



## **50 NEW PIECES OF COMPLETE BOLLOCKS FROM 2025**

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

**0% contained:** 1. Not contained at all; out of control. 2. Another in a long line of weasel phrases from the USA – this time in connection with a 2025 bushfire in Colorado that burnt down the Grand Canyon Lodge. *(see 50% sold out)*

**50% sold out:** 1. Half full; plenty of tickets available. 2. Desperate attempt to suggest that there is limited availability when in fact there is plenty of capacity left; last bastion of breathless promoters trying to drum up enthusiasm for a limp gig. *(see 0% contained)*

**Backcasting:** 1. Developing a description of a desired future state and then working backwards to work out what needs to happen for that imagined future to become reality. 2. Forecasting by any other name – imagine what you want and then work out how to get there; completely pointless word.

**Body doubling:** 1. Getting someone else to represent your own body. 2. Deceptive and pretty disgraceful invention by actors who are too vain to show the state of their own bodies, too prudish to reveal nudity even though they are getting paid to portray it, or too scared to get involved in high-action stunts, even though they want the audience to believe they are extremely intrepid.

**Brexit (verb):** 1. In football, to embark on a cynical and dangerous sliding tackle. 2. To Brexit someone is to go in tough with a no-nonsense, fully committed action with little or no regard for the consequences – exactly as the protagonists in the political movement of the same name did.

**Cable rage:** 1. Intense infuriation at being unable to charge one's electric vehicle. 2. People can generate a head of steam about seemingly anything these days. *(see Range anxiety; Road rage)*

**Capital flight:** 1. Removal of financial assets or investment from a cause, category or even a country. 2. The power of the money men in stark reality – as soon as they don't like the look of their returns, they're off; of particular concern to lower income countries who rely on foreign capital for liquidity – when the money flows out, they run out of options. (*see Footloose finance*)

**CBTA:** 1. Competency Based Training and Assessment. 2. Complete bollocks – if training is not designed to enhance competence, then what the hell is it for?

**Cli-Fi:** 1. Climate fiction. 2. Fascinating genre of fiction that is frequently more prescient than anything governments and forecasters can come up with.

**Company slate level:** 1. The product range or so-called 'slate' offered by a company. 2. It's quite a long series of steps from a type of rock to a roofing tile to a board that you might offer cheese on to a metaphor for a range of products, but here we are – more consummate nonsense from the world of business.

**COT:** 1. Chain of thought. 2. Logic sequence – an attribute that many in business lack entirely.

**Customer Success Manager:** 1. Someone in charge of winning more customers or keeping existing ones happy. 2. Rather pointless role description inasmuch as everyone in a company should by rights be trying to achieve this anyway.

**CV inflation:** 1. Overclaiming achievements in order to be offered a better job. 2. A highly common phenomenon in desperate modern times - exaggerating the time spent in a job, claiming a qualification having never completed the course, claiming ownership of a certificate never gained, claiming to be a Chartered Accountant when only being a certified one; in short, a pack of lies.

**Data sovereignty:** 1. Legislation stating that data is subject to the laws of the country where it is created, stored, and processed. 2. Unenforceable fiction by any other name, as successive governments who in theory have the right to regulate how data is collected, stored, and distributed, end up kowtowing to the big tech companies and doing what they are told.

**Eternal Beginner Syndrome:** 1. Starting major projects from scratch every time, thereby guaranteeing failure. 2. A classic example of badly run projects are the Olympics, because the chosen city is different almost every time, and there is no frozen experience to unthaw and deploy successfully. (*see Frozen experience*)

**FELT:** 1. Fat end of the long tail. 2. Somewhat baffling analogy linked to the Long Tail, which is traditionally fat on the left and thin on the right; in this version, the bit on the right suddenly gets fat again, although nobody seems to know why or what this is trying to depict or explain.

