

DIRTY WORDS & PHRASES

Three new ones:

1. **Pivot**

"You're going to see Trump pivoting." (Ben Carson) How about "changing" or "flip-flopping" or "committing another act of bald-faced hypocrisy"?

2. **Disrupt/disruption/disruptive/disrupters**

"But the strategic model of disruptive innovation we've all become comfortable with has a blind spot..." (Harvard Business Review)

3. **Source**

"To guarantee control, quality, and availability, we source our vegetables almost exclusively from North America." ([Ascent Foods](#)) How about "purchase," "obtain" or "get"?

4. **He/she/it will be missed**

"Richard was a good friend, and he will be missed."

(California governor Jerry Brown <http://tinyurl.com/cnqyd7b>)

Please don't say this. Use all the others if you must. But please please please don't ever say "he [or she or it or they] will be missed." If you will miss someone, say this instead: "I will miss him." Or her. Or it. Or them. Be brave!

If you won't listen to me, listen to Derek Miller, someone ~~who is definitely missed~~ I miss a lot: [No he won't, dammit!](#)

5. **Beg(s) the question**

(unless you actually mean the logical fallacy of "[begging the question](#)")

"The idea that 'Where ever you go, there you are' *begs the question* – Can people really change their orientation in the world, or are we fated because of our personal histories to think, feel and behave as we have always done?

—*Rabbi John Rosove's blog, Jewish Journal, 7/4/13*

6. **Deconstruct**

Please don't use "deconstruct" when you mean "interpret" or "examine" or "explain" or It just sounds pompous—a big fat look-at-me word. Unless, of course, you're engaging in a specific type of textual exegesis (now how's that for a big word!), or maybe you're tearing down a house board by board, brick by brick, all by yourself.

7. **brand/branding**—as in "your personal brand" and other related blather. You are not a commodity or a cow. Don't let the commodifiers brand you as such.

8.

9. **Disinterested** (when you mean "uninterested" rather than impartial)

10. Same old same old

11. Best practices

12. It's all good

13. No worries

14. Feel free to (e.g. feel free to visit my website, forward this e-mail, [do something that goes

without saying])

15. On the ground
16. Going forward
17. Hurry up and wait
18. [Adopt] a wait and see attitude
19. Alternative lifestyles
20. Go green
21. Ground zero
22. Perfect storm
23. Grow (as in “grow the business”)
24. Touch base
25. At the end of the day
26. Narrative
27. With all due respect
28. If you will
29. Back in the day
30. My bad [exception: “Reno 911!: Miami”]
31. Outside the box
32. Working hard or hardly working
33. The fact of the matter is
34. Been there, done that
35. Don’t go there
36. Your call is very important to us
37. They don’t teach history in school anymore
38. It is what it is
39. Keep on keepin' on
40. Metrics
41. Went to bat for (unless your manager actually sent you into the game)
42. No good deed goes unpunished.
43. Comfort zone — You can get out of it by never using it.
44. Optics, the
45. Power nap
46. Takeaway, the
47. Unpack—unless you’ve just returned home from vacation, use “explain” or “analyze” instead.

BONUS!

Stupid spiritual and motivational clichés:

1. “God never gives you more than you can handle.”

Unfortunately, the folks to whom God gave too much to handle—e.g. [SP](#), [DFW](#), [SG](#), [RW](#), etc., etc.—are not around to refute this nonsense.

2. “What doesn’t kill you makes you stronger.”
3. “Everything happens for a reason.”



http://s.wsj.net/public/resources/images/OB-UF245_IJAR_G_20120817034614.jpg