



Weasel Words Archives – Corporation quotes

'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](#)