

Around this: 1. About this; related to this subject. 2. Deeply annoying way of saying that one thing is related to another, as in *“There’s a whole piece around this Jason.”* (see *Across the whole piece*)

Bring your whole self to work: 1. Be fully committed when you work. 2. Spatially baffling and somewhat touchy-feely HR term for expressing your genuine character, rather than morphing into some automaton or do-gooder; begs the question about how on earth you would only take a part of yourself to work – assuming a part of you is missing, you should probably be on the surgeon’s table immediately.

Humaning: 1. Making something more human. 2. Hideous example of turning a perfectly good noun into a verb; the most egregious version available is surely this: *“Humaning is a unique, consumer-centric approach to marketing that creates real, human connections with purpose, moving Mondelez International beyond cautious, data-driven tactics, and uncovering what unites us all. We are no longer marketing to consumers, but creating connections with humans.”* Utter bollocks.

Lean ninjas: 1. An executive who is very good at removing inefficiency from a business. 2. Ridiculous epithet based on two pieces of consummate twaddle: lean (as in with every non-essential element removed from a company) and ninja (as in the Japanese word for spy or a feudal fighter in the 14th century): complete rubbish. (see *Digital native*)

Let me be very clear: 1. Let me obfuscate even further. 2. Much-loved starting point for any oily politician about to lie in answer to a perfectly reasonable question; what follows is never clear, nor true. (see *Obfuscation*)

Let’s stick a pin on that: 1. That appears to have merit so let’s not forget it. 2. Curiously child-like reference, reminiscent of playing piñata or pinning the tail on a donkey; daft, but relatively harmless.

Momentumize: 1. Take advantage of some momentum already created. 2. Another in the vast lexicon of bastard words created by adding the suffix -ize, mostly likely uttered by a desperate executive who knows that actually they have no momentum at all (see *-ize*)

Move fast and break things: 1. Do something very fast, and don’t worry if you make a mess of it. 2. Irritating Silicon Valley mantra invented by privileged white men working in technology; their position enables them to not give a shit if they squander venture capital money on endless failed ventures, often pocketing large amounts of cash in the process.

Off the back of: 1. Taking advantage of something that has been done before in order to gain some benefit. 2. Pretty aggravating and rather flip term, as in *“We should definitely launch the SE500 off the back of the success of Project Lunchbox, don’t you agree Jeanette?”*

Revert: 1. Return to a previous state. 2. Respond to, as in *“Please revert to me by the end of play, Rupert”*; extremely annoying adaptation of a perfectly good word.

Super excited: 1. Excited, or possibly not at all. 2. Bored shitless; not remotely interested, but nevertheless feigning enthusiasm.

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