stress	estrés laboral	Standard; flag if glossary uses a different preferred form.
Guided imagery	imaginación guiada	Psychotherapy term; acceptable in es_LA clinical context.
Paced breathing	respiración controlada / respiración pausada	No single dominant term; “respiración controlada” is more common in clinical literature. Flag for review.
Slack	Slack	Brand name, do not translate. Consider whether “la aplicación” is needed for context on first mention.

4. Idioms & Phrases Requiring Transcreation

The following expressions are idiomatic, culturally specific, or rely on English wordplay. Direct translation will not achieve the same register or impact. Transcreation is recommended.

4.1 “PTO Means Paid Time Off” (section heading)

Source: “PTO Means Paid Time Off”

Issue: The heading uses PTO as a standalone concept that is culturally embedded in the US corporate context. In es_LA, “PTO” as an acronym carries no automatic recognition. The rhetorical punch of spelling it out (“means paid time off” — as a reminder / call to action) is lost if simply expanded.

Recommendation: Adapt the heading to preserve the rhetorical intent. A possible approach: “Las vacaciones son para descansar de verdad.” Or: “El tiempo libre es tuyo: úsalo.” The translator should prioritize the message (reclaim your rest) over a literal rendering of the acronym.

4.2 “A band-aid for a stressful moment”

Source: “She compares relaxation exercises... to a band-aid for a stressful moment.”

Issue: “Band-Aid” is a US brand name used generically in English (like “Tirita” in Spain). In es_LA, the generic equivalent is “curita” (widely used across the region). Confirm that “curita” is appropriate for your target sub-regions, or use a more neutral term like “remedio temporal” or “parche”.

4.3 “Smell the flowers”

Source: “...or that taking five minutes to smell the flowers will make us unproductive.”

Issue: This is an English idiom (“stop and smell the roses”, compressed). A literal translation (“oler las flores”) exists in Spanish but may feel flat or odd in a professional wellness context.

Recommendation: Transcreate to convey the idea of taking a brief, restorative pause. Options include: “...o que tomarnos cinco minutos para respirar nos hará menos productivos.” This keeps the metaphor implicit and reads more naturally.

4.4 “Needless to say”

Source: “Needless to say, she came back more depleted than when she left.”

Issue: “Needless to say” / “huelga decir” exists in Spanish but can sound stiff and formal. Consider: “Como era de esperar, regresó más agotada que cuando se fue.” This maintains the knowing, slightly wry tone of the original.

4.5 “Not in spite of their performance goals, but because of them”

Source: “...not in spite of their performance goals, but because of them.”

Issue: This is a rhetorically balanced contrast (“no a pesar de X, sino por X”). The construction works in Spanish; however, the translator should take care that the rhythm and emphasis land with the same force. This is a key message moment and should not be flattened.

Recommended: “...no a pesar de sus objetivos de rendimiento, sino precisamente por ellos.” The word “precisamente” adds the emphasis that “because of them” carries in English.

5. Cultural Adaptation Notes

5.1 PTO and vacation culture

The extended example in section 5 (the client on vacation in Hawaii with Slack open) is globally relatable, but the specific reference to “PTO” may need a brief explanatory expansion or rephrasing for es_LA readers. In many Latin American markets, formal vacation entitlement exists but the cultural pressure to stay reachable during leave is equally (if not more) present — the message is fully relevant. The key adaptation is linguistic, not conceptual: use “vacaciones” or “tiempo de descanso” rather than the PTO acronym throughout the body.

5.2 The skiing anecdote

Source: “one of her clients... loved skiing every weekend.”

Skiing is a less universally accessible leisure activity in es_LA compared to the US/Canada. While it should not be changed (it is a real clinical example attributed to Dr. Zhang), the translator may want to ensure the framing around it (“Reminding himself... that he was showing up to fund his hobby”) reads naturally regardless of whether the reader skis. No transcreation is required here, but the translator should be aware the example may feel less immediately relatable than in the original market.

5.3 Gender-inclusive language

The article references both male and female clients. In Spanish, this creates decisions around gendered agreement:

- “Un miembro junior del equipo” (masc.) vs. “una persona junior del equipo” (gender-neutral) — the original refers to “a junior team member” who is female (“her lunch breaks”). Translate as feminine: “una compañera del equipo” or “una integrante junior del equipo.”
- The client in the Hawaii example is also female (“she came back...”). Use feminine agreement throughout that passage.
- Wherever the article addresses the reader directly or refers to a general “employee,” consider using gender-inclusive forms (e.g., “las personas” instead of “los empleados”) in keeping with the brand voice brief for this audience.

6. Clinical & Regulatory Flags

The following areas contain clinical claims or psychological terminology that should be reviewed by a bilingual subject matter expert (psychologist or clinical reviewer) or cross-referenced with validated es_LA mental health sources before final approval.

