# Business Strategies, Incorporated (BS, Inc)

## List of business terms we know a lot about:

### (areas of core competency)

* Alignment[1]
* At the end of the day[1]
* Break through the clutter[2]
* Bring to the table[3]
* Booger Flicker
* Boil the Frog
* Buzzword[2]
* Calibrate expectations
* Clear goal[4]
* Countless
* Disruptive innovation[5]
* Diversity[6]
* Empowerment[7][8]
* Exit strategy[7]
* Functional training
* Face time[7]
* Generation X[1]
* Globalization[9]
* Going forward (instead of "in the future")
* Grow[10] – as in "grow the business".
* Headlights - to gain visibility into
* Holistic Approach
* Impact[10] – instead of effect as a noun
* Leverage[2] – used as verb to mean magnify, multiply, augment, or increase.
* Milestone
* Moving forward[11]
* New normal
* New Sincerity
* On the runway[1]\*
* Organic growth[2]
* Outside the box[1][10]
* Paradigm[12]
* Paradigm shift[2][13]\*
* Proactive[10][12]
* Push the envelope
* Reach out[14][15] – as in "I'll reach out to sales to get the latest figures".
* Relaying
* Robust
* Sea change (transformation)[2]
* Sisterhood
* Spin-up[16]
* Strategic Communication (also known as "Stratcom")
* Streamline[2]
* Survival strategy[1]
* Sustainability
* Synergy[2][8][10][12]
* The Sale is completed. We just have the pick and shovel work left.
* Touch base
* Unpack (as in "Let me unpack that statement.")
* Wellness[17]
* Wheelhouse (as in "That's in my wheelhouse.")
* Win-win[1]
* Analytics[25]\*
* Ballpark figure[7]
* Bandwidth[1]
* Business-to-Business[7] – also known as B2B.
* Business-to-Consumer[7] – also known as B2C.
* Best of Breed[7]
* Best practices[7]
* Bizmeth[26] – portmanteau of "business method".
* Boil the frog
* Boil the ocean
* Brand[26]
* Brick-and-mortar[13]
* Business process outsourcing[27][28] – also known as BPO.
* Buzzword compliant[29]
* Building Capabilities
* Cast a wider net
* CBOW - Chief Broker of Workloads
* Client-centric[7]
* Cloud computing
* Close the loop
* Co-opetition[30]
* Come-to-Jesus moment
* Content marketing[31]
* Core competency[32]
* Customer-centric[7](also customer-centric mindset)
* Deep dive
* Downsizing[7]
* Crystallization[7]
* Drain the Pond
* Drinking the Kool-Aid[7] –trusting in things offered by authority figures
* Employer Branding
* Eating your own dogfood[7][26] –use a product yourself which you sell to others.
* Enable[33]
* Entitlement
* Enterprise[26]
* Event horizon[34]
* Eyeballs[13]
* -free, as in cholesterol-free seaweed or gluten-free eggs, lacking some putatively harmful substance that it never contained in the first place.
* Free value[2]
* Fulfilment issues[26]
* Generation Y
* Granular[26]
* Guard rails
* Herding cats, a art that has been lost in modern times[7]
* Hitting our numbers
* Holistic (approach/integration)[35]
* Hyperlocal[36]
* Innovation[37]
* Integrated Marketing Solution
* Knowledge Process Outsourcing[27] – also known as KPO.
* Leverage[38]
* Logistics[39] – Now commonly used for shipping, and shipping companies
* Long Tail[40]
* Low Hanging Fruit[2][41]
* Make it pop[2]
* Mindshare[13]
* Mission Critical[13]
* Management Visibility[13]
* New economy[13]
* Next generation[26]
* Offshoring[34] – also known as Offshore outsourcing, or something being offshorable.
* Pain point[42][15]
* Part of our DNA
* Peel back the onion
* Pick and Shovel Work
* Quick-win
* Return on Investment[2] – also known as ROI.
* Reverse fulfilment[26] – Processing returned products.
* Rightshoring[43]
* Seamless (integration)[44]
* Serum
* Share options[26]
* Shoot (As in, "Shoot me an e-mail about that")
* Short Runway
* Social Currency
* Socialize
* Solution[1]
* SOX[45] – abbreviation of Sarbanes-Oxley.
* Sustainability[46]
* Storytelling
* Startup
* Strategy
* Talent Relationship Management
