



Weasel Words Archives – Corporation quotes

VOLUNTEERING VICTORIA - Strengthening communities in Victoria through our support and promotion of sustainable and equitable volunteering. [Thanks to Vern Hughes](#)

'These guys have a real purpose about them. They know where they want to go, where they want to be. The responsibility that they have at such a young age has put them in such a good stead for life moving forward.' [Nick Grylewicz, Integra manager \(land development company\) when visiting Army Reserve members in the Solomon Islands.](#)

'We are committed to continually setting new benchmarks in creating integrated, high-quality communities. We apply innovative and sustainable practices to achieve our goal of enhancing the economic, environmental, cultural and social fabric of existing neighbourhoods.' [Integra Group. Thanks to Craig Duncan.](#)

'We see the emerging opportunity to 'snackify' beverages and 'drinkify' snacks as the next frontier in food and beverage convenience.' [PepsiCo Chairman and Chief Executive Indra Nooyi, Wall Street Journal, 28 December 2010.](#)

'Pentair Water Pool and Spa Highlights Consumer Engagement as Key Growth Strategy for 2011 B2B Company to Utilize Unique Social Media Strategy to Reach Consumers Sanford, NC (Vocus) December 20, 2010 Pentair Water Pool and Spa, a division of Pentair, Inc., a global leader in innovative products and systems used in the movement, treatment, storage and enjoyment of water today announced that end-consumer engagement will be a key growth initiative in 2011.' [ComputerUser.com, 23 December, 2010.](#)

'As is common in these cases, these parties agreed to keep the amount confidential, in part to protect the families from unwanted solicitations and to allow them to move on from this difficult period.' [Toyota statement, 'Toyota to pay \\$10 million to crash family'. Sydney Morning Herald, 24 December, 2010.](#)

'The bold, identifiable access points at street level offer dynamic entry portals...' [Advertisement for new apartment building in Melbourne.](#)

'A commitment to a coordinated consumer engagement strategy would ensure that data gathered from the various interfaces with our consumers is gathered, collated and used in a more strategic way to build an evidence-base to inform both policy and service planning and delivery. This approach would also include building relationships with other potential 'consumers' such as donors and volunteers and structuring activities and strategies around those relationships as well.' [Alzheimer's Australia NSW, Consumer Engagement Strategy. Thanks to Sue A.](#)

'The new logo symbolizes the company's focus on enabling confidence ... The new logo signals Symantec's vision to bring together identity and device security, information protection, context and relevance and the benefits from leveraging the cloud – all critical enablers of confidence in a connected world.' Symantec press release: 'The new logo symbolizes Symantec's focus on enabling confidence.' [Thanks to Tim Willis who says: 'I often like to enable confidence and signal visions.'](#)



'We go to this issue as a significant issue.' [Alan Joyce, Qantas Chief Executive, November 2010.](#)

Mission Statement. 'To ensure that the product produced it of a level of excellence satisfying to our readers, clients, investors and staff.' [Fairfax Community Newspapers. Thanks to Liz Bowers.](#)

'Exclusive VIP Invitation 2010 Sales Event. Congratulations! You have been selected to attend our forthcoming customer loyalty event.. This is an exclusive appointment only event.'
[\(BILIA VOLVO\)](#)

'Significant Event Notice - Change in Fees' ([Letter from AUSfund. The change was in an upwards direction.](#))

'uncontained failure - airline jargon for an explosion. ' Rolls engine worries 'were flagged up two years ago'. [Mail Online, 11 November 2010.](#)

'Spectrum MRC has become increasingly proficient in its capacity to generate innovation in many of its programs and services designed to cater to culturally diverse communities and clients. It is also working to ensure that quality principles (from quantitative and qualitative research, as well as best practice) and cultural intelligence are integrated into the planning, design, development and implementation, evaluation and review of all its programs and services.'

'Logically it could be viewed that the business of any coal company could be sensitive to any activity by any party which may hinder their operations or make the operations more complex.' [From the Sydney Morning Herald. 23 Sept. 2010. An unnamed spokesman for mining company Peabody explains why the company tried to cover up plans for a coal-seam gas plant. Thanks to Steve Golding who says: 'All of a sudden it made perfect sense!'](#)

Issues impacting

'A number of disgruntled customers have continued to report issues with sending and receiving email. Karina Keisler, a Telstra spokeswoman, said: "Telstra became aware of an issue impacting BigPond emails on Monday. This issue was resolved on Tuesday and we've been working around clock to restore people's emails." However, one member of the Whirlpool technology forum was still reporting issues with the BigPond email service late on Thursday afternoon.'
[The Melbourne Age, 16 September.](#)

Barrick Core Values

Behave like an owner

Act with a sense of urgency

Be a team player

Continually improve

Deliver results.

[On the the back of the lanyard worn by visitors to a NSW goldmine.](#)

BP strives to minimize the environmental impact of its activities by applying management systems and standards and using innovative technology in its operations... We aim for no accidents, no harm to people and no damage to the environment.



'Leader Community Newspapers understands the key drivers of small-medium businesses and is committed to working with you to drive long term growth and profitability.' [From the introduction to a Leader Community Newspapers '5 Insights into Growing Your Business' brochure.](#) Thanks to David Brewster.

'Join Rudy Leung, Senior Director of SOA/BPM Products, as he discusses the innovations in Oracle's new BPM Suite 11 g that define the next generation of process management. Discover how you can leverage this complete, open, and integrated BPM solution that delivers:

Management of all types of processes, including system, human, document, and decision-centric

A simplified path to achieving greater business visibility, agility, and efficiency

A unified process foundation that simplifies process management with a unified process engine and pre-integration of process subsystems

User-centric design that simplifies process modeling and interaction

Social BPM interaction that provides social computing in the context of BPM to simplify and add richness to collaboration

Spotlight on Innovation: A Unified, Complete and Social Business Process Management Solution - a free webcast. [Thanks to Kerry Ellis who says: 'Read the five dot points in the middle and let me know if you can comprehend anything they are on about!' Anyone?](#)

'As part of Sigma's commitment to continuous improvement, the on going development of our Seven Hills Distribution Centre has taken the next step, with the introduction of technology focused on delivering market leading service ... will allow Sigma to focus on continuous improvement initiatives of key customer performance drivers.' [Letter from Sigma.](#) Thanks to John Glen.

'Receive your monthly accounts via e-mail. delivery is fast, environmentally friendly, and a smart choice moving forward.' [Media Monitors' email signature.](#) Thanks to Andrew.

'Total Management Planning (TMP) traditionally an asset management-based process supported by a hierarchy of interrelated documents, was utilised by ... due to its fundamentally participatory nature. The TMP- inspired planning process utilised strategic planning processes which focus on situational contexts (to determine needs resources goals, service levels and key performance indicators) and incorporated regulatory, customer, environmental and funding needs in a reflective and reflexive manner (it should be reviewed once every 2 years) for a holistic and sustainable approach to organisational management.'

