

PLAIN-ENGLISH SWAP SHEET

Business has its own language, and most of it makes people switch off. I've sat through enough meetings full of it to know.

These are swaps I use when I'm writing anything for work. Jargon on the left, what a normal person would say on the right. Stick it next to your screen.

INSTEAD OF	TRY	INSTEAD OF	TRY
~~Reach out~~	Get in touch, call or email	~~Paradigm shift~~	A big change
~~Circle back~~	Talk about it again on Friday	~~Learnings~~	What we learned
~~Touch base~~	Catch up	~~Pain points~~	Problems
~~Optimise~~	Make it better	~~Value proposition~~	Why people buy from you
~~Utilise~~	Use	~~Best in class solutions~~	What we do, and who it's for
~~Synergy~~	Working together	~~Customer centric~~	We listen to our customers
~~Going forward~~	From now on	~~Ideate~~	Come up with ideas
~~Low hanging fruit~~	The easy wins	~~Pivot~~	Change direction
~~Move the needle~~	Make a difference you can see	~~Let's put a pin in it~~	Let's come back to that
~~I don't have the bandwidth~~	I haven't got time	~~At this moment in time~~	Now
~~Deep dive~~	A proper look	~~In due course~~	By Friday (give a real date)
~~Take this offline~~	Let's talk about it after	~~Please do not hesitate to contact me~~	Give me a shout

THE COFFEE SHOP TEST

Read it out loud. If you wouldn't say it to a mate over a coffee, don't put it in an email, a post or a slide. Short words are fine. Nobody ever complained that something was too easy to understand.

If you fancy more like this, **The Mix** is my newsletter. neilmartin.me/#the-mix