

Jargon Index

Grant Thornton LLP has released a first-of-its-kind Jargon Index, which assesses trending terms and ranks business jargon by popularity. To produce the Index, Grant Thornton analyzed 124 jargon terms on Fortune 500 company websites, and in press coverage and social media during the first quarter of 2018.

Results below are ranked by total uses.

Rank	Terms	Q1 total uses	Percent change over time <small>(Jan 1, 2018 - March 31, 2018)</small>	Mostly corporate use? <small>ⁱ</small>	Example ⁱⁱ
1	Best in Class	71,729	16.16%	Yes	"build a best-in-class campaign"
2	Value Add	56,657	12.04%	Yes	"Provide value added service and access to clients"
3	Game Changer	48,862	12.65%	Yes	"Industrial game changer : how the IoT is rewriting the rules of maintenance"
4	Action Plan	26,863	-17.06%	Yes	"We've got you covered with this six step, business focused, action plan "
5	On the Same Page	26,333	0.28%	Yes	"we're all on the same page "
6	Game Plan	25,291	-26.25%	Yes	"Before you meet with clients on their game plan for the year ahead, view our 2018 Outlook portfolio playbook."
7	Thought Leadership	22,956	20.15%	Yes	" Thought leadership & world visibility-a superb way to differentiate your healthcare"
8	Brainstorm	21,155	42.39%	Yes	"need to find more friends that I can brainstorm with who don't immediately transition into why things won't work"
9	Price Point	20,988	-10.82%	Yes	"Clients, at what price-point do you consider a provider's hourly rate to be high-end or top dollar?"
10	Organic Growth	20,983	-6.55%	Yes	"M&A strategy to drive organic growth on top of acquisitions of very specific companies"
11	Deep Dive	19,103	31.06%	Yes	"Interesting deep dive into how colleagues involved in addiction & public health think funding should be allocated to effectively address"
12	Customer Centric	17,360	3.15%	Yes	"All of those are still customer-centric business problems to solve."
13	In the Pipeline	13,791	-17.01%	Yes	"One of the first things we need to do is get it in the pipeline. "
14	Hit the Ground Running	11,456	-20.67%	Yes	"They've hit the ground running , they're doing great work."
15	Moving Parts	11,200	-5.44%	Yes	"We know that with a project comes numerous moving parts. "
16	Bring to the Table	10,189	-14.26%	Yes	"I've been fortunate in my career to work for a company that sees the value I bring to the table as a professional."

17	Bang for your Buck	9,950	-7.02%	Yes	"This Founder Explains How to Get the Most Bang for Your Buck in a Collaborative Workspace"
18	Laser Focused	8,394	-6.63%	Yes	"As an entrepreneur, you love your business like a child, and you're taught to be laser-focused on the business."
19	Move the Needle	8,325	-4.69%	Yes	"It's how I do my part in moving the needle forward."
20	In the Driver's Seat	8,055	17.79%	Yes	"New fellowship program puts teachers in the driver's seat for policy work."
21	Gatekeeper	7,813	34.50%	Yes	"An OBM can act as a gatekeeper on behalf of you, so that you get more done & achieve a better work/life balance."
22	Low Hanging Fruit	6,889	-39.49%	Yes	"To be clear: retail banking is a HUGE business. But it's also where the low hanging fruit is."
23	Lean in	6,756	41.37%	Yes	"When you want your audience [jury, judge, boss, etc.] to really lean in and listen, don't forget the power of a whisper."
24	Jump Ship	6,689	-16.10%	Yes	"I guess they decided it was better to jump ship ."
25	Results Driven	6,674	26.95%	Yes	"Are you a results-driven technology innovator?"
26	Flesh out	6,639	1.88%	Yes	" Flesh it out fully and let your heart and desires govern the whole thing, don't hold back at all."
27	Up the Ladder	6,545	2.05%	Yes	"The person I worked for was afraid I'd grow within the company higher up the ladder than she could imagine for herself."
28	Bells and Whistles	6,417	-9.17%	Yes	"I tend to get rid of all the bells and whistles ."
29	All Hands on Deck	6,260	52.14%	Yes	"For our planet's coral reefs, it's truly an all-hands-on-deck moment."
30	Loop in	6,255	-25.50%	Yes	"On keeping women on the loop in the banking business..."
31	Nuts and Bolts	5,941	-10.74%	Yes	"When we have colleagues who understand the nuts and bolts of their clients/employers."
32	Smoke and Mirrors	5,849	7.53%	Yes	"Eliminate the smoke and mirrors using smart tools & technology."
33	Drill Down	5,685	-4.29%	Yes	"Everyone talks about customers and #CX, but this really helps drill down into why customers make the decisions they do."
34	Back to the Drawing Board	5,657	7.68%	Yes	" Back to the drawing boardmy greatest asset, work ethic."
35	Action Item	5,163	3.22%	Yes	" Action items for women entrepreneurs."
36	Window of Opportunity	4,858	-5.71%	Yes	"Seems like a window of opportunity has opened."
37	Out of the Loop	4,712	0.95%	Yes	"being kept out of the loop "
38	Pain Point	4,698	-12.26%	Yes	"You have to choose the right tools and, more importantly, solve the right pain point in your business."

