

INDEX



- abbreviations, avoiding unnecessary, 201
 acronyms, 21–22, 34–38, 135
 add-ons, unnecessary, 193
 adverbs that are useless, 193
 alliteration, 208–209
 Alonzo, Emily, 24
 anaphora, 209–210
 Anderson, Chris, 217
 antithesis, 3, 210–211
 Apple, 86–87, 129–130
 Aristotle, rhetoric, 207–208
 Armstrong, Tim, 62
 aspirational words, 110–112
 assumption-based jargon, 8, 29–42
 audience-centric language, 87–88, 117–127, 183–184
 authentic language, 104, 106–108, 139–146

 “baffling noun cluster”, 50–52
 Barry, Michael, 189–190, 203
 Baumeister, Roy, 169–170
Becoming a Critical Thinker (Carroll), 72
 “better-version” jargon, 47
 Big Data, 213
 bluntness, avoiding, 182–183
Boomerang (Lewis), 73
 Branson, Richard, 210
 brevity, 187–196
 Buffett, Warren, 208

 business jargon, vote to find the worst, 63–65
 buzzwords, 21, 38, 41, 60, 61, 62–63

 call to action, 97–99
 Carroll, Lewis, 56, 60
 Carroll, Robert Todd, 72
 casual words, avoiding, 200–201
 Cheadle, Don, (Marty Khan) in *House of Lies*, 43–44
 Churchill, Sir Winston, 2–3, 115
 clarity, jargon lacking, 8–9, 55–65
 clichés, 24–25
 Cole, Gary, 177
 collective use of jargon, 40–41
 Collins, Jim, 114–115
 colloquial expressions, avoiding, 200
 commitment, 88–89, 143, 145, 154
 to taking action, 98–99
 to using the language of leadership, 131–132
 to your position, 160–161
 concise language, 187–196
 confident language, 104, 157–165
 conflict
 avoidance of, 9, 71–72
 strategies, 181–182
 confusing jargon, 67–75
 contrasting ideas, 3, 210–211
 convergence, 24–25
 convictions, defining own, 85
 courageous leaders, 86–87
 Coutu, Diane, 200

- Dakens, Les, 25, 151–152
 Davey, Liane, 181–182
 definition of a leader/leadership,
 14–15, 79, 218
 Derraugh, Bruce, 39–40
 Dimon, Jamie, 208–209, 213–214
 direct language, 105, 177–185
 doctor-patient language, 202
 Downe, Bill, 209
- efficiency of jargon, 6, 21–23
 Elbers, Jorina, 168–169, 202
 emotions, 104, 114–115, 147–155
 empathic words, 126
 evasive jargon, 67–75
 everyday process of leadership, 87
Executive Presence (Hewlett), 191
- Fallon, Chuck, 152, 199
 Fell, Martha, 74, 92–93
 figures of speech
 alliteration, 208–209
 anaphora, 209–210
 antithesis, 210–211
 hyperbole, 211–212
 metaphor, 212–214
 filler words, avoidance of, 189,
 192–194
 formal acronyms and jargon, 21–22
 formality, avoiding, 201–202
Future of a Radical Price, The
 (Anderson), 217
- Gaiman, Neil, 211–212
 gender equality, promotion of,
 147–149
 General Motors, 110
 Gibbons, David, 152–153
 Gibbons, Peter, in *Office Space*,
 177
- globalization, multiple definitions,
 29–31
 Gouley, Robert, 23, 203
 group assumptions, 40–41
 guidelines, 105–108
- Hard Thing about Things, The*
 (Horowitz), 183, 203–204
Harvard Business Review, 114, 181, 200
 HeForShe campaign, 147–148
 Hewlett, Sylvia Ann, 191
 Horowitz, Ben, 183, 203–204
House of Lies (TV series), 43–44
 Humphrey Group, 15, 26, 38, 81–82,
 221
 Humphrey, Judith, 82
 hyperbole, 211–212
- indirectness, costs of, 179–180
 inflation jargon, 43–53
 informal acronyms and jargon, 21–22
 inspirational language, 2–3, 26–27, 29,
 85–86, 217–218
 iPhone, 130
 iPod, 129–130
It's Always Personal (Kreamer), 151
- Jaberwocky* (Carroll), 55–56
 James, LeBron, 155
 jargon
 assumption-based, 29–42
 benefits of, 19–27
 inflation jargon, 43–53
 lacking in clarity, 55–65
 obscuring reality, 67–75
 jargon-free language, 129–137
 Jarvis, Guy, 6, 34, 142, 189
 Jensen, Dane, 16, 32, 38, 86, 95–96
 Jobs, Steve, 4–5, 86, 93, 129–130, 210
 Jones, Jim, 63

