

English 5 – Lesson 4: Business Jargon

1. Watch the video *Every Meeting You've Ever Been To (In Two Minutes)*

👉 https://youtu.be/-HZdU_VQvDI?si=C2drWDSj8j1FpUIb

2. Identify the expressions with the following meaning:

- a. Present a counterargument or challenge the idea to test its validity =
- b. Reduce or slow down the efforts on this; reconsider the approach =
- c. Postpone the discussion to the next meeting =
- d. Expand or grow a business or operation efficiently =
- e. A very low or unlikely possibility =
- f. Clarifying or rephrasing someone's point to confirm understanding =
- g. Something that spreads rapidly, especially online =
- h. Continue the discussion privately or separately after the meeting =
- i. A suggestion or option, but not necessarily the best one =
- j. Acknowledging that the point might not be relevant to the current discussion =
- k. Before the end of the day (typically the workday) =

3. Brainstorm on the reasons why people uses business jargon:

Business Jargon in Context

1. I'll get the report to you by **close of play**, Jared.'
2. 'We need to get **on the same page** ahead of this meeting or we'll never get this contract.'
3. 'We have a coffee machine emergency, call me **ASAP!**'
4. 'We know the conference-goers are **low-hanging fruit**, let's get as many of them to sign up as possible.'
5. 'Don't call the client before we **have our ducks in a row**, or they'll think we're fools.'
6. 'This is not a problem we've seen before, we're really going to have to **think outside the box.**'
7. 'Just a **heads up**, Maria returns from maternity leave in 2 weeks.'
8. 'We've lots of other things to cover, let's **circle back to** this once we've made the big decisions.'
9. 'Unfortunately the whole project has been put **on the back burner**. We won't be going to Japan in July after all.'
10. 'Thanks for the invitation, I really love model train museums, but can we take a **rain-check?** I have so much to do this weekend.'
11. I had to **jump in** and help with the presentation at the last minute.
12. We need to finish the project by 5 PM; it's a **hard stop**.
13. There's no **silver bullet** solution for complex problems; it requires careful analysis.

14. Make sure to keep me **in the loop** about any updates on the client's requirements.
15. Let's **drill down** into the details to understand the root cause of the issue.
16. Don't hesitate to **reach out** if you need any assistance with your research.
17. It's frustrating when the project requirements keep changing; they always **move the goalpost**.
18. Our marketing campaign is starting to **gain traction** with the target audience.
19. Developing new software is our **wheelhouse**; we excel in creating innovative solutions.
20. We found the **sweet spot** for pricing that appeals to customers and ensures profit.
21. We'll **play it by ear** and decide on the strategy based on market response.
22. Let's **raise the bar** by implementing more advanced features in the next release.
23. This is not just **blue-sky thinking**, this is a proposal that could work in the real world.
24. It's essential to use company **best practice** in order to complete this task.
25. How can we **leverage** this exposure to increase our market share?
26. I know it may vary, but could you give me a **ballpark figure**, so we can budget accordingly?
27. Here's our plan to **move the needle** on our sales targets.

Business Jargon: Exercises

A. Try matching these examples of corporate lingo with their most likely meaning:

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| 1. Ballpark figure | a. Make a noticeable change |
| 2. Move the needle | b. Use something for maximum advantage |
| 3. Blue-sky thinking | c. Coming up with ideas without worrying about practicalities or limitations |
| 4. Leverage | d. The most beneficial method or approach |
| 5. Best practice | e. An estimation of a number or cost |

And then fill in the blank, using the correct jargon (1-5) to complete the following sentences:

1. This is not just _____, this is a proposal that could work in the real world.
2. It's essential to use company _____ in order to complete this task.
3. How can we _____ this exposure to increase our market share?
4. I know it may vary, but could you give me a _____, so we can budget accordingly?
5. Here's our plan to _____ on our sales targets

B. How could you rephrase these jargon-filled sentences more clearly, in a way that anyone could understand?

1. I'm not sure I have the bandwidth for this, but it might be in John's wheelhouse.

2. Just a heads up – I need everyone to think outside the box on this one.
3. Shall we circle back to this tomorrow, to make sure we're all on the same page?
4. There's a long list of targets to hit but some obvious low-hanging fruit.
5. Can you drill down into this report and get me a ballpark figure by COP?

C. Conversely, how could you use a piece of corporate jargon to convey these sentences more effectively?

6. I think it's key that we get all our goals and schedules well organized before involving the design agency.
7. That project is no longer a priority – let's put it to one side with a plan to pick it up at a later date.
8. Let's wait and see what happens, but I think we really need to set higher expectations for our team over the next month.
9. It's essential we implement industry-leading methods and techniques to accomplish this task.
10. Please make sure you keep me involved in any further developments or discussions on this matter