39	Think out of the Box	4,548	25.64%	Yes	"Bringing exceptional dimension to any work force, with unique skills; innovation, big picture and out of the box thinking and creativity to any situation."
40	Recreate/Reinvent the Wheel	3,577	-7.60%	Yes	"What is open source? Possibility. Sharing. Don't reinvent the wheel. "
41	Open Door Policy	3,463	-4.77%	Yes	"Elevate safety awareness, have an open door policy , have fun."
42	Bleeding Edge	3,460	82.34%	Yes	"Come join us, get amazing experiences at the bleeding edge of design, business and tech."
43	Up the Chain	3,445	-9.73%	Yes	"When someone up the chain drops a day's worth of work on you on Friday at 6pm."
44	Circle Back	3,374	-10.21%	Yes	"Phrases I heard in a social media marketing firm's office: circle back. "
45	On my Radar	3,024	6.69%	Yes	"You guys fell on my radar this morning."
46	Core Competency	2,949	8.15%	Yes	"Good managers invariably are comfortable communicating yet this core competency is often ignored when making management hires."
47	Ducks in a Row	2,252	-25.52%	Yes	"Are your business ducks in a row so you can retire?"
48	Strategic Fit	2,087	-25.81%	Yes	"Our new framework helps companies avoid that by providing the perfect strategic fit between an executive & company."
49	Corporate Values	1,704	189.83%	Yes	"since her recent comments are not consistent with our corporate values to treat everyone with dignity and respect"
50	Backburner	1,632	-21.04%	Yes	"I put it on backburner so I could finish my work so I'm excited to be done."
51	Above my Pay Grade	1,203	1.40%	Yes	" Above her pay-grade means she isn't part of the executive team that makes those decisions."
52	Bubble Up	1,152	-13.44%	Yes	"What's the best behavior management plan when low-level disruption begins to bubble up ?"
53	Spinning your Wheels	1,149	-19.15%	Yes	"Without direction, you're just spinning your wheels. "
54	Circle the Wagons	1,133	-57.32%	Yes	"But while the circle-the-wagons systems may work great, they look ridiculous."
55	Pow Wow	1,011	29.47%	Yes	"My new supervisor does these pow wow things where we get free time off the phones and just sit in the chat room and talk."
56	Scope Creep	988	-28.25%	Yes	"Let's talk about how to control one of the main causes of scope creep. "
57	Data Dump	854	-0.61%	Yes	"...it's frustrating that this particular data dump doesn't allow us to compare..."
58	Hit it out of the Park	792	8.52%	Yes	"WOW you guys hit it out of the park with this one, simply amazing!"
59	Back of the Envelope	772	-26.22%	Yes	"It is indeed a tangled tail, but if you accept the level of "back of the envelope" calculation..."
60	Pick your Brain	756	-0.39%	Yes	"I would love to pick your brain about it and vice versa."

