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Buzzwords

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BUZZWORDS

Jargon that will keep you going through the year

By Elisabeth Andersen

1 KILL CHAIN

Another phrase by which companies describe a step-by-step process or a strategy. Although the expression is not new to those in the US military or are familiar with the “four F’s” of attack: find, fix, fight, and finish, the term became popularized with the release of Lockheed Martin’s multi-step cyber-defense system, by the same name.¹

2 STORYTELLING

A word that has ceased to be exclusively associated with princes, princesses, or knights in shining armor, and has since evolved into an effective strategy to motivate and persuade an individual.² By appealing to a person’s emotions, a company can more effectively transmit the “why” of a product or idea. Apple’s “Your Verse” iPad ad causes the consumer to think beyond the tablet in their hands and look for the potential inside of them.³

3 PUSH TOLERANCE

The combination of two expressions; push-back, a negative or undesirable reaction, and fault tolerance, the ability to undergo failure and survive. Therefore, the phrase refers to a strategy or idea’s ability to withstand opposition. The more preparation that an individual does to predict the negative feedback that their proposal might receive and create solutions, the greater the PT will be.⁴

4 RETURN ON RELATIONSHIP (ROR)

A strategy that originates from the concept Return on Investment (ROI). Rather than a company focusing on how it will reap the greatest financial reward, the goal is to foster loyalty and trust with customers. The higher the quality of a relationship and the more that a customer will recommend or share a product, the greater the ROR.⁵

5 MOAT

What once referred to a trench designed to protect a castle, now alludes to a company’s ability to protect itself from competitors, by means of its competitive advantage. Warren Buffet coined the term when he stated that he invests in companies that are simple, yet difficult for competitors to contend with.⁶

Notes

¹ Jack Marx, “Meet the big corporate buzzwords of 2017”, CEO Magazine, November 22, 2016, <http://www.theceomagazine.com/opinion/meet-big-corporate-buzzwords-2017/>, accessed November 2017.

² Ninja Gig Blog, “2017 Buzzwords You Need to Know NOW”, March 30, 2017, <https://www.ninjablog.com/blog/2017-buzzwords-you-need-to-know-now/>, accessed November 2017.

³ Mary Barbour, “The 11 Best Corporate Storytelling Examples of All Time”, Oz Content, July 5, 2016, <https://ozcontent.com/blog/best-corporate-storytelling-examples/>, accessed November 2017.

⁴ Paul Keijzer, “6 Buzzwords You’ll Be Hearing of in the Business World in 2017”, Engage Asia with Paul Keijzer, January 12, 2017, <http://www.paulkeijzer.com/6-buzzwords-business-world-2017/>, accessed November 2017.

⁵ AH Dory, “7 Business Trends and Buzzwords that Won’t Annoy Your Employees...”, March 1, 2017, <https://www.ahdory.com/news/buzzwords/>, accessed November 2017.

⁶ Nasdaq, “Warren Buffet on the Importance of Moats”, March 18, 2017, <http://www.nasdaq.com/article/warren-buffett-on-the-importance-of-moats-cm767018>, accessed November 2017.