'Did you know Coles have some of the most exciting category and customer insights opportunities in the country? At Coles, our customers come first always! Customer knowledge and category insights are the forefront of everything we do. From marketing communications to housebrand development,



our customer insights team provides Coles with the building blocks for our organisational strategies and are critical to the success of our business turnaround ... we have opportunities ... for highly experienced individuals with either strong research or insights backgrounds.' [Job ad sent in by Lesley Hall who asks: 'What can it mean, Customer Manipulation Insights?'](#)

'Foxconn's continuous striving to improve environmental conditions worldwide includes her effort in supporting its customers and suppliers through services, products, trainings and new technologies that minimize environmental impact. Foxconnians' pride in their highest ethical standards and strive for social harmony and equality to make the world a better place for all.' [From the website of the Chinese factory that makes Apple ipads and where there has been a spate of suicides.](#)

'Please Note: to make this rating more useful and helpful information, please rate only the software you ever experience, for the mind mapping program for Mac which you never use please do not rate it.' [From a software sales site.](#)
[Thanks to Bill Parker.](#)

'We are currently undergoing a restructure of our Consumer Electronics business which has been brought about by the need to align our business with corporate objectives moving forward.' [National Sales Manager, Bose Australia.](#)
[Thanks to Tim.](#)

'Australian Accounting Review's editorial policy stipulates that published articles should be highly readable and easily accessible to non-academics ... Research Assessment by Government: Stakeholder Effects. This themed issue ... features five articles that explore various stakeholder outcomes associated with the introduction of government-initiated research assessment exercises'. [Thanks to John Ford.](#)

'Through appropriate leadership, the project team and related stakeholders must continually strive for teamwork and synergy to enable all workers to perform with unrivalled success despite the traditional silos between disciplines or cultural diversities and the interactions between technology, society and business.' [Integration engineering in a 'mega project', UMTSA, Press release issued by IT Public Relations, Johannesburg, 12 May 2010](#)

'ACMA boss Chris Chapman is very fond of two things: jargon and the media regulator's new slogan or, as he called it, an "external facing strapline". 'These days the Australian Communications and Media Authority mantra is "communicating, facilitating, regulating", but perhaps Chapman should add fine dining to the list. Last week, ACMA hosted the RadComms spectrum management conference in Melbourne ... Chapman also hosted a 24-person dinner at Neil Perry's pricey Rockpool Bar & Grill at Crown Casino the night before ... Our sources tell us the bill topped \$3000 ... A spokesman said the dinner was "to thank presenters who put significant thought and professional expertise into their presentations".' [The Australian, 10 May 2010.](#) [Thanks to Mac Hoban.](#)

Help us to understand Telstra

'Dragons, submarines and savages'



On the ABC's Four Corners show 'Tough Calls' – an examination of the new work practices at Telstra and the effect on employees - John Rolland, Executive Director, Telstra Customer Sales & Services, provided viewers with some dazzling examples of the ways corporate language is used to hide and bend the truth, that lying is essential to managerial change, and turning managers like himself into unblinking robots means turning them first into linguistic idiots. 'As previously announced, part of [Vecima's](#) growth strategy involves maximizing and monetizing the value of our non-core assets, such as some real estate and wireless spectrum holdings.'

'Last year I attended financial risk management strategy workshop for the mining (underground) and energy exploration sectors and I learned how unforeseen circumstances can impact heavily on financial resources and business plans. Apparently it's really important to consider the hidden costs of extraction and removal of non-productive resources and compare them to extraction and removal of productive resources costs. Non productive resources are the dead bodies of mining and exploration workers and mangled machinery. Productive resources are live and uninjured workers and machinery in working order. I also learned that the removal of non-productive resources has less financial impact than the removal of a productive resource. This is because the operational practices and procedures will differ considerably and they do not require high levels of time or resource allocation. I'm presuming all of the above means that it's quicker, cheaper and easier to remove a dead body and smashed machinery. Cheers and keep up the good work, Julie.

'Taking steps toward reducing our water footprint to zero. Becoming a positive water balance company.' [Pepsico. Thanks to Charlie Myres.](#)

'In the years before its collapse, Lehman used a small company - its "alter ego", in the words of a former Lehman trader - to shift investments off its books.' [The secret life of Lehman Brothers, The Age, 14 April, 2010.](#)

"Babcock initially predicted it could make £27m-worth of 'synergy savings' if the companies merged - financial jargon for axing overlapping jobs." [Babcock mulls more job cuts as takeover looms, 23 March 2010, www.portsmouth.co.uk](#)

'...and the absence of a perspective of profitability in current market circumstances.' Postbank Ireland Chairman, Thierry Schuman, explaining why they were not accepting new customers and would wind down by the end of the year. [Taipei Times today, 28 Feb 2010. Thanks to Barrie Gorton](#)

'We utilise spare capacity in our existing processing engines enabling rapid implementation ... We aggregate further addressable spend to maximise the gain-share against the procurement spend baselines ... Xchanging is a fast growing, pure-play global business processor, providing complex industry specific processing services to blue chip customers.' [Thanks to Michael Vagg](#)

'Siemens is actively working in collaboration with the Metro team; the company reiterates that there are no problems with the brake system on the Siemens trains. There are many reasons why a train may have braking issues, including track adhesion, human machine interface, equipment malfunction, train speed and weather conditions ... The Chief Executive of Metro acknowledges that this is a complete system topic and that there are many factors involved in the current investigation ... Siemens is committed to safety; we continue to test our



trains and our regular service checks prove that Siemens trains are functioning normally. We will continue to work closely with Metro to make sure that all Siemens trains are operational.' [Paul Bennett, Vice President, Mobility, Siemens Ltd response regarding recent train reports, Melbourne, 25 January 2010.](#) Thanks to Simon Longstaff.

'Result Packaging P/L...Enhancing Customer Engagement' Thanks to Peter who says, 'I was propped behind this ute at the lights and almost bit my steering wheel off in frustration when I read the advertising logo blurb.

'As part of Energy Australia's Customer Supply Installation Safety Plan and the Bushfire Risk Management Plan, Energy Australia has now implemented a significant risk identification and management strategy on our electrical infrastructure...' [From an Energy Australia's inspection report.](#) Thanks to Isabel.

'IMB Implements New Customer Contact Centre for Enhanced Multi-Media Services for Members Integrated Lake Corporation solution based on Concerto Software's EnsemblePro™ deployed for rewarding, long-lasting customer relationships...Lake has delivered an open, scalable and flexible unified solution that has increased inbound and outbound call productivity.' IMB Bank media release. Thanks to Peter Harris.

'DAVIDSON: Goldman Sachs, JPMorgan Chase, hedge funds - they're all borrowing money. But when you borrow millions or even billions of dollars at a time, you don't call it, well, borrowing money.

BLUMBERG: They call it accessing the credit market, or issuing commercial paper, or opening a liquidity facility, or financing their ongoing operations.' [Financial Jargon Boiled Down: No One Is Lending by Adam Davidson and Alex Blumberg, 11 December NPR.](#)

'Its privileged position, characterized by the proximity with other manufacturers and major brands, allows for the creation of huge synergies, the circulation of skills, the achievement of economies of scale. This virtuous circle has driven the constant evolution of Cleaf, both in terms of technology and design ... the ideal partner for a proactive, synergic and total design of the final product.' [Thanks to Steve Dillon who points out that this all for a company that produces laminex.](#)

'goodwill credit'. [Offer made by Telstra to George O'Farrell](#)

'We wish to confirm the above numbered proposal has been cancelled due to non-receipt of requirements.' [Letter from insurance company sent to David Forbes.](#) David wrote back asking what they meant but never did get a reply.

'Moving forward we will be trying to leverage our synergies.' [Heard at the end of a conference call by Vincent who says: 'I don't know what that means.'](#)

'For only \$139.00 incl. gst* you can get your own cost effective vehicle advertising with that additional point-of-difference.' [An offer made to this website via email with the subject: Vehicle Branding.](#)

1.1 MISSION AND VISION

Orion Expedition Cruises will become the first choice in the expedition cruise market by delivering consistent quality, service and value over a diverse range of



unique cruise experiences. This will be accomplished by building from our existing reputation and our future marketing strategies...

