

## **Business Buzzwords**

We've all been there more times than we can count. You are sitting in the ergonomic neutral-toned conference room chair toying with a paperclip, gulping water to stay awake while listening to an undeniably slick, yet vague, presentation that seems to have very little in common with the real world.

The hot buzzwords of business and commerce change just as rapidly as slang does in Hollywood or in the classrooms of any high school or college, where lingo, by definition, must be hip and ever evolving.

To better serve our business associates in the Land of Enchantment, review with us, the latest crop of killer buzzwords to haul out when that "mission-critical" moment pops up in your next planning meeting and you must find something significant to say to impress the team.

### **Air Cover**

When a senior manager agrees to take the flak for an unpopular decision, while someone lower in the chain of command does the dirty work. As In: "The CFO will provide air cover, while you reduce staff by half." (A term borrowed from the military).

### **Alpha Pup**

A market research term referring to the "coolest kid in the neighborhood." As In: "If the alpha pups go for it, we'll sell millions of them."

### **Bleeding Edge**

Beyond cutting edge. So new, its creators aren't entirely sure where it's headed.

### **Business Ecosystem**

When companies in the same market work cooperatively and competitively to introduce innovations, support new products and serve customers.

### **Chips & Salsa**

This would be computers: Chips = hardware, Salsa = software.

### **Dial It Back**

To tone down. As in: "Your sales pitch is too aggressive. Dial it back."

### **Defenestrate**

A 17<sup>th</sup> century architectural term, now back in fashion, that means to throw someone or something out the window. As in: "Let's defenestrate this marketing strategy."

### **Cookie Jar Accounting**

An accounting practice whereby a company uses monetary reserves from good years against losses that might be incurred in bad years.

### **800-Pound Gorilla**

A company that dominates an industry just short of having a complete monopoly.

### **End-to-End**

Used largely by technology vendors to imply that whatever they build for one part of your organization will work with whatever they build for another.

### **Future-Proof**

To create a product that won't be made obsolete by the next wave of technological advancements.

### **Ideation**

A brainstorm session.

### **Living Document**

A document intended to be continually revised and updated.

### **Market Cannibalization**

When a company's new product negatively affects sales of its existing, related products, *i.e.* it consumes its own market.

### **Optics**

How things appear.

### **Pain Points**

A favorite of consultants used to describe places where an organization is hurting due to poor operating structure, obsolete technology or general inefficiencies.

### **Pockets of Resistance**

Another borrowed military term used to describe a person or group that attempts to stall, block or kill a project.

### **Reaching Critical Mass**

Having enough customers or enough market share to become profitable.

### **Value Migration**

Used in industries where there is little market growth, the term refers to the movement of growth and profit opportunities from one company to another.

### **White Space Opportunity**

New high-potential growth possibilities that are related to but don't quite match the capabilities and skills of the organization.