

## **Examples of jargon (and buzzwords)**

### **Sales jargon**

Low-hanging fruit

Value-added

Tire-kicker

Upselling

Customer-oriented

### **Branding jargon**

Visibility

Positioning

Tone of voice

Architecture

Awareness

### **Project management jargon**

Deliverable

Scope

Milestone

Stakeholder

Boundary

### **Purchasing/procurement jargon**

Letter of intent

RFP

Addendum

Prerequisite/requirement

Blanket order

### **Recruiting jargon**

On-boarding

Talent pool

Pre-employment screening

Fixed-term contract

Purple squirrel

### **Accounting jargon**

Accrual

Defer

Disbursement

Offset

Remuneration

### **NGO jargon**

Inclusion

Duty-bearer

Empowerment

Civil society

Rights-holder

### **Management consulting jargon**

Buy-in

Elevator test

Leverage

Paradigm

Pushback

## **IT jargon**

Algorithm

Backdoor

Cloud

Cache

Downtime