1.5 Our commitment to our employees: it is not just a job to work for Orion expedition cruises. It is a unique and rewarding experience from which all crew will benefit.' [Thanks to Alasdair](#)

'Today we're introducing Raindrop, an exploration in messaging innovation being led by the team responsible for Thunderbird, to explore new ways to use Open Web technologies to create useful, compelling messaging experiences.' [Thanks to Andrew Green.](#)

Let us serve you on another checkout. [Coles supermarket sign noticed by Kim Best.](#)

'Disney last month agreed to refund the purchase price to all who bought the videos since 2004. It made no mention of the legal action, describing the refunds as an enhanced consumer satisfaction guarantee.' [Julie Szego in The Age and Sydney Morning Herald in an article about Baby Einstein DVDs. Thanks to Roger Jones.](#)

'Your information will not be shared outside logical HP unless you give your consent to have the option of whether or not HP may communicate directly with you.' [From Paul O'Loughlin who says: 'Not sure if it's weasely or just crap English'.](#)

'Have you populated your online profile?' [Choice website](#) that will 'offer members an easier and more engaging online experience.'

IBM Rational Collaborative Application Lifestyle Management Workshop. [Sign in the foyer of Liz Bower's building.](#)

'Harmony Gold Mining Company Limited (Harmony) regretfully announces one of its employees at its Bambanani mine was fatally injured as a result of a localised fall of ground gravity incident . Harmony's Chief Executive Officer, Graham Briggs says, "We express our sincere condolences to the family of the deceased. Harmony has placed significant emphasis on safety and Bambanani has had an excellent safety record prior to this unfortunate incident. We will continue with our effective behavior-based safety programmes at all our operations, to ensure that a culture and mindset of safety is maintained throughout the company.' [Thanks to John Henry](#)

'MAp Airports says it has completed the internalisation of its management, with several senior management changes.' [Sydney Morning Herald, 16 Oct. Thanks to John Stanbridge.](#)

'Add a little more cheer this season. Win one of 20 experiences valued at \$5000 each ... You are receiving this multi-purpose communication ...' [Thanks to David who says: 'I've tried opening a tin with the \[AMEX\] communication, and sanding down a quarrelsome window opening with it, but to no avail. It isn't as multi purpose as I was led to believe'.](#)

[An email sent to a 'team' of two people:](#)



'I would like to move forward and review our areas of responsibility and ultimately agree our collective mandate. I should raise a cautionary note - from experience this type of re-structure tends to evolve: it will be an evolution rather than a revolution. That said we need to agree the macro drivers and get on with it. In the past the approach I have adopted can be summarised into three inter-linked processes:

Review and agree strategy

Align structure

Engage people

I would like to use this type of process as we move forward. The attached scorecard is probably a little naive but should provide a framework to move forward. I would like to integrate this into a process that delivers a shared agreement on roles and responsibilities, a review of position descriptions and the delivery of individual development plans. There is a mixture of team and individual elements.' The sender says 'At this point a revolution doesn't seem like such a bad idea given the weasel words being spouted from this particular source on a daily basis.'

'Zurich HelpPoint captures our focus on customers and delivers when it matters ... Zurich HelpPoint is the collective term for the many guidance, solution and service offerings we deliver that capture our commitment to putting customers at the heart of all we do.' [Zurich Financial Services. Thanks to anonymous.](#)

'Regarding the fire alarms. The event has been investigated. All stand down. I repeat, the event has been investigated. All stand down.' [The ABC's bulding intercom \(Utimo NSW\) after the dust storm on 23 September. Thanks to Richard.](#)

'We educate consumers about CSR by leveraging beautiful user interfaces and avoiding industry jargon.' [Goodness500 Ranks Companies on CSR by Michael Mossoba.](#)

'In every market, we look to optimize the right moment to market, the right channel optimization, and we are constantly reevaluating this. The first time you do anything you have a lot of learnings to go on.' [Nokia Chief Executive Olli-Pekka Kallasvuo, Forbes.com](#)

'Monetisation will have to happen, because without monetisation of the online sites that the newspaper industries have operated very successfully, we can't afford to keep the big newsroom staffs we have.' [Fairfax chief executive Brian McCarthy speaking to The Sunday Age about charging for online news. Thanks to Terry Nalder.](#)

'The approach of offering unique, exclusive experiences has the most potential to enhance the sense of intimacy in the relationship and give people reasons to stay in that relationship with that brand that are not just about offering things cheaper, but are about offering them a better experience. It should feel like something that you've earned. It should feel like recognition, not a gift — that's a key emotional distinction.' [FutureBrand managing director Tim Riches describing Myer One loyalty card. Chief executive Bernie Brookes describes it this way:](#)

'You give them a glass of champagne and they'll buy an extra dress.' The Age, 11 May.



'This Bus shelter is privately owned. any person graffiting it will be prosecuted.'
[On a bus stop in Subiaco, WA. Thanks to Helen Shannon.](#)

'... a discussion home for the printing and graphic communications industry to provide a vendor-agnostic space for industry-focused exchange.'
[Thanks to anonymous who works at the discussion home of Fuji Xerox and says: 'I am ashamed and need a shower'.](#)

'Winston Sammut, of Maxim Asset Management, said: "Westfield has been the icon of the sector and I guess it is moving in the right direction in terms of coming into line with what is happening with valuations around the world."
[The Age reported the icon was coming into line in terms of 'spiralling consumer confidence and the implosion of the global economy'. Age 28 Jan.](#)

'Yarra Trams chief executive Dennis Cliche said although his company had increased profits, it had also poured money back into the system.'
[Cuts on track as trams profit, The Melbourne Age.](#)

[Hamburgers reconfigured?](#)

'Beef patties and hamburgers are two different products, so it's not valid to compare their fat contents'. Coles spokesman after a study found their cheap Smart Buy hamburger patties had 20 per cent more saturated fat in them than their dearer You'll Love Coles beef patties, though both are labelled with a tick very like the Heart Foundation's logo. But Coles conceded that the level of trans fat in some of its oils was too high and promised to remove the "cholesterol free" logo and reconfigure the products over the next few months. Well, perhaps not so much the products as the description of them - the imagery. The spokeman denied that the tick was ever intended to suggest their fatty foods were approved by the Heart Foundation, but announced that "...under the new Coles management team our house-brand imagery is being progressively redesigned, and the tick will not be part of the new packaging."
[The Melbourne Age 17 January 2009](#)

'At [USAID](#), partnerships are the way to do business. Partnerships enhance efficiency and effectiveness, rationalize division of labour and maximize synergy', said Robin Mardeusz from the United States Agency for International Development (USAID). He highlighted one of the major benefits of the partnerships in providing multi-action innovative solutions.'

'Buy and sell livestock on a buy and sell basis.'
[Heard by Hal on 'Rural Focus', Radio West.](#)

We look forward to working in partnership with you to provide high quality child care solutions as part of an innovative and retention strategy.
[ABC Learning Centres Corporate Care.](#)

Peter Lloyd has been sentenced to 10 months in prison in Singapore today on drug-related charges, and as such the ABC's employment relationship with Peter has come to an end. This is due to the fact that Peter is unavailable to work.'
[Trans. Peter Lloyd has been sent to prison in Singapore and so the ABC has sacked him.](#)



'...they were all sold by the end of the financial year, going forward. Heard by Hal Jacob on "Rural Focus" on Radio West, 24 November 2008. Hal says: ' This phrase makes no sense! We are not so much going forward here, but going back, hence the word "were".

'The most important thing to do is to make sure that we have a plan for going forward.' The Citigroup Inc Chief Executive, Vikram Pandit. At least he knows there's no use having a plan for the past - see above quote.

Let me say it again: we have architected our business for a high speed broadband world ...

