

Do you speak **Business**?



Do you ever wonder where your boss or colleagues picked up those ridiculous things they say? From fresh-faced students to top management staff, everyone drops one of these gems occasionally. We can only hope that you're not here to actually add these *buzzwords** to your vocabulary!

buzz-word [n.] A word or phrase connected with a specialized field or group that usually sounds important or technical and is used primarily to impress laypersons.

A **Above-board** [adj.]
Honest and open.
"I don't think you're being totally above-board with me."

Alpha pup [n.]
Trendsetting young people. Important targets for marketing. "Let's get six alpha pups in here for a focus group."

Availability [n.]
A convenient way of separating the individual from the ability to manage his own time.
"I'd love to come, but I'm not sure about my availability, grandma."

At the end of the day
Based on the frequency with which they use the phrase, it would seem that members of senior management are required by law to begin every third

sentence with "at the end of the day;" similar in meaning to "when all is said and done."

B **Back door** [adj.]
Unethical or dishonest.

Beef up [v.]
To make stronger.

Big enchilada [n.]
An important person within an organization.

Bring to the table [v. phrase]
Refers to what one offers or provides, especially in negotiations.

Buy-in [n.]
A cute way of saying agreement or consent. If you hope to get anything done in today's corporation world, "you'll need management buy-in."

Buzz [n.]
Excited discussion in the media and between individuals. Closely linked to word-of-mouth advertising.

C **C-level** [adj.]
Those modest, hardworking souls at the top of your chart: CEO, COO, CFO, CIO, CPO, CTO, etc.

Catch 22 [n.]
Whatever you do, it won't work.

Core competencies [n.]
Simply put, it means what the company does best.

Cyberslacking [v.]
Wasting company time by casually browsing the Internet or instant messaging.

D **Deliverables** [n.]
Denoting project output or assignments, "deliverables" are often "tasked" (see below), but seldom completed.

Dinosaur [n.]
A long-term company employee whose extensive experience is only surpassed by his resistance to change.

E **Eat the frog** [v. phrase]
To complete an unpleasant job that has been well postponed.
"Just eat the frog and get on with it!"

F **Functionality** [n.]
Simply meaning functions or features, this one has gained widespread currency.



H **Hack it** [v.]
To be successful.
"Do you think he can hack it?"

HiPo [adj.]
High Potential.
"Word on the street is he went to Wharton ... I'm thinking HiPo."

I **Incent** (v. tr.)
A transitive verb meaning encourage or influence.

L **Leapfrog** [v.]
To surpass your competition, usually by engaging in one gigantic, hopelessly ambitious leap of faith that is almost sure to end in ruin and despair.

Leverage (v. tr)
The granddaddy of noun-turned-verbs, "leverage" is used indiscriminately:
"We intend to leverage our investment in IT infrastructure across our business units to drive profits."

M **Multi-slacker** [n.]
A person who can perform many unproductive things at the same time. These include phone conversations, instant messaging, and web surfing, often on company time.

O **On the map** [adj.]
Well known.

Operationalize [v.]
A horribly polysyllabic way of saying carry out or do!

P **Performance management** [n.]
A euphemistic way of saying to micro-manage, berate, motivate, psychologically manipulate, threaten, and then fire someone.

- 1 . Never give me work in the morning. Always wait until 5:00 and then bring it to me. The challenge of a deadline is refreshing.
- 2 . If it's really a "rush job," run in and interrupt me every 10 minutes to inquire how it's going. That helps.



12 tips for managers from employees

- 3 . Always leave without telling anyone where you're going. It gives me a chance to be creative when someone asks where you are.
- 4 . If my arms are full of papers, boxes, books or supplies, don't open the door for me. I need to learn how to function as a paraplegic and opening doors is good training.
- 5 . If you give me more than one job to do, don't tell me which is the priority. Let me guess.
- 6 . Do your best to keep me late. I like the office and really have nowhere to go or anything to do.
- 7 . If a job I do pleases you, keep it a secret. Leaks like that could cost me a promotion.
- 8 . If you don't like my work, tell everyone. I like my name to be popular in conversation.
- 9 . If you have special instructions for a job, don't write them down. If fact, save them until the job is almost done.
- 10 . Never introduce me to the people you're with. When you refer to them later, my shrewd deductions will identify them.
- 11 . Be nice to me only when the job I'm doing for you could really change your life.
- 12 . Tell me all your little problems. No one else has any and it's nice to know someone is less fortunate.

Proactive [adj.]

The modern-day antonym of reactive. Rumor has it that this gem was created in the 1970s out of the parts of lesser words.

feedback from peers. Also, the act of taking Fido to the park to get him used to other dogs.

Solution [n.]

Companies no longer sell products or services; they sell “solutions,” which are products or services, but more expensive.

Surface [v.]

While many of our more jargon-illiterate readers might envision submarines upon first hearing this word, it is used by management professionals as a synonym of “raise,” as in raise concerns.

“I think we need to surface those issues before the product is launched.”

T **Takeaway** [n.]

The essential points of a presentation, activity, etc. that the author hopes you will “take away.” Also has something to do with food in the Queen’s English.

Take X to the next level

Seriously, this means to move a product, service, or organization from its current level of (dys)function to the next one...

Q **Quick win** [n.]

Everyone in business is always looking for “quick wins,” small steps or initiatives that will produce immediate, positive results.

R **Real-time** [adj.]

Everyone probably has an intuitive understanding of what is meant by “real-time,” but that hasn’t stopped many companies and consultants from using the term to describe a quixotic concept whereby a company’s data is always up-to-date and available to whomever needs it, whenever they need it.

S **Scope** [v.]

To set the scope of a product (i.e. to determine what “functionality” will be included).

Socialize [v.]

To share a document or plan within an organization, in the vain hope of getting actionable



Task (v. tr.)

Yet another noun turned verb, this one means to assign. Now go task someone with some deliverables.

Tree killer [n.]

Someone who insists on printing every email, document, and webpage they come across.

V **Value proposition** [n.]

The unique set of benefits offered to customers to make them buy your product or service. Sometimes shortened to “value prop.”

W **Wet signature** [n.]

Apparently this means a human signature, as opposed to an electronic one.

Win-win

It’s a win for us; it’s a win for them. Everyone’s happy and drinking the Kool-Aid.

World-class [adj.]

Best in class, a benchmark. If your product, service or solution ain’t world-class, you might as well close up shop and go home. Luckily, everything at your corporation is either world-class now, or will be by next quarter. Or at least that’s what management’s been telling everyone. 🍀