

## Business Jargon

***Read and underline all the expressions that are new to you. Then find out about them in the vocabulary list at the end.***

### English can bring synergies to your roll-out!

What?! Yes, I know this is difficult to understand. 'Synergies' and 'roll-out' are examples of typical business jargon that is sometimes overused, but certainly important to understand. This **advanced business jargon dialogue** provides an easier English version as well as definitions for some common business jargon.

**Tim:** Hey, can I get a little facetime?

**Randall:** Sure, let's dialogue.

**Tim:** Great. I tried to ping you earlier, but you weren't in.

**Randall:** Yeah, I had to handle some pushback on my proposal.

**Tim:** Really, why was that?

**Randall:** Well, I've come up with a number of synergies in the value chain. My value proposition was to seamlessly integrate our customer service reps.

**Tim:** Sounds like a win-win. How long is the ramp-up?

**Randall:** That's the problem. I projected a roll-out in two months. C-level people want to dial-in the project in two weeks.

**Tim:** ...but you're proposing an end-to-end solution!

**Randall:** Yeah, I know. I had the time-frame mapped out for all the deliverables, too.

**Tim:** Sometimes you have to wonder about high-level management's capabilities to leverage people like you!

**Randall:** You're much too kind! Anyway, what was it you wanted to talk to me about?

**Tim:** Nothing much, I just wanted to give you a heads-up on some performance management issues I've been having with Pete.

**Randall:** No room to breathe?

**Tim:** You've got it ....

#### **Translation into easy (well, easier) English:**

**Tim:** Hey, do you have some time for me?

**Randall:** Sure, let's talk.

**Tim:** Great. I tried to contact you earlier, but you weren't in.

**Randall:** Yeah, I had to manage some complaints about my idea for the company.

**Tim:** Really, why was that?

**Randall:** Well, I thought of a number of tasks that can complement each other in how we provide our service. My improvement idea was to include our customer service representatives our processes.

**Tim:** That sounds like a good idea for everybody. How long will it take to put your plan into action?

**Randall:** That's the problem. I think it will take two months to put into place. The directors want to put the project into action in two weeks.

**Tim:** ...but you've suggested a complete solution to the problem!

**Randall:** Yes, I know. I had developed a schedule for all of the improvements, too.

**Tim:** Sometimes it's difficult to understand why upper management can't take advantage of people like you!

**Randall:** You're much too kind! Anyway, what was it you wanted to talk to me about?

**Tim:** Nothing much. I just wanted to tell you ahead of time about some problems I'm having with Pete trying to control everything I do.

**Randall:** No room for your own efforts?

**Tim:** That's right.

## Key Vocabulary

facetime (noun)- time together

to dialogue (verb) - to speak

to ping (verb) - to contact someone

pushback (noun) - to object to, complain about

synergies (noun) - combinations in efforts that improve something

value chain (noun) - the group of processes that provide something positive

value proposition (noun) - the improvement idea

seamlessly (adverb) - flowing smoothly

to integrate (verb) - to include in a process

win-win (noun, also used as an adjective) - successful outcome for everyone involved

ramp-up (noun, also used as a verb) - time it takes to do something

roll-out (noun, also used as a verb) - time it takes to do something

C-level (adjective) - upper management, directors

to dial-in (verb) - time it takes to do something

end-to-end (adjective) - complete

time-frame (noun) - amount of time needed

to map out (verb) - to plan

deliverables (noun) - specific improvements or products to be made

to leverage (verb) - to take advantage of something

heads-up (noun) - notice of something

performance management (noun) - way of managing someone