

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

Stuffy 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