

Say It Like You Mean It (Vol. 1)

A guide to more human-centered communication everyone can understand.

Corporate Term	What It Means	Try This Instead
Scalable	Can grow or expand easily	Easy to grow, built to grow
Disruptive	Breaks from the norm (often for innovation)	New and different, shaking things up
Optimization	Improving efficiency or performance	Make it work better, simplify, streamline
Pivot	Change direction or strategy	Shift, adjust, rework, try a different approach
Circle back	Return to conversation later	Let's revisit, I'll follow up
Move the needle	Make a measurable impact	Make real progress, create change
Cross-functional	Involving people from different teams	Across teams, with different departments
Scope	The boundaries or size of a project	What's included, what we're taking on, where it begins and ends

Human capital	Employees as a business resource	People, team, workforce
Talent management	How a company hires, develops, and retains people	Hiring, growing, and supporting people
Value proposition	The main benefit of your product or service	What we offer and why it matters
Return on investment	What you get back from what you spend	What we gain from this, is it worth the effort?
Milestones	Key goals or checkpoints	Big steps, progress markers
Business drivers	Factors that lead to success	What makes this work, key priorities
Enterprise-wide	Across the whole organization	Company-wide, everyone, across the business
Right-sizing	Layoffs to match business needs	Team reductions, adjusting team size
Upskilling	Learning new skills for your current role	Learning new or stronger skills to grow in your role

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