



DeYoung Consulting Services

Helping People Learn up to Their Potential

Jargon—every industry has it. And that's OK if it's used sparingly and appropriately. But business jargon is often used to impress, not to inform. If your goal is to deliver a message to someone, try cutting out some of those over-used phrases and replacing them with short, simple words.

Here are some examples of words or phrases to avoid.

Best of breed—If you work for a dog show, this phrase might be appropriate. If not, try using *best*, *excellent* or *top*.

Game plan—Unless you're the coach of an athletic team, a plain old *plan* is fine.

Impactful is often used in business settings. But my dictionary doesn't include this word. Replace it in your vocabulary with *meaningful*, *significant* or *effective*.

Leverage—Outside of the financial industry, most of us don't need to use this word. *Use* is a more reader-friendly word.

Think outside the box. Try using *creative*, *unique*, or *new* instead.

Other common phrases that can be replaced by simpler language include: *best practice*, *core competency*, *full plate*, *geopolitical*, *paradigm shift*, *reengineer*, *utilize*, *value proposition*. I'm sure you can add others to the list.

To make your writing easier to read, replace business jargon with short active words. Your messages will be more effective and efficient.

If you want help cutting business jargon out of your training materials and presentations, give me a call. I'm always happy to help.

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From DeYoung Consulting: Overused Business Jargon