Segment	Concern	Action required
“Burnout is not a personal failing. According to Dr. Aimee Zhang, it’s a predictable response to chronic workplace stress that has not been adequately managed”	This is a clinical framing of burnout consistent with ICD-11 (burnout is classified as an occupational phenomenon, not a medical condition). Important to preserve this framing accurately in es_LA to avoid stigmatizing language or overstating the clinical status of burnout.	Translator to verify that the rendering of “predictable response” (“respuesta predecible”) and “chronic workplace stress” (“estrés laboral crónico”) aligns with es_LA clinical literature. SME review recommended.
“Over half of employees reported feeling burned out in the past year”	Statistical claim. Source data likely reflects a US study population. Verify whether this stat has been cleared for global use or if a disclaimer / sourcing footnote is required for the es_LA market.	Flag for legal / regulatory review if [Redacted] publishes health statistics without source attribution in es_LA markets.
“Most people recover within weeks to a few months once they start addressing it.”	This is a reassuring clinical prognosis. While positive and likely accurate, it is a general claim that should be accurately translated without overstating certainty. Avoid translations that read as a guarantee.	Recommended: “La mayoría de las personas se recupera en pocas semanas o meses una vez que empiezan a atenderlo.” “Atenderlo” (address/treat it) is appropriately non-prescriptive.
“Mindfulness... is less like a band-aid and more like a muscle”	The muscle metaphor for mindfulness is clinically sound and widely used in CBT/MBSR contexts. Ensure the translation preserves the meaning that mindfulness builds a capacity over time, rather than implying it produces immediate relief.	Straightforward translation with care for metaphor consistency.
“Five minutes of guided mindfulness practice a day is enough.”	A specific behavioral prescription attributed to Dr. Zhang. Translate accurately without softening (“puede ser suficiente”) or strengthening (“siempre es suficiente”) the original claim.	Translate as: “Cinco minutos diarios de práctica de mindfulness guiado son suficientes.”

7. Metadata & Alt Text Guidance

The following fields require translation in addition to the article body:

Field	Source text (en_US)	Notes for translator
title	One Psychologist's Evidence-Backed Secrets to Beating Burnout and Building Resilience	This is the article display title. Transcreation is acceptable to improve SEO and readability. Aim for similar length. "Secrets" may be adapted (e.g., "claves" / "estrategias") if it reads more naturally.
meta_title	Same as title	Match title translation. Character limit may apply — confirm with dev team.
meta_description	Burnout is more common than you think and more treatable than you'd expect. Clinical psychologist Dr. Aimee Zhang shares five evidence-backed strategies to help you recover and build lasting resilience.	Keep under 160 characters if possible. Preserve the warm, reassuring tone. "More treatable than you'd expect" is key messaging — do not soften.
og_title	Same as title	Match title translation.
og_description	Same as meta_description	Match meta_description translation.
alt_text (x3 images)	man with his head down on desk at work	Descriptive alt text for accessibility. Translate literally: "hombre con la cabeza apoyada en el escritorio en el trabajo." Note: image shows a man; alt text accurately reflects this. No change to image selection expected.

8. Potential Translator FAQs & Ambiguities

Q: Should I use “tú” or “usted” for the reader?

A: The article is written in third person and does not directly address the reader except in the closing advice (e.g., “silence notifications after a set time”). For any direct address, use tú — this is consistent with [Redacted]’s warm, approachable brand voice. Usted would feel too formal for this content type.

Q: Dr. Zhang is identified as a “former clinical assistant professor at Stanford University.” Should I translate “clinical assistant professor”?

A: Translate the title as faithfully as possible: “ex profesora clínica asistente de la Universidad de Stanford.” Note that academic rank terminology differs across es_LA countries; however, since this

is a credential associated with a US institution, a direct translation with the US institution name intact is appropriate.

Q: The article uses informal narrative examples (the junior team member, the skier, the Hawaii vacation). Should these stay in the same register?

A: Yes. These case vignettes are intentional — they humanize the clinical advice. Keep them in a warm, narrative register. Avoid making them more formal in Spanish than they are in English.

Q: Should I localize the webinar title in the closing attribution line?

A: The webinar title (“Beating Burnout: How to Build Resilience That Lasts”) appears in italics as a proper title. If the webinar has an official es_LA title, use it. If not, provide a translation in brackets or italics and flag for client confirmation, as it may appear elsewhere on the platform and must be consistent.

9. Contacts & Approval

Role	Name / Team	Responsibility
Localization lead	Abigail Frackenpohl	Brief owner; first point of contact for terminology and style questions
Clinical reviewer	TBD	Review of clinical claims and psychological terminology in es_LA
Brand / legal review	TBD	Approval of statistical claims and any regulatory language
Final QA	Localization team	Linguistic QA against this brief before delivery

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