

Business speak

The Craft of Writing · By Simon Townsend · 2 min read

"Business speak" is boring

and poor journalism

Some of the words and phrases you were using are what I call boring "business speak".

It is the stuffy language you see in letters or speeches by some people in finance, law and politics.

Here are examples of what to avoid and how better to say it:

Boring

"business speak"

Better language

Boring

"business speak"

Better

language

Realistically speaking, the bottom line is basically that we will evaluate the issue in its context, and basically commit ourselves to endeavouring to achieve a more appropriate scenario with better outcomes for all stakeholders.

This piece of business speak nonsense comes from Don Watson's wonderful book "Weasel Words". Get this book if your writing in any way resembles business speak.

absence of

no

paradigm shift

change position

absolutely

What's it mean??

accountabilities

responsibilities

think outside the box

be imaginative

this is to inform you

Never needed

filled to capacity

Full

acquaint

inform or tell

under the circumstances

in this case

on account of the fact that

because

for the month of May

for May

adjacent to

near

for your information

Never needed

by means of

with or by

fullest possible extent

Waffle!! Write: fully

despite the fact that

although

in the vicinity of

near

notwithstanding the fact that

although or even though

with reference to

on or about

draw the attention of

show

in spite of the fact that

despite

attached herewith please find

attached is

address (an issue)

consider, deal with

facilitate

help or ease

advise

inform, tell

to bring a strategic presence

to come to a meeting

aggregate (the noun)

total

forward

send

amongst

among

going forward

Never needed

anticipate

expect (unless you really do mean anticipate)

in excess of

more than (preferred to "over")

ascertain

find out

initiate

start, begin

back-end infrastructure

Uh?

in terms of

Aaaggh!

is indicative of

indicates

capable

able

located in

in

cease

stop

methodology

method, way

commence

begin or start

paradigm

model, system, way of doing things

consequently

so

obtain

get

consumer usability

use (noun)

point in time

time

defer

put off

prior to

before

endeavour

try

purchase

buy

sufficient

enough

regarding

about

synergy

working together

require

want or need

terminate

end, finish

service delivery

use

utilise

use

subsequent to

after

whilst

while

And, if you ever use the word "parameter" I will demand that you to define exactly what it means. All editors of mainstream publications HATE business-speak. I assume you do too.

If you would like a truly excellent article on this topic, I will send it by email if you ask for it by email. Ask for "Weight of words", that EXACT phrase please. Both by email only.

Other BORING boring words and phrases:

key performance indicators

benchmarking

key stakeholders

downsize

mapping

core competencies

capabilities

didactic

continuous improvement

strategic

viability

transformative learning

utilize

implementation

best practice

customer focused

going forwards

value-add

game plan

paradigm shift

Words that are mostly useless and could simply be edited out without changing the sense of what you're communicating:

absolutely

actually

basically

currently

certainly

definitely

clearly

concerning

correctly

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