**Footloose finance:** 1. Investors only out to make a quick return. 2. As soon as the profits recede, these nasty short-termists are long gone. (*see Capital flight*)

**Fronting:** 1. Pretending to be someone else at an interview. 2. With the advent of online job applications and video interviews, fronting has reached epic proportions;

particularly common in contract recruitment and remote working, someone does the interview, passes the checks, and gets the job, but someone else does the work; alarmingly, no technology can yet discover it.

**Frozen experience:** 1. Expertise already gained from previous work. 2. Prior knowledge increases the chances of a successful project, rather than amateurish guesswork that usually ends in disaster. (*see Eternal Beginner Syndrome*)

**Gravatar:** 1. Globally Recognized Avatar. 2. Tech twaddle, making something sound more important than it is, as per usual.

**Greenlash:** 1. Green backlash. 2. An elision that encapsulates the nasty repercussions after a company has been exposed as claiming to be greener than it actually is.

**Grip and grin:** 1. Fast but insincere hugging and smiling when meeting someone you don't really know or like. 2. A staple of the fashion world where faux friendship is rife.

**Haves and Have-Yachts, the:** 1. Aurally pleasing moniker for the distinction between the rich and poor, taken from the book of the same name by Evan Osnos that investigates the ultrarich. 2. Now that the top eight people in the world have more wealth than the bottom half of the entire world population, the gap has never been wider, and superyachts epitomize the obscene ostentatiousness at the very top end.

**Hazing:** 1. Forcing a new or potential recruit to perform a strenuous, humiliating or dangerous initiation task. 2. The military and university fraternities are notorious for such disgraceful exploits, often involving nudity and even mock kidnappings.

**HFSS:** 1. High in Fat, Sugar and Salt. 2. Nastily manufactured foods containing too much of everything, frequently sold in an aggressive way to unsuspecting consumers and, disgracefully, to children. (*see LHF*)

**Inchstones:** 1. More regular markers or landmarks than milestones. The author Bent Flyvberg invented this concept to denote plans that are so detailed that they eliminate surprises through being extremely frequent and precise, thus providing plenty of warning for adjustments to be made in good time.

**Inventing the parachute as you fall:** 1. Making it up as you go along. 2. The preserve of thousands of tech companies. (*see Building the plane as you fly it; Pivot*)

**JEDI:** 1. Justice Equality Diversity Inclusion. 2. Strangely cinematographic new acronym that supercharges the diversity and inclusion debate with a judicial layer.

**LHF:** 1. Less healthy foods. 2. Weasel acronym invented by marketing and advertising types to describe food that is bad for you. (*see HFSS*)

**LLM:** 1. Large Language Model. 2. Software originally designed to allow teachers to see if their students were cheating, these are now frightening the entire world into

believing that Artificial Intelligence will take their jobs, steal their children and eradicate mankind.

**Machine bullshit:** 1. Linguistic bollocks generated by robots. 2. Term coined by an eminent group of Princeton and Berkeley professors subtitled Characterizing the Emergent Disregard for Truth in Large Language Models, in which they categorize the nonsense generated by AI into three groups: empty rhetoric, paltering and weasel words.

**MECE (*pronounced Meesy*):** 1. Mutually exclusive, collectively exhaustive. 2. Consultancy bollocks whose meaning is somewhat opaque but is trying to describe analysis that examines separate elements in a tailor-made way whilst simultaneously covering everything you need to know; in the overcrowded world of management consulting, this is an unattainable nirvana.

**Negative learning:** 1. The more you learn, the more costly it gets. 2. Somewhat depressing phrase from the world of large project management, in which unexpected developments always mean greater cost, hence every project of this type in the world running over budget.

**Opulomania:** 1. A burgeoning addiction to luxury. 2. Coined by Jan Gerber, founder of Paracelsus Recovery (which claims to be the most expensive addiction and mental health clinic in the world), opulomaniacs cannot stop excessive shopping, over-the-top travel, and ever-more-exotic cosmetic procedures.