INDEX

225

- Kahneman, Daniel, 170
 Kennedy, John F.
 rhetoric, 3, 105
 vision statement by, 113
 Khan, Marty, in *House of Lies*, 43–44
 King, John, 21–22, 123–124
 King, Martin Luther Jr., 77–78, 93,
 105, 106, 172–173
 knowledge, curse of, 32–33
 Kreamer, Anne, 151

 lack-of-clarity jargon, 8–9, 55–65
 leader/leadership, definition of, 14–15,
 79, 218
 leadership language, using, 77–82,
 101–108
 leadership message, 95–97
 leadership mindset, adopting, 80,
 83–89
 leadership thinking, 92–100
Lean In: Women, Work and the Will to
 Lead (Sandberg), 4
 Ledas, Almis, 44
 Lesage, Frederic, 113–114, 144
 Lewis, Michael, 73
Liar's Poker (Lewis), 73
 listening skills, 120–122, 125–126
 Livingston, Ron, 177
 Lokmanis, Toms, 153, 158
 Lumbergh, Bill, in *Office Space*,
 177–178
 Lyster, Geoff, 45, 179

 Mandela, Nelson, 219
 Martin, Judith, 200
 Mather, Emily, 70
 McKinsey & Company, vision of,
 114
 Medzegan, Jeff, 168, 191–192
 meritocracy, 74

 message
 leadership script, 95–97
 using passion to support, 152–155
 metaphor, 208, 212–214
 mincing modifiers, eliminating, 87,
 164–166
 mindset of a leader, adopting, 80,
 83–89
 Morrow, Michael, 22–23, 34–35,
 160–161
 muscle memory, mental, 89, 92
 music industry, 217
 Musk, Elon, 109–110

 National Airlines, 72–73
 needless words, omitting, 192
 negative language, 104
 acknowledging correctly, 170–171
 impact of, 168–170
 moving to positive, 172–174
 Noels, Dr Kimberly, 24–25
 noun clusters, 50–52
 Nunberg, Geoffrey, 44

 obfuscation jargon, 9–10, 67–75
Office Space (film), 177–178

 parallel structure, 173
 passionate language, 114–115,
 147–155
 Peraino, Kerrie, 191
 personal (authentic) language, 142–143
 Pinker, Steven, 33, 192
 Porras, Jerry, 114–115
 positive language, 167–175
 preambles, avoidance of, 194–195
 precision of language, 112–114
 principles of leader's mindset, 84–88
 Prior, Geri, 60, 131, 144, 178–179,
 190–191

- profanity, avoidance of, 203–205
 professional language, 105, 197–205
- Reid, Steve, 21, 22, 25, 40, 68,
 136–137
- repeatable communication
 methodology, 81–82
- repetition, 3, 208, 209
- rhetoric, 2, 3, 4, 105–108, 207–214
- Riefer Johnston, Marcia, 47, 51–52
- Rometty, Gini, 213
- Rosenzweig, Jay, 89, 131
- Roussel, Serge, 93, 121, 189
- Sado, Anne, 44–45, 59
- Sandberg, Sheryl, 4
- Schultz, Howard, 110–111
- scripting yourself as a leader, 91–100
- Sense of Style, The* (Pinker), 33
- shared culture, jargon creating, 24–25
- shared identity jargon, 25–26
- Signal and the Noise, The* (Silver),
 219
- Silver, Nate, 219
- Sinek, Simon, 16
- Skarlicki, Daniel, 6
- Smith, Frank, 220
- Smith, Phillip, 88
- Sperduti, Bruno, 16, 70–72
- Starbucks, Schultz's vision, 111
- Start with Why* (Sinek), 16
- subject clarity, 94–95
- supportive words, 126
- swearing, avoidance of, 203–205
- Szel, Marcella, 21, 60, 112
- Tesla Motors, 109–110
- Thinking Fast and Slow* (Kahneman),
 170
- Through the Looking Glass* (Carroll),
 56–57
- Tudela, Anna, 141–142, 164
- Twain, Mark, 105
- Uchida, Susan, 6, 15–16, 84–85, 205
- uncomfortable truths, hiding, 69–70
- Unnecessary Add-On-Bingo, 49–50
- “unnecessary add-ons”, 48–50
- validating words, 126
- vision of leaders, 84–85
- vision statements, precision of,
 112–114
- visionary language, 109–116
- vulnerability, accepting, 144–145
- Watson, Emma, 147–149, 209
- Wells, Dr Greg, 25–26, 183–184
- Winfrey, Oprah, 116
- word pairs, 47–48
- Word Up!* (Riefer Johnston), 47
- “words of the day”, 62–65
- Yaworsky, Darren, 59

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>