

*A **bullfighter's** guide*

Why many enterprise-oriented human capital assets consistently utilize complex linguistic architectures and niche-centric jargon to articulate mission-critical messaging and action items to their companies' diverse global constituencies, resulting in discernible disenfranchisement and change resistance on the part of each and every value-added stakeholder, who is consequently required at the end of the day to deploy more bandwidth toward drilling down into the communication than might otherwise have been required to maintain his or her comprehension of same *and how not to do that.*
Brian Fugere, Chelsea Hardaway & Jon Warshawsky

Why Business People Speak Like Idiots A Bullfighter Amp

**Brian Fugere, Chelsea Hardaway, Jon
Warshawsky**



Why Business People Speak Like Idiots A Bullfighter Amp:

Why Business People Speak Like Idiots Brian Fugere, Chelsea Hardaway, Jon Warshawsky, 2005-03-02 Ole If you think you smell something at work there s probably good reason bull has become the official language of business Every day we get bombarded by an endless stream of filtered antiseptic jargon filled corporate speak all of which makes it harder to get heard harder to be authentic and definitely harder to have fun But it doesn t have to be that way The team that brought you the Clio Award winning Bullfighter software is back with an entertaining bare knuckled guide to talking straight for those who want to climb the corporate ladder but refuse to check their personality at the door Why Business People Speak Like Idiots exposes four traps that transform us from funny honest and engaging weekend people into boring business stiffs The Obscurity Trap After extensive analysis of the economic factors facing our industry we have concluded that a restructuring is essential to maintaining competitive position A task force has been assembled These are the empty calories of business communication And unfortunately they re the rule The Obscurity Trap catches idiots desperate to sound smart or prove their purpose and lures them with message killers like jargon long windedness acronyms and evasiveness The Anonymity Trap Businesses love clones easy to hire easy to manage easy to train easy to replace and almost everyone is all too happy to oblige We outsource our voice through templates speechwriters and email and cave in to conventions that aren t really even rules The Hard Sell Trap Legions of business people fall prey to the Hard Sell Trap We overpromise We accentuate the positive and pretend the negative doesn t exist This may work for those pushing Ginsu knives and miracle Abdominizers but it s dead wrong for persuading business people to listen The Tedium Trap Everyone you work with thinks about sex tells stories gets caught up in life s amazing details and judges everyone else by the way they look and act We live to be entertained We all learned that in Psychology 101 except for the business idiots who must have skipped that semester They tattoo their long executive sounding titles on their foreheads dump pre packaged numbers on their audience and virtually guarantee that we want nothing to do with them This is your wake up call Personality humanity and candor are being sucked out of the workplace Let the wonks send their empty messages Yours are going to connect Fast Company magazine named Why Business People Speak Like Idiots one of the ideas and trends that will change how we work and live in 2005 So grab your cape and sharpen your sword It s time to fight the bull LIFE ,1957-10-21 LIFE Magazine is the treasured photographic magazine that chronicled the 20th Century It now lives on at LIFE com the largest most amazing collection of professional photography on the internet Users can browse search and view photos of today s people and events They have free access to share print and post images for personal use **Town & Country** ,1952 *Option* ,1993

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