**Permalancer:** 1. Permanent freelancer. 2. Someone who is not on the payroll but works for a company every day; the winners in this game vary – both the employer and the pseudo-employee may pay less tax until the Inland Revenue catch on and the game is up.

**Pitch Traumatic Stress Disorder:** 1. Traumatic stress after a pitch or presentation. 2. An overdramatic and ethically disgraceful play on Post-Traumatic Stress Disorder, predictably conjured up by the PR industry, that outrageously suggests that enduring a big meeting is in some way tantamount to the pressures of fighting in a war.

**Price gouging:** 1. The practice of raising prices significantly, often excessively, on goods and services when demand is high and supply is limited, or even during emergencies. 2. Cynically taking advantage of a situation to make a quick or unfair profit, even on essential items like food, water or medical supplies during a crisis, or simply inflating prices for goods in high demand, such as tickets to gigs.

**Rapid unscheduled disassembly:** 1. Unforeseen explosion. 2. In 2025 a SpaceX rocket, at over 400 foot long the largest ever made, exploded shortly after launch, grounding plane flights and triggering warnings of falling debris; SpaceX described the unmanned ship as having suffered “a rapid unscheduled disassembly” and stated that it would review data “to better understand the root cause” of the misfire, adding the breath-taking conclusion that “as always, success comes from what we learn, and today’s flight will offer additional lessons to improve Starship’s reliability.” To the layperson, it blew up, which is the last thing you want a rocket to do.

**Reputation laundering:** 1. Aiming to improve a company's image by association with a worthy cause. 2. Cynical attempts by evil forces in tobacco, oil and pharmaceuticals to suggest they are benevolent patrons of the arts and noble charitable causes when in fact their efforts are useful tax dodges and part of a whitewash strategy to disguise their nefarious deeds.

**RLHF:** 1. Reinforcement Learning from Human Feedback. 2. From the wonderful world of AI, this refers to people correcting nonsensical drivel pumped out by machines in an attempt to encourage them to make more sense, with variable results.

**Sacrifice zone:** 1. A geographical area that lacks strong environmental protection. 2. Land-use expert's name for a place that caters to human consumption, for example a massive ranching belt next to a rain forest; a dismissive and dismaying term for greed over environmental consideration.

**Sissify:** 1. Emasculate. 2. Curious adaptation of the noun Sissy into a verb.

**Skullet:** 1. Mullet hair style but bald on top. 2. An elision of skull and mullet; older men struggling with self-image desperately hang on to wisps of hair at the back of their heads in the vain hope that they still look nineteen.

**Storied:** 1. Something with a story behind it. 2. Nasty example of a noun bastardised into an adjective, as in *"This brand has a very storied background, Dylan."*

**Swipers:** 1. Seemingly Well-Intentioned Patrons Engaging in Regular Shoplifting. 2. Ingenious term coined by Professor Emmeline Taylor of City University London to describe thieves who fail to scan all their groceries, a huge proportion of whom come from the so-called middle classes who can easily afford to pay but turn out to be no more responsible than a genuinely poor thief who may be desperate for food.

**Top centric:** 1. Too many people at the top. 2. Spatially baffling reference to there being too many bosses in relation to too few staff; if you're at the top, you can't be in the centre and vice versa, so quite where these people really are is a complete mystery.

**Unserious:** 1. Not serious. 2. Further language mangling here, with it being utterly unclear as to whether the situation is indeed not serious (as in nothing to worry about), or whether there is a derogatory connotation that someone is not taking the situation seriously enough.

**ZBB:** 1. Zero-based budgeting. 2. Building up a budget from nought, as though this were a revolutionary idea; rather strange acronym masquerading as a new concept, when in fact it is just a ruse to stop people submitting last year's budget with 10% added on the top; in truth though, any sensible budget should start from first principles anyway, as in start with nothing and build it from there.