Sol Trujillo, Telstra Investor Day, 6 November 2008 ...'This is not old Telstra any more, it is the new Telstra, highly competitive, highly focussed and very results-driven in terms of what we do ... You're going to hear us talk a little bit and emphasise a little bit today about partnerships because we're doing many innovative things, we're executing many things on our own, but there's also partnerships in the marketplace that are now becoming important, and that are going to be now important in terms of further differentiation, further innovation in terms of how I see this business evolving over the next several years ... You're going to see us continue to leverage the existing assets that we have ... we will let you know if anything changes in terms of how we think about our company going forward ... So you've gotten a view about our strategy, you've got a view from Greg about what we've been doing as an integrated company building this, and then you've heard from John in terms of where we're at, in terms of our plans financially, the view going forward in terms of costs takeout ... You saw the value of an architecture of a strategy that's associated with the front-end, the back-end, and the middle parts of the business.'

[Making Strategy: Leveraging Organisational Competencies](#)

A means of undertaking strategy-making that recognises the time pressures of organisations, as well the need to attend to key stakeholders

Ways of unlocking potentially under-leveraged competencies and resources, ensuring that they are protected and sustained

Building a robust and sustainable business model that can be considered, if necessary, against different external forces

[Australian Institute of Management, Western Australia. Thanks to Brian Turner.](#)

'Ford in Australia will 'right-size our business' by 'staff-balancing changes' according to chief executive Marin Burela. ' We would be taking proactive steps in terms of reducing our throughput through our build operations ... In line with the production down-balance we have also taken the opportunity to take a good look strategically where we are, what we're doing and how do we move forward. [The Age, 16 October 2008. Thanks to Vanessa.](#)

'800 jobs will be lost as Telstra streamlines its back-end office functions.' [Thanks to Mark.](#)

'As I said we're studying that now but we believe that the personnel implications of the down balance will be in the region of 300 to 350 employees.' [Sinead](#)



McAlary, Ford Australia spokeswoman on ABC radio: 'Ford's plan to cut up to 350 jobs.' Thanks to George O'Farrell.

Enhancements to the performance appraisal scheme

'After a period of review with a reference group of willing volunteers from across the different divisions, a number of important enhancements have been made to the Performance Appraisal process having regard to the feedback received from programs following initial roll out of the scheme in August last year.

The essential features of the scheme are:

- To provide a platform for building the capability of our workforce
- To increase the 'depth of talent' and 'bench strength' of capability for current and emerging workforce requirements
- To enhance work and business performance and productivity by developing skills and behaviours that are essential for current and future success
- To support a performance management culture based on sound workplace relationships that are sustained through routine feedback and communications that embrace both informal, timely conversations and more formal dialogue and annual appraisal. [Human Resources manager in a staff e-newsletter.](#) Thanks Craig.

'I think that this is a deal that is value-accretive for both sets of shareholders. After all, both sets of shareholders have to vote on this transaction and we think that given these synergies, both sets of shareholders can have a value-accretive deal here. '

[Marius Kloppers, BHP-Billiton CEO, ABC AM, 20 August 2008.](#) Thanks to [Dominic Nagle](#)

'Confirming our discussion of earlier today. I am in agreeance with your proposal, and am willing to support the successful conclusion of these works. To this end your team will assume responsibility for scheduling future works to suit production priorities and efficient utilisation of your available resources.' [Thanks to Sean who says he thinks the email he received means: ' OK, go ahead'.](#)

'Dear Ms. Chipman,

I note your dissatisfaction and understand your frustration in regard to the issue raised.

Ms. Chipman, I have escalated your concerns to the relevant department for a feedback. Please be assured that you will be contacted at the soonest possible time when a feedback is received.

Your patience and understanding in this matter is highly appreciated.' [From Elizabeth Chipman who is confused by this response from Nokia and still without a mobile phone.](#)

'Hence a key threshold activity of the project was to determine what functionality suite would be appropriate to the needs of Victoria and could also be financially justified.' [Phil Perry, Principal of Impaq Consulting writing about the rollout in Victoria of 'advanced' electricity meters in the June edition of Metering International.](#) Thanks to [Damien Tennent.](#)

'Provide high value management to the Lean Six Sigma Team by developing and maintaining systems and driving Portfolio and Black Belt deliverables necessary



to ensure appropriate governance ...Manage and coordinate strategic and tactical processes for the deployment of Lean Six Sigma throughout Asset Management Group to achieve deliverables within the Program ... Optimise the deployment of Lean Six Sigma resources at all levels by effectively managing the mentoring process and its outcomes for Black Belts and Green Belts'
[Job advertisement for Program Coordinator Lean Six Sigma at Railcorp NSW.](#)
[Thanks to Paul Berwick who now understands why the trains don't run on time.](#)

GPS technology is a powerful mechanism that enables our customers to drive new levels of efficiency for their fleets. This partnership provides us with the required, long-term platform to greatly expand our fleet management services, We are confident that our strategic alliance with Navman Wireless will bring superior location-based services to our valued customers ...' [Paul Hilder, General Manager and President, Donlen Fleet Management Services.](#)
[Geoconnexion](#)

[We are going to square that circle](#)

Bob Zeitlhofer heard a senior executive level officer repeatedly use this phrase in a meeting. He reckons it means solving problems and should go with another favourite: Square that circle going forward

'Sometimes trends can hide pretty well, and one of Google Analytics' jobs is to make the most actionable trends as apparent as possible so you can surface them to your colleagues and management (and get a promotion). And we realize that most management reporting is done in weekly and monthly time buckets.'
[Thanks to Jeremy Press](#)

United Mission Statement

'To provide outstanding customer service and products, in which creates United's point of difference to continue with innovative developments of our fuel and retail offer.'
[Spotted at Marc's local petrol station.](#)

'Visibility: event signage solutions'

'Those businesses operating grain haulage on rail are just so handicapped by the poor state of the underwheel infrastructure that it's a non profit making operation for them.'
[Geoff Nalder from the Victorian Farmers Federation talking about roads. ABC rural radio. Thanks to Mike Fuery](#)

'No ongoing fees is used by Citibank in their brochure for a low-interest rate line of credit offer called 'Readycredit'.. This unscrupulous bank did not charge any ongoing fees as advertised, just one-off fees for whatever amount they chose and whenever they chose.' [From an anonymous contributor.](#)

'There is no certainty of outcomes, but if one follows criteria that have a statistically defined probability of occurring, then when those criteria mesh to create an alert they learn to trust the alert knowing that if they are right, they will enjoy the benefits and if they are wrong they will cut their losses when their exit criteria is alerted.'
[From Sharesender, an investment company's media release'](#)



'We are forming this fund to help grow the Facebook application ecosystem.'
Facebook statement regarding its \$10 million of grants to anyone interested in building their business on Facebook.

Both quotes reported in [The Age](#) ('Crimes of Jargon'). Thanks Tony

'...it has been through a rescheduling process from the previously planned point in time to a later point in time...'

Heard in a meeting - thanks Robert

"Communication at Work: The good, the bad and the downright ugly of AOL's recent layoff announcement."

Robert J. Holland [Richmond.com](#) October 30, 2007

Robert Holland writes about a leaked AOL email to staff.

'The e-mail is full of clichés and double-speak. When will corporate executives learn that memos, speeches and other communications filled with jargon don't make them sound smart? "...We fundamentally shifted our business model ...," "... We refocused the business around three core areas...," "Realignment of our costs against these three businesses ..." These phrases are so overused that employees' eyes glaze over when reading them...

The e-mail is full of euphemisms designed to avoid the word "layoff." "Everyone impacted by this reduction deserves our thanks and respect for their contributions to the company," the memo reads. "This realignment will allow us to increase investment in high-growth areas of the company." ...

