



OVER 50 NEW PIECES OF COMPLETE BOLLOCKS FROM 2023

Cross references in brackets after an entry may appear in other editions. If you want to find out, buy the book. ☺

Alignment: 1. Everything in its proper position. 2. The precise opposite; misalignment; chaos; everything in the wrong place; pretense at agreement where none is truly present, as in “*Sebastian and Gemma have complete alignment on this issue,*” promptly followed by a fist fight between the two at a leadership meeting.

Around: 1. Located or situated on every side of something. 2. Annoying way of saying about or on, as in “*There are many views around this,*” which there certainly are, as the correct wording would be about this or *on* this.

Asshat: 1. Someone who has their head up so far up their own arse that they need to wear a hat. 2. Total idiot (*see A-holity; Arse, up your own*)

ATM: 1. Automated Teller Machine (US). 2. At the moment; banal way of shortening a couple of letters when emailing, for no discernible gain.

BFN: 1. Bumfuck nowhere. 2. Australian profanity describing a place in the middle of a wasteland, often the site of an ill-advised sales conference in a boring provincial town.

Bigfooting: 1. Stomping around or rattling a political stick in order to intimidate the other side. 2. In 2022, US Energy Secretary Jennifer Granholm described China’s heavy-handed approach to renewables supply chains for rare earth metals in this way; shades of a Yeti-like creature emerging from the undergrowth somewhere in the Appalachians.

Brandformance: 1. A portmanteau of brand and performance. 2. In 2022, a digital agency produced the following unmitigated bollocks: *“And just like that...brand and performance marketing settled their differences and were happily ever after. And the baby’s name? Meet Brandformance. Forgive us the pop culture reference – but the ongoing stratification of brand and performance marketing deserves a grand analogy.”*

Catfishing: 1. Fishing for aquatic animal with prominent barbels. 2. Luring someone into a relationship by creating a fictional online persona, as in a blind date opening with *“Hello Nigel...oh, Nigella? Hang on, I’ll get my coat.”* (see *Jobfish*)

Chief Remote Officer: 1. Person in charge of people not working in the office. 2. Person notionally in charge of people doing no work at all, unsupervised, but still paid for producing variable quantities of sub-standard rubbish.

Debanking: 1. Having your account removed by a bank. 2. Nigel Farage was debanked by Coutts, leading to national outrage, from which he made the customary maximum mileage.

Deliver on: 1. Deliver. 2. Pointless addition of ‘on’ with no discernable benefit.

Disastership: 1. Period in charge that didn’t go well. 2. Word invented to describe the regime of Liz Truss, the UK’s shortest ever serving Prime Minister, who managed seven weeks – just long enough to work out where the toilets were. (see *Permacrisis*)

Duck-billed platitude: 1. Trite saying made with very little thought and a large dose of cliché. 2. Coined by writer Simon Fanshawe in his book *The Power of Difference*.

Enshittification: 1. Providing a worse and worse product once users have been hooked in. 2. Online ventures acquire large numbers of users quickly by offering free or loss-making services; once locked in, they are a captive market for the true intended customers – advertisers and vendors; once they are locked in, you have a license to print money. This is the *Enshittification Cycle*.

Externalify it: 1. Take it outside of the company. 2. Go public, often with disastrous results.

Faangs: 1. Fuel, Agriculture, Aerospace, Nuclear, Gold. 2. A new take on FANGs (originally Facebook, Amazon, Netflix, Google), renamed after areas that generate revenue fears, particularly due to inflation and technology legislation. (see *FANGs*)

FEAR: 1. Fuck Everyone And Run. 2. Explicit phrase referring to those who make money at someone else’s expense and are subsequently nowhere to be found.

FIFO: 1. Fly in, fly out. 2. Reference to itinerant workers such as miners who do precisely that.

Fun sponge: 1. Someone who takes the humour out of everything. 2. A high proportion of politicians. (see *Hate sponge; Mood Hoover*)

Greedflation: 1. Putting prices up on groceries, fuel, and so on, rather than passing on savings to customers. 2. Disgraceful exploitation common in large corporations where no one in particular can be held responsible.

Greenbungling: 1. Making a complete mess of marketing or communications about sustainability matters. 2. More down to ignorance than the intention of deceit, this is nevertheless incompetent and unprofessional.

Greenhushing: 1. Saying nothing for fear of criticism. 2. Equally as bad as greenwashing, this approach tries to avoid the issue altogether, until it is spotted by a customer or journalist, and then all hell breaks loose.

Greywashing: 1. The blandest possible messages in connection with sustainability. 2. Technically correct but completely uninspiring sustainability strategies that lack the creativity to create any behaviour change whatsoever in employees or customers.

Heads down, bums up: 1. Making it look as though you are working hard the moment the boss appears. 2. Australian expression that could be misconstrued if an entire department seem to have their arse in the air all the time.

JDart: 1. Joke (badly received) and then Deleted with an Apology and Responsive Tweets to move on from the matter. 2. Highly contrived acronym introduced to the world by Elon Musk's legal team, suggesting that an apology exonerates someone from being guilty of online abuse, when in fact the damage has already been done.

Jobfish: 1. To scam unsuspecting victims into answering bogus employment ads and ending up working without pay, sometimes for many months, for a nonexistent company. 2. A cousin of the term catfishing. (*see Catfishing*)

Lawfare: 1. The use of legal systems and institutions to damage or delegitimize an opponent. 2. To deter an individual from exercising their legal rights, a tactic usually employed by rich people and companies who should behave better.

