CONTENTS

PREFACE AND ACKNOWLEDGMENTS ix INTRODUCTION xv Part I The Many Faces of Jargon Introduction to Part I: Why Does Jargon Exist and Why Should Leaders Care? 1 You Must Start with Leadership Chapter 1 11 The (Few) Benefits of Jargon 19 Chapter 2 Chapter 3 Assumption-Driven Jargon 29 Chapter 4 43 Inflation Jargon Lack-of-Clarity Jargon Chapter 5 55 Obfuscation Jargon Chapter 6 67 Part II Use the Language of Leadership Introduction to Part II. Use the Language of Leadership 77

introduction a	Fait II: Use the Language of Leadership	//
Chapter 7	Adopt the Leader's Mindset	83
Chapter 8	Script Yourself as a Leader	91
Chapter 9	Use the Language of Leadership	101
Chapter 10	The Language of Leadership Is Visionary	109
Chapter 11	The Language of Leadership	
	IsAudience-Centric	117

VIII

CONTENTS

Chapter 12	The Language of Leadership Is Jargon-Free	129	
Chapter 13	The Language of Leadership Is Authentic	139	
Chapter 14	The Language of Leadership Is Passionate	147	
Chapter 15	The Language of Leadership Is Confident	157	
Chapter 16	The Language of Leadership Is Positive	167	
Chapter 17	The Language of Leadership Is Direct	177	
Chapter 18	The Language of Leadership Is Concise	187	
Chapter 19	The Language of Leadership Is Professional	197	
Chapter 20	The Language of Leadership Uses Rnetoric	207	
Conclusion	not.	217	
About the Au	JTHOR OF ST	221	
Index	300°	223	
Chapter 20 The Language of Leadership Uses Rhetoric 207 CONCLUSION 217 ABOUT THE AUTHOR 221 INDEX 223			