
MEMORANDUM TO EVERY OFFICE

TO: Everyone
FROM: edmoss@maykit.me.uk
SUBJECT: **Cut out meaningless buzzwords**
DATE: Today
CC: Everyone else who might otherwise miss it



Here is a quick list of words and phrases to avoid so you can get right to the point.

Just try using the emboldened word alone:

- Advance **preview**; when was the last time you went to a preview that wasn't in advance?
- **Present** time – er, time is time, so the present is just the present
- In **close** proximity – methinks you are plainly unsure as to the meaning of the word “proximity”
- Unexpected **surprise** – if you expected it, then it wouldn't be a surprise
- Completely **unanimous** decision – so can a unanimous decision be partially unanimous then, and if so is it rejected as a result?
- The **end** result is – not too sure I've ever had a result at the beginning, so “end” by itself will do
- Final **outcome** – outcomes do tend as a rule to be final, because if they came along any sooner, that could save you a shed-load of time
- Major **breakthrough** – a breakthrough is great news on its own, regardless of whether it's major, new or anything else
- Free **gift** – I have yet to pay for a gift
- Collaborate **together** – you just try collaborating on your own. It never works
- Quite **unique** – oh, so you often have or do things that are only somewhat unique. Oh, you unoriginal copy-cat!