LOHAS: 1. Lifestyle Of Health And Sustainability. 2. Admirable choice of living style, often followed by a huge eating binge or rapid succession of overseas holidays. (*see Revenge travel*)

Medium-hanging fruit: 1. Fruit that is somewhere between too high and accessibly low. 2. Asinine development of the atrocious phrase low-hanging fruit; not content with apparently sweeping up all the easily achievable stuff, those obsessed with the gathering of metaphorical apples now set their sights on those which are a bit further way, to suggest that they are very tall or clever. (*see Low hanging fruit, go for the*)

Mischaracterised: 1. Misportrayal of what was really said. 2. Florida Governor Ron DeSantis sought to clear up his description of the Russia-Ukraine war as a "territorial dispute," in the wake of a backlash from fellow Republicans. The widely tipped 2024 White House contender said in a TV interview his remarks had been "mischaracterised."

Mood Hoover: 1. Someone who sucks the energy out of any conversation and replaces it with their own negative attitude. 2. People to be avoided at all costs.

Multi-year runway of growth: 1. Significant business growth over several years. 2. Bollocks by any other name, as in “*We see a multi-year runway of growth as data proliferation accelerates.*”

Nepo baby: 1. Nepotism baby, shortened to nepo. 2. Children of celebrities who have pursued similar careers to their parents, often flying in the face of the concept of transferable skills and proving to be quite useless.

Permacrisis: 1. A permanent state of crisis. 2. Condition of many governments and companies who just can't seem to get it right, ever. (*see Disastership; Omnishambles*)

Playing in our sandbox: 1. A competitor stealing your business. 2. Curiously childish reference to another business threatening your very existence.

Quiet quitting: 1. Not resigning, but not bothering any more. 2. Modern work phenomenon in which disaffected staff put in the bare minimum of effort, appearing occasionally in the office and doing just enough email to make their employer believe that they give a shit - a fine line often leading to dismissal.

Resimercial: 1. Crossover office design combining residential and commercial space (architectural). 2. Hideous elision of two words only ever uttered by glib property developers in expensive suits; consummate bollocks to the rest of us.

Rest and vest: 1. Do very little and still get paid a lot. 2. Pretty disgraceful phenomenon in Silicon Valley whereby senior technology engineers get paid too much to stop them leaving, then do bugger all.

Reverse logistics: 1. Being paid to remove stuff that doesn't work. 2. Originating in the UK when millions of pounds worth of Covid protection material such as masks were deemed unfit for purpose – those who produced them in the first place doubled their money by then being paid to them back.

Riffing: 1. Reduction in force. 2. Callous acronym-cum-verb to describe people getting fired in US banks.

Right-housing: 1. Having the right resources in the right places to increase growth. 2. Sudden realization that everyone is in the wrong place due to gross management incompetence over a sustained period.

RTO: 1. Return to office. 2. An acronym to reflect our times, with many simply wanting to stay at home, do as little as possible, and still get paid.

Securonomics: 1. New approach invented by the UK Labour party's shadow chancellor Rachel Reeves in 2023, including the establishment of a state-owned energy company. 2. Laudable sentiments for some, but for any party not in power it's never clear with such announcements if they will ever come to pass, nor whether they will be a success.

Slapps: 1. Strategic Lawsuits Against Public Participation. 2. US term referring to libel or privacy cases brought by wealthy companies or individuals, where the primary objective is to harass, intimidate or psychologically exhaust one's opponent via improper means.

Snowball's chance in hell: 1. Never going to happen. 2. Usually of an idea naively suggested, dead on arrival.

Sportswashing: 1. Sponsoring a popular sport or competition in order to improve the image of a company. 2. In extreme cases, this can come close to money laundering as oligarchs channel earnings made from unethical businesses abroad into the purchase of, for example, Premier League football teams.

Superpower: 1. Out of this world capability, only possible in comic book stories. 2. Ridiculous way of summarizing what someone is quite good at, as in "*So what's your superpower Jason?*", only to be answered with "*My great strength is keeping spreadsheets up to date,*" or something equally mundane.

Surplus elites: 1. Any senior people in a company that wouldn't be missed. 2. Weasel phrase for culling as many high paid management types as possible, after realizing that they are no longer pulling their weight.

Tentacling: 1. Grasping or groping around. 2. Octopus-like way of saying you haven't a clue what you are doing, or indeed saying.

TOFU: 1. Take ownership, follow up. 2. Stop blaming everyone else for your own mistakes.

2030 washing: 1. To signal lofty ambitions to improve a company's environmental record by 2030. 2. For many, the date is so far in the future that they can reference it without revealing that they are in truth making little or no genuine progress to improve their activities, have no intention of ever doing so, and have no intention of being around to follow the promise through.

Vibe shift: 1. Movement of cultural theme. 2. Massive change of tempo in a song.

WFP: 1. Working from pub. 2. Getting pissed on company time.

Word salad: 1. Random words masquerading as a plausible statement or answer. 2. Cobblers, much favoured by politicians, management consultants and advertising folk. (*see Meeting lettuce*)

Workjerkery: 1. Being a jerk at work. 2. Amusing word invented by Tessa West, Associate Professor of Psychology at NYU and author of *Jerks At Work*.

YOLO: 1. You only live once. 2. Get on with your life and don't waste time.