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September's Newsletter:

Business Buzzwords

Buzzwords. You know what I'm talking about. The business world has been invaded by them; **synergy, nature-of-the-beast, strategic fit, value-add**. They are words business folks use in their conversations to spice things up. I'm all for the occasional bit of jargon to boost a presentation now and then, but we have now reached a breaking point. The realm of buzzwords could go on and on. In fact, they do go on and on.

Examples are:

Synergy - Two people or entities working together toward a common goal. Or it could just be by a combination of energy and sinning, just like going to Vegas.

Paradigm - An oldie, but a goody. I think it has something to do with 20 cents.

Buy-in - A slick way of saying agreement. If you are going to cut pay or change a contract, you better get buy-in.

Win-win - A term from the world of negotiation. Now it just means that nobody is going to be mad.

At the end of the day - This is not really at the end of the day. It's really just the "end." I'm not sure how the "day" got all mixed up in this.

Interface - An I.T. word that has gotten way out of hand.

Bandwidth - Another I.T. word that has gotten way out of hand. We used to just say that we couldn't handle all the stuff I have to do. Now it's not my fault. I just don't have the bandwidth.

Teamwork - We're giving you more work and responsibilities at the same pay scale.

Peel the onion - Figure out what we are getting ourselves into. I blame Rachael Ray for this.

Thousand Foot View - Actually looking at this like a business owner and concerning yourself with the future.

Big picture - This is 1st cousin of thousand foot view.

Game changer - Can get you out of a jam when you screw up. See the Titan's Chris Johnson for an example.

Value-add - You read that correctly, "value-add", not "value added". It's a noun.

*"At the end of the day, we need to look at this from a **thousand foot view** to see if this new product will be a **game changer** and will be a real **value-add** for our customers." Or, "oh wow, I really hope people buy these [porcelain goat figurines](#) we bought from our vendor or we are in*

big trouble."

One thing that I have noticed over the last couple of years is that some of the corporate jargon has slipped in to the small business world. The words used may be more common in everyday language, but they are on their way to becoming as annoying.

Examples are:

Opportunity: Give me the chance to sell you something.

Partner: Actually sell you something and maybe vice-versa. Who knows, one day you could turn this partnering into synergy.

Resources: Money, assets, time.

Leverage: Take those resources and use them.

*"I would like to meet with you to see if we have the **opportunity** to **partner** together and **leverage** our **resources**." Or, "let's meet over at Starbuck's and I'll sell you or your customers something."*

I'm not saying that you shouldn't massage the English language once in a while, especially if you need to be tactful or even creative. Just be aware that the person or audience you are addressing is probably aware of possible, hidden meanings. If you want to sell someone something, don't be afraid to tell them how it will make their life easier, especially if it will. You don't have to bowl them over, but please don't try to trick them into thinking you are just having a cup of coffee either. That will kill a potential "partnership" and "opportunity."

Check out our <http://smallbusinessvolstate.blogspot.com/> for opinions on the most annoying buzzwords.