Some of the AOL memo is just downright ugly : Falco tries to use a layoff announcement to talk about the company's bright future. What an insult to the employees losing their jobs! He explains that the 20 percent workforce reduction enables growth in other parts of the company – "As an example, we added hundreds of people this year through acquisitions." Falco also looks forward to "a bright future as a company if we can execute on this vision." '

[Robert J. Holland Richmond.com](#)

Two weasel words in one job title.

'Estate agents from Run Property management are called relationship executives. Thanks to David in Sydney who comments: 'The "relationships" are between landlords and tenants - not usually that strong a bond. You would think they worked for a dating service.'

'Our core competencies distinguish the company from other service providers and include ... building and maintaining added value partnerships that deliver consistent service quality. These core competencies deliver value for all our stakeholders and enable the company to delight customers.' [GSL Australia](#).

Thanks Marc.

'It (this document) covers the components of the current solution at (company). It covers the components of the solution that are necessary to be understood in order to address the scope of work that has been identified.' [Thanks Greg](#)

[Donoghue](#)

'Please cc Promotions Group on a go forward.Thx, Laura' [In an email received by M Rowe](#).



'Boss: We're getting new business cards printed for you. You'll no longer be an 'account manager'.
Me: What will I be?
Boss: A consultant.
Me: How does my job change?
Boss: It doesn't. Do exactly whatt you've been doing but charge an extra 15% as a consultancy fee.'
[A conversation Joe Hall recently had at work.](#)

'As XYZ Inc. grows and becomes a leader in the industry, the need for communications becomes even greater. Our customers view our professionalism and ability to deliver, among other things, on how we well communicate our status and commitments to them ... Let's move forward and demonstrate to our customers that we are talented professionals and have pride in what we do. Remember COMMUNICATE.'
[Thanks to anonymous](#)

'She is a proven chief executive whose values are closely aligned to the Westpac culture.'
[Westpac announces new CEO, Gail from St George. St George announces it doesn't matter to them:](#)
'Importantly we are fortunate to have a talented and experienced executive team at St George that will continue to execute our organic strategy.'
[St George Chairman John Thame](#)

'Thanks. I am in total agreeance with you. I'll ensure that we extrapolate the core season items to create a story. Can you ensure that the price points reflect our aspirational client's goal sets.'
[March 2007, Salco Manufacturing. Thanks to Gus Marshall who thinks that 'agreeance is the worst word crime prevalent in Australia today'.](#)

'It's a recognition that many online news consumers are no longer satisfied with the traditional passive relationship with news providers. Instead, we are asking you to enter into a partnership with us - with interaction at its heart.'
[The new look ABC news Thanks John](#)

Our Mission is to foster the growth of Private Label products through the promotion of best practice, quality enhancement and a focus on innovation.
[Private Label Manufacturers Association](#)

'Successful retailers will embrace new communication and marketing models to respond to market segment preferences and ensure in-store customer experiences provide a differentiated value proposition relative to alternative emerging retail channels.'
[Rodney Baurycza, Telstar marketing manager, from Retailbiz.com.au newsletter May 2007- "Time is Ticking". Thanks Gregory Johnson](#)

'Accredited Home Lenders Holding Co. became the latest player in mortgages to the poor and credit-blemished to admit that it was grappling with a liquidity shortfall'.
[The Times London March 14 2007.](#)



'This headline result was in line with expectations as we transition the business through its transformation program and commence implementation of the new growth strategy.'

[In a letter to shareholders from Coles Group Chairman Mr Rick Allert. Thanks to Ian Singleton](#)

Optus

1. 'Recently trying to establish whether or not I could connect to Optus Broadband I was informed that : -I was serviceable at that location.'

Bill Parker

2. 'If you have changed your password, please remember to use your new password to login to Optus and Windows Live ID going forward.'

Murray MacLachlan

3. 'Queensland Health has been advised by Optus that fixed multi-line voice services (telephones) that experienced intermittent problems receiving incoming and making outgoing calls are now being progressively restored.'

[\(Thanks to Peter Laing\)](#)

'Convergence is one of the key trends influencing business today. Likewise, Convergent Document Technology is transforming processes and knowledge management within the modern office.'

[Thanks to Jane who thinks they're talking about a photocopier but isn't sure.](#)

Presenteeism

'I was in a workshop today regarding depression in the work place. The presenter talked about absenteeism and "presenteeism" - as near as I could gather "presenteeism" is when you come to work but aren't really capable of working and probably should have stayed home. Go figure.' [\(Trevor Forsyth\)](#)

'We will be modeling various sensitivities [to?] determine the best strategies to optimize our strong originations forecast and manage asset growth and capital. In addition, we will prioritize the launch of new growth initiatives, as well as the timing of these investments in comparison to the revenue projections.'

[In a corporate memo from a US-owned Canadian company \(thanks to David L. Denomme \)](#)

'We have placed your application on hold within our system ... The estimated completion date is TBA, however this date may be moved forward or back depending on demand and availability of equipment.'

[From a Primus letter. Our contributor wonders if it will be in the morning or afternoon on TBA.](#)

'We are highly focused on constant networking ... We focus on building companies that combine content and community and technology in innovative ways to specifically meet the needs of our customers.'

[Provo Labs \(thanks to John Uibel\)](#)

'We need to manage this issue with soft hands and a dead bat. Our strategic inactivity in relation to temperature management in this case has enabled us to reach tranche 2 without mishap, while achieving equi-marginal efficiency for



trade-exposed industries on a least-cost trajectory within a general equilibrium model.'

Margot Dawson joined up phrases she heard at a recent meeting to create a 'weasel paragraph'.

'Let's just close that TimeBox and move on to the next topic.'

Used by a facilitator at a planning and brainstorming day attended by Bradley Temperley.

'BHP Billiton Petroleum is a high-performance, focused upstream petroleum business that generates consistent, above-average returns and has the organisational capability for ongoing value creation.'

Job Ad in a West Australian newspaper, August 2006 [thanks to Elizabeth Lemon]

'Moisturizer to make her skin resilient, more toned and redensified ...'

Blurb from L'Oreal about their new ads with Diane Keaton [thanks to Karen in Canada]

'Suggestions for enhancing synergies across seamless boundaries'.

Notice on a suggestion box. Our contributor, David, reports that there was only one suggestion: 'Somebody plonked a used teabag in the box'.

CSG

Redefining your food + beverage experience on campus.

Sign at a student union shop in Sydney(thanks to John Paul Cenzato)

'SmartPack has developed an exciting range of marketing initiatives to drive the brand forward, with a vision to be the preferred luggage brand for the world's smart travellers".'

From the Smartpack website (thanks to Dougal Robertson)

'The launch of the new corporate brand identity follows an extensive analysis of the MasterCard brand and the value proposition it represents to constituents ...'

Lester Haines on The Register website notes that the extensive analysis (Thousands of man hours spent in front of a flipchart with a laser pointer scrutinising meticulously-prepared PowerPoint presentations showing the ying-yang relationship between interlocking red and yellow circles with reference to brand awareness in the mission-critical end-user demographic...) resulted in 'bolting an extra circle to the logo'.

(thanks to forum member Pseudonym)

'We all learnt that the only failure in life is the failure to participate and came away as a team of people who are focused on clear outcomes.'

A dental company newsletter summing up their recent Vision Conference (thanks to Jill Knight)

'With respect to your enquiry as to when the system will be available to you again; we advise at this point of time, we have no definitive date with respect to when this functionality will be restored. '

A uni super online message (thanks to J Edwards)



'We appreciate Dell showing strong support for the bulk of our product offering and the strength of our road map.'

