

JARGON/BUZZWORDS IN ACTION

The dialogue below is full of common business English jargon and buzzwords. Jargon is language that is idiomatic and used in daily conversations. Read through the dialogue and study the important jargon listed below to help with understanding. Next, find a colleague, another student or a friend and practice the dialogue a few times.

Tim: Hey, can I get a little **facetime**?

Randall: Sure, let's **dialogue**.

Tim: Great. I tried to **ping** you earlier, but you weren't in.

Randall: Yeah, I had to handle some **pushback** on my proposal.

Tim: Really, why was that?

Randall: Well, I've come up with a number of **synergies in the value chain**. My **value proposition** was to **seamlessly integrate** our customer service reps.

Tim: Sounds like a **win-win**. How long is the **ramp-up**?

Randall: That's the problem. I projected a **roll-out** in two months. **C-level people** want to **dial-in** the project in two weeks.

Tim: ...but you're proposing an **end-to-end solution**!

Randall: Yeah, I know. I had the **time-frame mapped out** for all the **deliverables**, too.

Tim: Sometimes you have to wonder about high-level management's capabilities to **leverage** people like you!

Randall: You're much too kind! Anyway, what was it you wanted to talk to me about?

Tim: Nothing much, I just wanted to give you **a heads-up** on some **performance management issues** I've been having with Pete.

Randall: **No room to breathe**?

Tim: You've got it

Translation into easy (well, slightly easier) English:

Tim: Hey, do you have some time for me?

Randall: Sure, let's talk.

Tim: Great. I tried to contact you earlier, but you weren't in.

Randall: Yeah, I had to manage some complaints about my idea for the company.

Tim: Really, why was that?

Randall: Well, I thought of a number of tasks that could complement each other when we provide our service. My improvement idea was to include our customer service representatives in our processes.

Tim: That sounds like a good idea for everybody. How long will it take to put your plan into action?

Randall: That's the problem. I think it will take two months to put into place. The directors want to put the project into action in two weeks.

Tim: ...but you've suggested a complete solution to the problem!

Randall: Yes, I know. I had developed a schedule for all of the improvements, too.

Tim: Sometimes it's difficult to understand why upper management can't take advantage of people like you!

Randall: You're much too kind! Anyway, what was it you wanted to talk to me about?

Tim: Nothing much. I just wanted to tell you ahead of time about some problems I'm having with Pete trying to control everything I do.

Randall: No room for your own efforts?

Tim: That's right.

Key Vocabulary

facetime (noun)- time together

to dialogue (verb) - to speak

to ping (verb) - to contact someone

pushback (noun) - to object to, complain about

synergies (noun) - combinations in efforts that improve something

value chain (noun) - the group of processes that provide something positive

value proposition (noun) - the improvement idea

seamlessly (adverb) - flowing smoothly

to integrate (verb) - to include in a process

win-win (noun, also used as an adjective) - successful outcome for everyone involved

ramp-up (noun, also used as a verb) - time it takes to do something

roll-out (noun, also used as a verb) - time it takes to do something

C-level (adjective) - upper management, directors

to dial-in (verb) - time it takes to do something

end-to-end (adjective) - complete

time-frame (noun) - amount of time needed

to map out (verb) - to plan

deliverables (noun) - specific improvements or products to be made

to leverage (verb) - to take advantage of something

heads-up (noun) - notice of something

performance management (noun) - way of managing someone