61	Take One for the Team	716	-14.11%	Yes	"She is supposed to take one for the team so you can feel better?"
62	Soup to Nuts	715	-3.67%	Yes	"You might be surprised how many people want an executive ghostwriter who does it all soup-to-nuts. "
63	Make Hay	699	25.65%	Yes	"Being a seasonal business, we need to make hay while the sun shines."
64	Kick the Tires	492	-10.99%	Yes	"If you have a business idea you'd like to kick the tires on..."
65	Area of Opportunity	461	-61.92%	Yes	"New area of opportunity? "
66	Hold Down the Fort	422	36.07%	Yes	"Sometimes he would let me work from home in which case I had my secretary hold down the fort. "
67	Peel Back the Layers	417	30.97%	Yes	"In our first blog post, we peel back the layers of the anti-malware pipeline."
68	Chat Offline	356	-66.05%	Yes	"I am happy to chat offline with you if you want more info!"
69	Blue Sky Thinking	265	-35.34%	Yes	"management speak like blue sky thinking "
70	Solutioning	258	26.74%	Yes	"A welcome reckoning and reconciliation between business/architect/systems types and empathic solutioning designers."
71	Boil the Ocean	190	29.63%	Yes	"...more importantly, trying to boil the ocean resonates..."
72	Circle up	174	-35.90%	Yes	"Today in our circle up , I asked them to share whatever goals they are working on."
73	Jump on a Call	154	8.33%	Yes	"When someone from a group project says "I think we need to jump on a call to discuss this work" instead of using Google Docs for collaboration..."
74	Tiger Teams	150	-84.52%	Yes	"He should have been hiring tiger teams (for project management) to start the process."
75	Throw under the Bus	135	11.11%	Yes	"He has tried to throw under the bus a couple of times."
76	Get on the Horn	127	-71.95%	Yes	"You need to get on the horn to the Chicago office"
77	Swim Lane	122	83.33%	Yes	"Learn how Swim Lane Diagrams can help you work more effectively across multiple teams."
78	Close of Play	121	4.65%	Yes	"Coming to close of play on Black Thursday and it's been a great effort to get all the practice rx requests done!"
79	Singing from the Same Hymn Sheet	68	87.50%	Yes	"Four steel executives, steel union leader and steel MP all singing from the same hymn sheet. "
80	Give 110%	61	-42.86%	Yes	"Always give 110% so at the end of the day if something doesn't work you know you gave all you had."
81	Put a Pin in it	45	-33.33%	Yes	"Let's put a pin in that for now."
82	Run it up the Flagpole	41	-37.50%	Yes	" Let's run it up the flagpole/food chain. "