Scott McLaughlin, a spokesman for California-based Intel, 19 May 2006

Bloomberg. Thanks to Peter G Dellys who explains: 'Dell has just announced that its chips are going into Dell PCs, mostly at the expense of Intel. Intel still has the majority of Dell's business...'

'Increased competition means we need to operate at our full potential.'

The front page headline on a bank's staff publication. The person who sent this translates it as: 'Work harder, you bastards'.

'We [names deleted] are working with the Advisory Group to look at new ways of representing our values. We agreed that the best way to commence with this Heart and Soul project (Heart and Soul is a new market for us to capture) is to seek your advice and collaboration ... I would like to request your positively inspired thoughts on 'creating a better world in which to work and live' and what this means for you.'

An email (A Value Proposition and Request for Your Engagement) from a Corporate Communications Manager (thanks to anonymous)

'Pfizer Inc is executing a wide-ranging strategy to transform all areas of its business, grow current and new medicines, drive productivity improvements and launch innovative patient-centered healthcare initiatives.'

Pfizer press release (thanks to Christiane Truelove)

'The reasoning for this reflective summary is for you to evaluate your alignment with job enrichment (achieving high satisfaction in your place of work). For some this may involve seeking promotion whilst for others it may involve lateral transfer to one or more locations. It is your own reflection affected by your own career drivers (i.e. what drives you to satisfaction).'

From a memo sent out to participants of a development programme (thanks to Keith who appreciated the explanations in the memo but adds 'I always thought a career driver was a bloke who drove for a living.')

'How we manage our people will reshape the destiny of organisations ... Our obligation to our shareholders and all stakeholders may be best met by effectively making each employee head of corporate responsibility.'

ANZ Bank's chief executive John McFarlane

'The company has made a decision that it really needs to recuperate some of those costs in a business environment in the interest of our shareholders.'

Warwick Ponder, Telstra spokesman, ABC News 2/3/06

'OTIS AT YOUR SERVICE
RE-ADJUSTMENT PROGRAM

To enhance the the performance of the vertical transportation at 222, Exhibition St, we wish to advise that the lifts are going through a re-adjustment program. Please excuse any inconvenience that the process may contribute to the lift services during this period.'

Thanks to Barry Carter, our weaselwordholic (see his confession here) who saw this sign near the lift well at his office.

For whose convenience?



Michael Bauer reports that: 'Panasales' telephone answers with a recorded message: "For your convenience (sic) we have installed an automated menu system...". In this case, the phrase obviously translates as: "for our convenience".'

'As part of our commitment to our clients we are realigning your client management team to further service your current and evolving needs and to strengthen your relationship with us.'

[Bank letter to Roslyn Forrest who says, 'I think they are telling me that my contact at the Bank has been changed ... I suspect that one of them might have been 'realigned' out the door.'](#)

'One of our key differentiators in the highly competitive markets we serve is our customer service and support. To further differentiate ourselves we are allocating a dedicated account manager to every one of our customers and partners. We believe this is vital to enhancing the relationship we have.

[From the Sales Director at destra Business. They host this site.](#)

'Adobe is dramatically advancing its ability to deliver a platform that provides you with powerful solutions for engaging people with digital information.'

[After the takeover of macromedi \(thanks to Michael Southern\)](#)

'A managed process shall be developed and maintained for business continuity throughout the organisation that addresses the information security requirements needed for the organization's business continuity.'

[International Standard ISO/IEC 27001:2005\(E\) Information technology - security techniques. Information security management systems - requirements. Section A14.1.1 \(thanks to Greg Donoghue\)](#)

'Next week the sales teams will convene for our Sales Enablement Event. The concept of SEEs has always been to address the requirement to continually renew and refresh our knowledge in order to understand key environmental/ technological trends, and how to apply these to the solutions we provide to our customers. This focus on continually upskilling our sales force ensures that our status remains favourable under market-benchmarked conditions.'

[Extract from a Sales Director's weekly update \(anonymous contribution\)](#)

'Now Phil, let's just tackle the low hanging fruit first. No need to boil the entire ocean and we do need to make sure we don't throw the baby out with the bath water. Having said that, I object to your accusation but being the most mature will not park your comments in the parking lot.'

[From an acquaintance working for a global American company \(thanks to Philip Martyn\)](#)

'So you start with the research, the needs based research, you go in and you group into segments and then from the segments then you can start developing value propositions. Value propositions segment by segment by segment by segment. Because the key then, and again the big differentiation, is what do you do at that point? How do you operationalise this notion of these value propositions? And the way I think about it and the way I've done it in the past is you execute it in terms of the product sets and applications and services by segment. You operationalise it by the channels that you use to interface with those customers. You operationalise it by the service experience that the customer wants.'



Sol Trujillo, CEO of Telstra, Australia - presentation given on 15 November 2005
(thanks to Steve Golding)

Preferred initiatives will display the following design: . . . Defined timeliness, or 'ripeness' of conditions in the operating landscape of the project.'

Application guideline from the ANZ Trustees Program: National Charitable Initiative (Thanks to anonymous)

'Took me all of the VirginBlue flight (Sun 19 Feb 2006) to work out whether I had anything with "functional modality" that needed turning off. Surely they weren't referring to my hearing aid or pacemaker?'

From Jane Edwards

'Due to a system enhancement'

Reason given by Australian Retirement Fund to Ian Lynch when a record wasn't updated. Ian says 'I did not get the plain, straight forward explanation that I was seeking. So I am none the wiser and am still waiting for the update to be made.'

'I was under the assumption that you were tic-tacing with her in relation to the presso on the development of new client - stakeholder synergerial systems ...'

Overheard on Bourke Street , Melbourne. Thanks to Hugo Marshal

'Supply chain solutions ... Integrated logistics ... Internet fulfillment' Spotted on the side of trucks by Dick Bruce who remembers when 'trucks used to cart stuff.'

The People Principles:

'A "Challenge and innovate" employee "builds on others"' ideas, encourages and owns implementation of ideas"

A "Trust and Team Spirit" employee "instils pride and passion in team achievements".'

New performance criteria for staff at the Commonwealth Bank, quoted from a Financial Services Union journal (thanks to Guido Schiavuzzi)

At IKEA they are never out of stock. An item can however be oversold. (thanks to Tracey)

'Petrobras has established new global benchmarks for the generation of exceptional shareholder wealth through an aggressive and innovative programme of cost cutting on its P36 production facility. Conventional constraints have been successfully challenged and replaced with new paradigms appropriate to the globalised corporate market place.' 2004 press release from Petrobras in 2004. (thanks to Ilona Turnbull)

'As a valued customer, you are invited to accept our invitation ...' Bank offer to increase credit limit (thanks to Ned Callahan)

'The incident was caused by an unforeseen geological event.'

A construction company responsible for building the Lane Cove Tunnel (Sydney) apologising for the partial collapse of a section of the project - under a block of flats. Sydney Morning Herald (thanks to Christopher May who says 'Must be a first? Miners used to have cave-ins.')

'We apologise for delays caused by current network difficulties.'



London Underground announcement following the 7 July bombings (thanks to Andrew Wardle)

'(Company name) provides operator based services to streamline operational procedure with the intent of achieving strategic effect through the efficient use of tactical applications.'

Australian private sector organisation brochure promoting a seminar for members of the intelligence community. They provide security personnel who support military operations by troops in Iraq and Afghanistan. (thanks to Doug Greaves).

'The performance appraisal system was enhanced to include assessment of specific behavioural attributes.' From the 2005 Australian Jockey Club Annual Report (thanks to Andrew McDonald who would like to see the list of eligible attributes).



New acronym: EWLIE - embedded in the business with limited issues/errors. Seen on a draft "balanced scorecard" for 2005/2006 (thanks to Katherine Moyo who thinks 'this a new weaselword for that other cliché "Getting it right the first time"').

