

Appendix

Auxiliary words and phrases that are almost always unnecessary

(Auxiliary words and phrases, however — used sparingly — can improve the cadence of your writing, making it more rhythmic and pleasing.)

a total of	for the most part	last but not least
absolutely	generally	obviously
abundantly	I am of the opinion	of course
actually	that	on the whole
all things being equal	I would like to say	other things being equal
as a matter of fact	I would like to take	quite
as far as I am concerned	this opportunity to	really
at the end of the day	say	really quite
at this moment in time	in due course	regarding the (noun),
at this time	in the end	it...
basically	in the final analysis	the fact of the matter is
closely	in this connection	the month(s) of
current	in sum	to all intents and pur-
currently	in total	poses
during the period from	in view of the fact that	very
each and every one	it should be understood	
existing	that	
extremely	largely	

Buzzwords

Buzzwords aren't necessarily bad. Some are essential. Most are overused. A few should be banned from your vocabulary.

Common buzzword errors

1. *Sprinkling your conversation and writing with the buzzwords du jour*, which marks you as something of a puffbag or, worse, a slave to trends
2. *Using buzzwords*
 - ◆ that are less descriptive or precise than less-trendy alternatives
 - ◆ that were ill-advised from the start and should never have been coined
 - ◆ that the general public might not understand



The buzzwords listed on the next page are or have recently been in vogue. New buzzwords are continually entering the vocabulary. Please add to the list as you see fit.

Boldface words Use rarely or not at all
Words in italics Use with care
 Other words May indicate lazy writing. Is there a more precise, descriptive word?

Absolutely
 B2B (Business-to-Business)
 B2C (Business-to-Consumer)
Backward-compatible
 Benchmarking
Best of breed
Best practice
Best-in-class
Breakthrough
Bricks-and-clicks
Burning platform
 Business layer
 Business logic
 Business process
Business-centric
 Challenge
Change management
Client-focused
 Communication
 Community (as in "the [worldwide] law-enforcement community")
 Competency
Co-opetition
 Core business
 Corporate culture
 Creative destruction
Cross-platform
Customer-centric
Cutting-edge
Digital signage
 Diversity
Drill-down
 Due diligence
Ecosystem engineer
 E-Enable
 Elevator statement
Empowerment
End-to-end
 Engage
 Enterprise
 EQ
Essential
Excellence
 Experience
Extensibility
Feedback loop
Fit for purpose
 Focus
 Forward-looking

Framework
Frictionless
Frontier
 Gestalt
 Glass ceiling
 Globalization
Going forward
 Grow (as in "grow the business")
 Holistic
Impact (instead of *effect* as a noun, or *affect* as a verb)
Information sharing (as a reason for having a meeting)
Information society
 Interactive
 Interoperability
Key Performance Indicator (or KPI)
Knowledge base
Knowledge economy
Knowledge worker
 Leadership
Learning curve
Learning enterprise
Learning organization
Leverage
Lifelong learning
 Logistics
Low-hanging fruit
 Maximize
 Metric
 Middleware
 Mission statement
Mission-critical
Modularity
Mouse racing
 Multimedia
 Network
Next-generation
Off message
 Offerings
 On message
On the ground
Operationalize
 Optimize
Outside the box
 Ownership

Paradigm
Paradigm shift
Parameter
 Perspective
Plugability
 Political capital
Proactive
Productize
Proof of concept
Quantum leap
 Rainmaker
Reengineering
 Rigor
 Robust
Scalability
Sea change
Seamless integration
Social software
Solution
Spatial standardization
Spearhead
 Spin
 Spin doctor
State-of-the-art
Step-change
 Strategic
Strategic alignment
Strategic fit
Strategize
STUN protocol
 Sustainability
 Synergy
 System
Talking points
 Team
 Teamwork
Thought leader
 Touch base
Transparent functionalities
Truthiness
 Virtual
Vision statement
Win-win situation
 Workflow
 World class

Distancing versus inviting words, phrases, and paragraphs

Stuff or Flabby Word (Distancing)	Simple Word (Inviting)
acquire	get
additional	more
advise	tell
assist	help
attend	go to
commence	begin, start
communicate	let me know, tell, write
complete (v.)	finish
evident	clear
execute	do
implement	introduce, carry out
inform	tell
initiate	begin, start
locale, locality	place
materialize	take place, occur
modify	change
occur	happen
participate	take part
purchase	buy
request (v.)	ask
requirements	needs
sufficient	enough
terminate	end, stop, finish
transmit	send
utilize	use
Distancing (Third-Person Impersonal — It)	Better (First Person — I, We*)
It will be appreciated	I would appreciate
It is impossible to	We can't
It would be difficult to	We can't easily
It is our position that	We feel
	* Do not use we when you mean I.
Flatulent Phrase	Better
a high level of intelligence	high intelligence or intelligence
as a tool to guide future development decisions	to guide development
assist you with	help you
at your earliest convenience	soon
by means of	by, through, with
for the purpose of	for
in order to	to
in spite of the fact that	although
in the course of	during
in the event of	if
possesses unsurpassed qualifications	is qualified or is well qualified
prior to	before
so as to	to
subsequent to	after
wholly united	united
will take steps to	will
with regard to	regarding, concerning
work closely with	work with