83	Sharpen the Pencil	33	-46.15%	Yes	"I start work on a website for a friend next week, time to sharpen the pencil. "
N/A	Status Quo	63,841	3.03%	No	"I fight against the status quo. "
N/A	Bandwidth	44,677	-0.22%	No	"How do you determine the bandwidth you'll need?"
N/A	Level Playing Field	35,946	8.98%	No	"Not having a level playing field would stunt American innovation."
N/A	Buy in	33,707	-5.81%	No	"How to Use Mockups to Get Buy-in and Speed Up Your Releases"
N/A	Out of Pocket	31,288	31.53%	No	"I was out of pocket , but it was the only way to get the job."
N/A	Best Practice	29,401	-1.04%	No	"More on diversity, inclusion and best practice in the workplace"
N/A	No Brainer	28,079	5.77%	No	"Making work, obviously, people come and view it and judge it... it's a no-brainer "
N/A	Cadence	25,364	11.50%	No	"Challenge it for lucidity, accuracy, originality, and cadence. "
N/A	Facetime	16,182	-13.17%	No	I've been mentioning Group FaceTime calls for about 4 years."
N/A	It is What it is	12,581	15.62%	No	"Oh well, it is what it is. "
N/A	Ping me	10,027	-25.45%	No	" Ping me if you're looking for a job."
N/A	Elephant in the Room	8,197	-10.22%	No	"Decided to deal with the elephant in the room... "
N/A	Table This	6,404	-2.47%	No	"Had to tell my co-worker we should table this. "
N/A	Get the Ball Rolling	5,800	-5.51%	No	"What's a good way to go about getting the ball rolling? "
N/A	Fire Drill	5,001	557.62%	No	"He is beginning to transition into fire drill behavior."
N/A	Strawman	4,699	1.76%	No	" Strawman argument."
N/A	Take it to the Next Level	4,190	20.93%	No	"Ready to take it to the next level. "
N/A	Learning Opportunity	4,110	-9.92%	No	"Excellent learning opportunity to work on our Incident Command decision making."
N/A	Nixed	3,771	-37.37%	No	" NIXED "
N/A	Over the Wall	3,748	88.04%	No	"Sales no longer felt marketing was just dumping leads over the wall without qualifying them for likeliness to buy."
N/A	Piggyback	3,539	1.24%	No	"It is unethical to ride piggyback on a campaign..."
N/A	Pound Sand	2,912	-50.85%	No	"I've written to the office & they told me to go pound sand. "
N/A	Back of the Net	2,457	21.63%	No	"But they are totally going to smash a version of the EU withdrawal bill into the back of the net? "
N/A	Hot Button Issue	2,354	-54.60%	No	"It's definitely a hot-button issue for me. "
N/A	Park a Project	2,292	-4.34%	No	"The vast Park project is one that we are proud to be part of."
N/A	Same as Last Year	2,137	82.43%	No	"But in all honesty, this team didn't do anything besides stay the same as last year. "
N/A	Hard Stop	2,051	275.62%	No	"Determine a hard stop for meetings."

N/A	Action a Project	1,859	23.58%	No	"Through events, work days, and other calls to action the project provides compelling ways for community members to step in and help out."
N/A	Play Hardball	1,193	8.71%	No	"The management has to authoritatively play hardball with meta-services to become the king of the industry."
N/A	End-Around	1,005	1.39%	No	"You might discover he pulled an "end around" on the group."
N/A	No I in Team	768	-4.92%	No	"One last thing there is NO 'I' in TEAM. "
N/A	Drink the Kool-Aid	536	-12.44%	No	"Glad you decided not to drink the kool-aid. "
N/A	Dot the I's and Cross the T's	435	-48.82%	No	"I think leadership is more than just being able to cross the t's and dot the i's. "
N/A	What's on your Plate	322	-28.99%	No	" What's on your plate today? "
N/A	Around the Horn	298	36.14%	No	"How does around the horn point system work?"
N/A	Square the Circle	257	-33.33%	No	"Discussing how to square the circle between sustainability, interest rates and client protection."
N/A	Pulse Check	223	59.68%	No	"While I thrive within the chaos of the biz have to know when to pulse check for a quick reset."
N/A	Joined Up Thinking	209	-52.63%	No	"Some great joined up thinking between the council and business community."
N/A	Take it Offline	137	32.43%	No	"Don't take it offline. "
N/A	Pin for Later	104	9.38%	No	"Get the recipe here or pin it for later. "
N/A	Kick Something into the Long Grass	30	20.00%	No	"We are determined to kick this problem into the long grass. "

About Grant Thornton's Jargon Index

The Grant Thornton Jargon Index is a ranking of commonly used business jargon terms and phrases developed using Brandwatch. This inaugural index tracked mentions of 124 key business jargon terms from January 1 – March 31, 2018. Results were edited to eliminate spam and irrelevant mentions. Grant Thornton's Jargon Index is part of the firm's "Status Go" brand platform, which emphasizes challenging the status quo in a forward-thinking way that produces results for clients.

ⁱ Some terms were used only in reference to business, while other terms were used in additional contexts, such as politics or sports. This column distinguishes between those terms used primarily in one context vs. multiple. Terms used in multiple contexts are included, but not ranked.

ⁱⁱ Actual examples found online. We've eliminated references to companies, brands or personal identifiers, as necessary.