'Macro-collective individuality, overarching emotional benefit delivery, authentic tone of voice, a radical category mouthpiece disruptor.' Descriptions for brands in the scotch whiskey industry (Thanks to Alastair who comments 'All of this I would suggest is "'sonically articulating a gonado-centric observational contradiction" or "talking a load of bollocks", as we like to say.'

'We are looking at fuel economy enablisers.' Head of Australian car manufacturing company in response to the issue of fuel consumption. From Alex Doherty who says 'I feel sure that he has informed his management group that this is a "heads up" issue.'

'In the next few years Microsoft will be releasing multiple waves of products that integrate with each other to enable integrated solutions to be developed for customers.' An invitation to an Associate Professional Development Program called 'Microsoft Roadmap' where 'John will provide an overview of some of these product waves and a high level description of some of the forth coming innovations.' (thanks to Charlotte from Canberra)

'Some of the work we're doing is leveraging the global footprint, which is enabling us to do negotiations once and play it out in every country ... The mobility pie for us is expanding...'

'If you walk into the supermarket to buy a ready-to-eat meal for that evening, we want to make sure we are engaging you in a softdrink offering by communicating it to you...'

Quotes culled from a business magazine

'Are you being impacted by a Reduction-In-Force (RIF) within your agency?'
Washington State Department of Personnel

'We invite you to have a look at our deliverables on human factors in our website.' Eurocontrol (thanks to Allan Turton who hopes 'that "deliverables on human factors" is just a result of translation.'

And from an employee opinion survey:

'5. I have a clear sense of how to improve my performance going forward.'
Translation: 'I know what you expect me to be doing.' (thanks to Marbing)

'Instead of a roadshow it should be referred to as the employee stakeholder engagement initiative.

So the focus for the next phase in terms of emphasis should be explaining:

- our commitment to Australia
- who we are and what are our values
- clarifying and refining the distribution channel strategy

Its important to reshape Graham's messaging as he is coming across as being too waffly (sic). (Annoyed tone) He hasn't taken on board our training sessions at all.

Also I had lunch with Jenny and she is feeling loved and engaged and is now back in the loop. She is going to input into the channel manuals.



Also I'm going to be offline from now as I'm going back to the hotel before I catch up with some people later on from HP and PWC.' Translation: I'm fucking off early to have a nap/do some shopping before I get on the piss with my mates tonight.

(Thanks to Hugh who explains 'This person is, of course, hot desking from out of town ... the person's names are changed but apart from that completely as said.'

'A Systems engineer recently stated in an e-mail that he wanted to move some lab furniture around to make more space ... his meeting minutes read that he would be making a user friendliness improvement to the laboratory. Sometimes I wish he'd make a user friendliness improvement around here and shut up! You have a great site. Thanks! ([Thank you, The Dude](#))

From: Staff Notices, Subject: Contact Centre Announcement, Date: Fri, 29 Jul 2005, To: All Fairfax Staff

Please be advised that Amanda Bence and Ann Gallagher left the Company last week, after a carefully considered decision was taken to pursue an enhanced management structure in the Contact Centre. Their direct reports now report to Alison Wallace in Victoria and Owen Bouche in NSW, who will head up The Age and SMH Contact Centres, respectively.' [Read more here](#)

Ann joined Fairfax in August of last year as National Contact Centre Manager. Her contribution to the business included initiatives such as driving outcomes in the areas of outbound campaigning, process re-engineering, KPI setting and management reporting.

Amanda too, has been an asset to the organisation. She has made a significant contribution to the business since May 2001, initially with CitySearch, then managing through Fairfax's sale of that organisation and more recently as National Contact Centre Director, driving outcomes such as increased relevance to the business of our Adonline channel, process re-engineering, cost minimisation, cross-departmental relationship building and management reporting. We wish her well in her new endeavours...

Sincerely, [Christine Barker](#). Group Contact Centre Director Thanks to [Crikey](#)

Retooling our human capital. Another way of referring to potential layoffs. ([thanks to Kirk](#))

'We are moving forward towards best possible project outcomes.' [This was sent in by Patrick Searby who says this 'particularly phrase ... was dragged out by the Project Manager on a regular basis whenever process and procedure were clearly failing to achieve the intended result'](#).

'Also as promised, I did speak to the High Performing Organisation Project Manager (Kathy). She stated that the progress needs to be on bedding down the design prior to then going about any assessment or implementation. Kathy mentioned that from a resourcing standpoint, currently it is only set up with 1.5 FTE to deliver the design work. Following the design signoff an assessment will need to be made around how to resource up for the site gap analysis ... The purpose of the end user workshops is to validate and test the design. They will involve National reps from across the DC network from DC Manager to Team



Manager...' [Email from a Change Management Advisor, Coles Myer Ltd](#) (thanks to Rebecca who says, 'if you can decipher what it means, please let me know.)

'Our theme for the next six months is to become more revenue focused. Every choice of action should be judged by which will most positively affect the companies revenue.' [From a meeting where Dennis Watson works who says, 'Reads to me like damn the product, damn the customers, and to heck with you, just show me the money. Quarterly profits and tomorrows stock price matter much more than quality or satisfaction. See also company-centric.'](#)

Reuters goal is to be the information company our customers value most, by offering indispensable content, innovative trading services and great customer service.' [Reuters Strategy](#) [thanks to Martin]

'....it is critical that we work to ensure that best practise [sic] in financial management and control is replicated across XXXX. The GM Controller will take on accountability for best practise enforcement ... will further enforce the "one truth" approach to data, to improve processes and to increase the visibility and usefulness of financial information.' [Brief from Chief Financial Officer announcing the appointment of a General Manager Controller within a major mining company. July 2005](#) (thanks to Daniel)

'Telstra now refers to a **complaint owner**. Our contributor (Lindsay Ellison) says, 'Surprisingly, this does not refer to the customer (whose complaint it is) but to the person (the employee, although, no doubt, by a much fancier name) whose privilege it is to handle the complaint. Presumably, once complaints are owned they can be sold. No wonder the share-price is down.' ([Thanks Lindsay](#))

'Air Liquide Australia says its new Floxal inert gas generating system is an effective mobile inertising solution that prevents gas explosions in underground mines.' [In Ferret.com.au](#) ([Thanks to Jim Devine](#))

'Many remain either complacent about the need to embed ethics as a core pillar of organisational life ... ethical challenges come about because of a culture of indifference or a set of behaviours that model a "if only we had the time" managerial mindset.' [Dr. Attracta Lagan is National Director Ethics & Sustainability Services at KPMG](#) (thanks to John O'Brien)

'In this scenario, our website will become more robust, efficient and flexible; downtime can be minimized to around 0.5% once the target being [sic] achieved.' [Publishing company](#)

'On the XX May, the senior management teams of both the XXXX and XXXX met together in Sydney for a workshop on the Co-Operation Project. The primary purpose of the day was to discuss the full list of current project opportunities and to focus on the core strategic Project objectives. It was a great success in achieving a strong sense of Project ownership and optimism which we are confident will cascade to all stakeholders through the on-going communications process and staff Project participation.' [From an internal memo from an anonymous contributor.](#)



'On-the-ground presence, an American military expression meaning 'soldiers with guns', was used in a pamphlet last year by Telstra to describe their customer service representatives in country areas. [From Susan Butcher and Carol Wood who 'do not find this as reassuring as Telstra evidently hopes.']

