

THE JARGON WE ALL HATE...

These examples all featured on the BBC website

■ Going forward (in the future); idea shower (brain storm); incentivise (reward); product evangelist (salesman).

■ Let's touch base offline (chat privately); loop back (go back to); you can't turn a tanker round with a speedboat change (can't be done).

■ A holistic cradle-to-grave approach (full approach); got you on my radar (got it); pre-prepare (prepare); forward planning (planning); conversate (talk).

■ Sprinkling our magic (being nice to customers); from the get-go (from the start); go forward together (continue); 360-degree thinking (clever).

■ Get all my ducks in a row (prepare); my door is open on this issue (haven't decided).

■ Actioning (doing); and also in addition (and); 110 per cent (trying hard); not enough bandwidth (no).

■ Come to the party (be involved); cascading (communicating); leverage (use); wrongside the demographic (upset the customers).