

What are business' most-hated buzzwords?

Are you guilty of using them?

Work can be tough when you're putting in 110% to smash it with a win-win before close of play – and research from Business telecommunications provider 4Com suggests that hearing office buzzwords all day only makes it worse.

The researchers found that despite a third (31%) of those surveyed agreeing that office jargon is annoying, almost a quarter (23%) admitted that they used buzzwords daily. One in fifty confessing to using them every hour.

The top 15 most annoying buzzwords and phrases and the percentage of people that find them irritating are:

Most Used buzzwords & phrases	Percent of respondents who dislike these
There's no 'I' in 'team'	32%
Let's touch base	24%
Thinking outside the box	22%
110 percent	15%
I'll just ping that over	14%
Let's arrange a chemistry meeting	14%
No brainer	13%
Smashed it	13%
Close of play	13%
Game-changer	11%
Having bandwidth to take on more	11%
Win-win	11%
Run the numbers	11%
Play hardball	10%
It's on my radar	10%

Additionally, the survey investigated the jargon that UK workers use most often. The top 15 most common office buzzwords and phrases are:

Most Used buzzwords & phrases	Percent of respondents who use these regularly
ASAP	50%
No brainer	42%
Thinking outside the box	41%
To be fair	38%
At the end of the day	37%
Win-win	35%
Catch up	32%
Give you a heads up	29%
I've got a lot on my plate	27%
Close of play	27%
Back to the drawing board	26%
Best practice	25%
Hit the ground running	20%
There's no 'I' in team	19%
Smashed it	19%

Commenting on the research, Mark Percy, Head of Marketing at 4Com warned that jargon is only effective if everyone understands what it means. "When it comes to making a point or explaining your ideas, it's definitely more important to be understood than to sound slick," he said. "It might sound snappier in an email, but unless the person receiving it knows exactly what you mean, there's not much point!"

DSA Comment: Surprisingly, we can't see "reach out" ... maybe it's not made it to the list yet, but we think it's only a matter of time! We would like to see that one in Room 101. ☺

Executive Grapevine, 20.09.18, Anonymous