'Solutions Adding Value' On the logo for Data#3 [thanks to Nigel Armfield]

'Marketing spend, wine category fundamentals, completed the reconfiguration of the manufacturing supply chain, significant progress against initiatives, integration activities have commenced, significant progress was made against the One Team/One Foster's initiatives, as a multi-beverage and multi-regional business our ultimate source of sustainable competitive edge is to share resources, infrastructure and capabilities across the group, Fosters is at the front end of a sustained period of strong organic growth, initiative to grow revenue through increased investment in brand building and innovation, must innovate across its business, to drive innovation, innovation framework.' All used in Foster's News, shareholder newsletter, April 2005 [thanks to Henrie Ellis]

'Mission Goals and Objectives

Understanding the needs and expectations of our customers as well as those of the overall XXXX organization (ie the Win Strategy) is important as we prepare to solve problems or strive for improvements. Furthermore, each business unit and work group (or team) has defined specific performance targets to support this mission and to meet these goals and objectives. This is where our improvement efforts begin. Review the relevant goals and objectives and keep them in mind throughout the improvement process.'

Once the teams are fully implemented and the projects are transitioned, each team will be processing information and projects on a FIFO basis (First-In, First-Out). That is, once a project is started, it will be completed up to its end point in the process before another is started.' From a memo to Products Specialists Regional Directors re: Project Management. [thanks to Peter A Fuller]

'I'm responsible for direct strategy and building front end and lead generation for all business channels, which incorporate advisory, business finance and debtor finance.' A quote from a CEO in the Financial Review Liftout Section, February 2005 [thanks to Terry Anderson]

'Where scope for optimisation is identified, the knowledge gained flows directly into the development effort... As early as the development phase, we introduced a process-oriented environment management system which serves towards systematic and effective realisation of the environmental policy and objectives. This environmental management system was certified to DIN EN ISO 14001 in February 1997 at the Böblingen facility. Within the framework of annual internal and external monitoring audits, this system is monitored and optimised in accordance with the continuous improvement process.' Smart Australia, website owned by DaimlerChrysler [thanks to Charlie Sanders]

'It's a danger but in the sense the debt, I think, is a short deterrent because very few companies would take on that sort of gearing on day one, particularly since this deal is based on what we call in-market Australian synergies.' Trevor O'Hoy, Fosters CEO, on the merits of Fosters takeover of Southcorp, ABC radio [thanks to George Shirling]



'My telephone was not working last week. Telstra assured me that the line would be fixed by Wednesday (2.2.'05). On Friday (4.2.'05), I was told by a Telstra representative that Telstra is going to "extend its commitment" to me. This is weasel speak for "we have failed to fix your phone by the agreed date. We are poor managers and do not value your custom". [\[Thanks to Anne Webb\]](#)

'Upon learning of the concern we immediately engaged with the Euroscience association and are in the process of addressing this misunderstanding.' [A spokesperson for the Microsoft after Bill Gates unveiled the EuroScience partnership scheme at a meeting in Prague. BBC News, February 2005](#)

'Some time ago you might remember that XXX, XX, and I presented to you all - in meetings and workshops - some proposed workflows that aligned accountabilities and described engagement points for the Greater XXX Group.

The workflows and engagement activities were being reviewed as part of reassessing the cross-functional team now that XXX and XXX had brought new roles into the team; as well as optimising our operations to maximise our success in delivering the XXX Strategy that was commissioned at that time...

XX and XXX would now like to present that feedback to the team in the form of a workshop where we step through various scenarios using the revised accountability workflow; and also discuss how we will be implementing and collecting additional feedback on the operational of the realigned model over the next 3 months - process champions, collection of future feedback, current actions outstanding, etc. This workshop represents the gateway for operational use of the workflows ... Please make the time to attend this last-off meeting so we can roll straight into the strategic work with the engagement guidelines in place and being monitored from this point.' [From an email. Subject: Project Wrap-Up - Cross-team process review and alignment \[thanks to Bronwyn Howard\]](#)

'To help deal with this problem, I asked our management team to prioritize the physical adjacencies needed for each work unit to operate efficiently.' [From an all-staff e-mail about where new staff are going to sit, from the Director of Product Development, \[thanks to Susan Carleton\]](#)

'The enablers revolve around the creation of a fund level data store at a level of detail that will support the sort of drill downs specified in the data framework referred to above, including individual details.

Above this will be a datamart derived from the data store and aggregated to a level that supports the types of analyses the client requires to identify trends or segregate segments and clusters. The use of aggregated data to establish segments and clusters and to identify trends will offer favourable response times by narrowing the amount of data to be churned in the interrogation and filtering process.' [From a memorandum sent by a Superannuation Administration company in Melbourne to their clients regarding a new software tool.](#)

'Luminosity blends strategic, creative and technical minds to deliver successful outcomes through targeted visual communication. Working closely with our clients, we develop brand identities, corporate publications, advertising and



marketing communications, internet applications, and related e-business solutions.' [Luminosity \[Thanks to Leah Dent\]](#)

'We want to personally thank you for submitting Microsoft your suggestion.'
[From Scott Watson, who wonders how an automated webpage can personally thank him.](#)

'eighthgate is CitiPower and Powercor's Innovation Initiative. It is a conduit for unlocking and fostering innovative thinking, with true entrepreneurial spirit, and converting that thinking into outcomes.' [Powercor.com.au](#)

'Processes and documentation are being development [sic] to expedite the evaluation and prioritisation of enhancements going forward.' [Memo to staff from General Manager Customer Services - Country Energy, Australian power company.](#)

'The 2005-2007 plan is based on a revised business model which recognises the market focus of the organisation and aligns relevant activities to ensure that we maximise the level of collaboration to achieve the targeted plan outcomes. This has required a refocusing of our current organisational structure (Refer Appendix A) to comprise three core business groups and a CEO directed support unit comprising marketing, HR and special projects.' [From a document released by EAN Australia in 2004.](#)

'Hence we have created a beacon statement that embodies the originality, pioneering spirit and distinctive personality of Wyndham Estate.'
[Marketing Manager for Wyndham Estate, Bryan Fry, said consumers needed strong brands with a meaningful proposition \[thanks to Mike Southern\]](#)

'The suspension of levy collection for a period in no way signifies any decline in industry commitment to the program,' Brown says. 'It only denotes the program is going through a consolidation phase as it continues its steady growth path.'
[Glenn Brown, Australian Mobile Telecommunications Association \(AMTA\), Sydney Morning Herald, 30 Nov, 2004 \[thanks to Louis du Plessis\]](#)

'The Unilever community is shaped and led by its people, who operate creatively within a framework of shared values and business goals.'
[Unilever Australia 'Our People'](#)

'We value: Safety and the Environment - An overriding commitment to health, safety, environmental responsibility and sustainable development.
Integrity - Doing what we say we will do.
High Performance - The excitement and fulfilment of achieving superior business results and stretching our capabilities.
Win-Win Relationships - Having relationships which focus on the creation of value for all parties.
The Courage to Lead Change - Accepting the responsibility to inspire and deliver positive change in the face of adversity.
Respect for Each Other - The embracing of diversity, enriched by openness, sharing, trust, teamwork and involvement.'
[BHP Billiton Charter](#)



'Hunter was a key contributor and mentor in the development of The Natural Advantage of Nations and has expressed genuine excitement at the insurmountable opportunities available to these groups, identifying Australia as having "the potential to be a sustainability superpower.'
[Natural Edge Project, Sustainable Business Practice Tour](#)

'As a business owner or manager, you wear different hats and juggle several 'management' balls at once.'
[Good Business, Westpac Issue 3 2004](#)

"We did a review last year and decided that we should specifically target our community outlook to the environment. Our core business remains vehicle finance and given the impact vehicles have on the environment, we are committed to leveraging our strengths as an organisation to give back to the environment."
[Preston Leader, September 7 2004](#)