* Tee off (begin something, i.e. a meeting or program)
* Touchpoint[47]
* Transparency
* Value-added[1]
* Visibility[34]
* We need all hands on deck
* Wood behind the arrow
* 4G[45]
* Aggregator[48]
* Agile[49]
* Ajax[8][45]
* Algorithm[50]
* Benchmarking[51]
* Back-end[26]
* Beta[8]
* Big data - larger data sets than last month
* Bleeding edge[26]
* Blog[48] – plus various other words that incorporate "blog"
* Bring your own Device - use of personal equipment (usually mobile) in a work environment
* Bricks-and-clicks[26][52]
* Clickthrough[26]
* Cloud[53]
* Collaboration[54]
* Content management[54]
* Content Management System[48] – also known as CMS.
* Convergence[55]
* Cross-platform[26]
* Crowdsourcing[56]
* Datafication[57]
* Data mining[58] - any kind of data collection or analysis, even simple statistics such as taking averages on large data sets
* Data science
* Deep dive[15]
* Design pattern[59]
* DevOps[60]
* Digital divide[48]
* Digital Remastering[61]
* Digital Rights Management[8] – also known as DRM.
* Digital signage[62]
* Disruptive Technologies[63]
* Document management[54]
* Dot-bomb[13][26]
* E-learning[64]
* Engine[65]
* Enterprise Content Management[48] – also known as ECM.
* Enterprise Service Bus[66] – also known as ESB.
* Framework[8]
* Folksonomy[48]
* Fuzzy logic[67]
* HTML5[68]
* Immersion[69]
* Information superhighway / Information highway[8]
* Internet of Things[70]
* Innovation[71]
* Mashup[8]
* Mobile[72]
* Modularity[73][74]
* Nanotechnology[75]
* Netiquette[48]
* Next Generation[69] (also "NextGen")
* Pandering
* PaaS
* Performant
* Pizzazz[76]
* Podcasting[45][48]
* Portal[26]
* Real-time[48]
* Responsive[77]
* Sensorization[78]
* SaaS[45]
* Scalability[79][80]
* Skeuomorphic
* Social bookmarking[45]
* Social software[48]
* Spam[48]
* Struts[81]
* Sync-up[13]
* Systems Development Life-Cycle
* Tagging[48]
* Think outside the box[48]
* Transmedia[82]
* User generated content[83]
* Viral
* Virtualization[45]
* Vlogging[48]
* Vortal[84]
* Web 2.0[8][45][48]
* Webinar[26][48]
* Weblog[48]
* Web services[54]
* Wikiality[85]
* Workflow[54][86][87]
* Antifragile[93]
* Best-in-class[94]
* Moving the goalposts to pick the low-hanging fruit
* Bringing deliverables into the loop
* We see an uptick in the metrics we use to evaluate the amount of potential business in our pipeline.
* I'm just heading to a really important meeting but we will circle-back later
* We are undertaking a root-and-branch review of our sales team to identify hits and misses'
* How can we make sure the staff are more engaged? Engagement is critical if we are to treat our people assets well.
* 'I'd like you to reach out to her today and see what she thinks'
* You all need to improve your work flows'
* You've got to behave more like intrepreneurs; an entrepreneur who works for a large corporate
* Let's see if we can leverage these options and drill down to the next level'
* I actually think we need to think inside the box on this one
* 'I'm afraid we have to undergo a conscious uncoupling.' (In other words: 'You're fired')
* air-gap
* 'running something up the ideas flag-pole to see who salutes it/see which way the wind is blowing
* Proactive approach to client or customer facing obstacles
* It's critical that we onboard dynamic collaborative tools to leverage the underlying global paradigms of emergent vertically-stacked diagonal horizontals and evolve their scalable synergies to the point where we can empower ourselves to deploy a road-map for entry into multiple collatoral pipelines going forward.
* I think we need to park this (in the tall grass) and move on
* You know it's the only way to get buy-in.
* let's expidite the roll-out of current-crop best-practice issue resolvancies
* what learnings can we take away from this