

THE SPLAIN SHOW PRESENTS

THE SPLAIN GAME

RIGHT?!?!?



BUZZWORDS

FOR THE 2 PEOPLE WHO DON'T KNOW... WHAT ARE BUZZWORDS?

Buzzwords are terms or phrases that become very popular in specific contexts, particularly in business, technology, and marketing. They are often used to impress or persuade an audience by seeming cutting-edge or in-the-know, even if their meaning is not entirely clear or substantive. Buzzwords can sometimes provide useful shorthand for complex ideas, but they often lose their impact through overuse, turning into jargon that lacks clear meaning or becomes cliché.

Over Reliance on buzzwords can lead to communication that *feels superficial or insincere*, potentially alienating the audience. It can also mask a lack of real understanding or depth in the topic being discussed.

Synergy

Disruptive

Bandwidth

Leverage

Paradigm Shift

Agile

Big Data

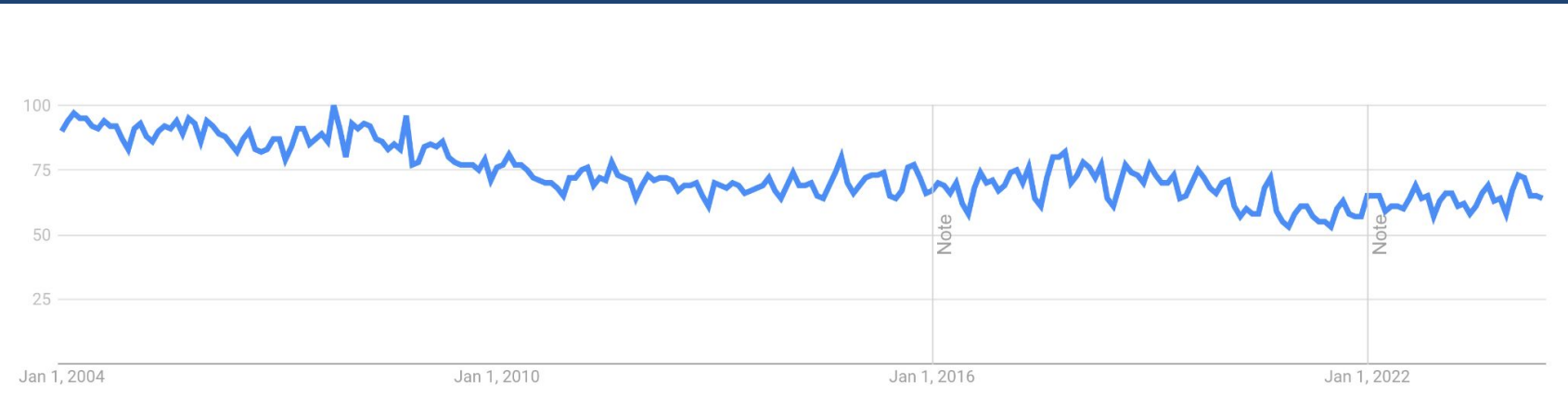
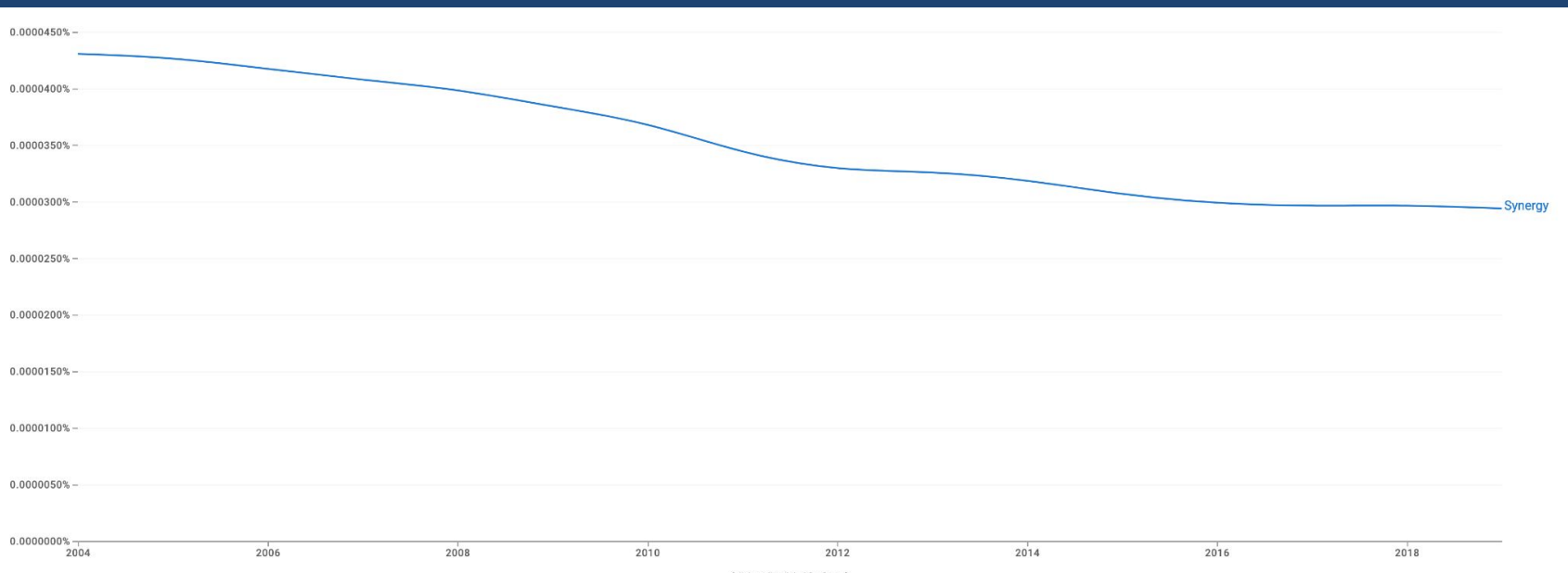
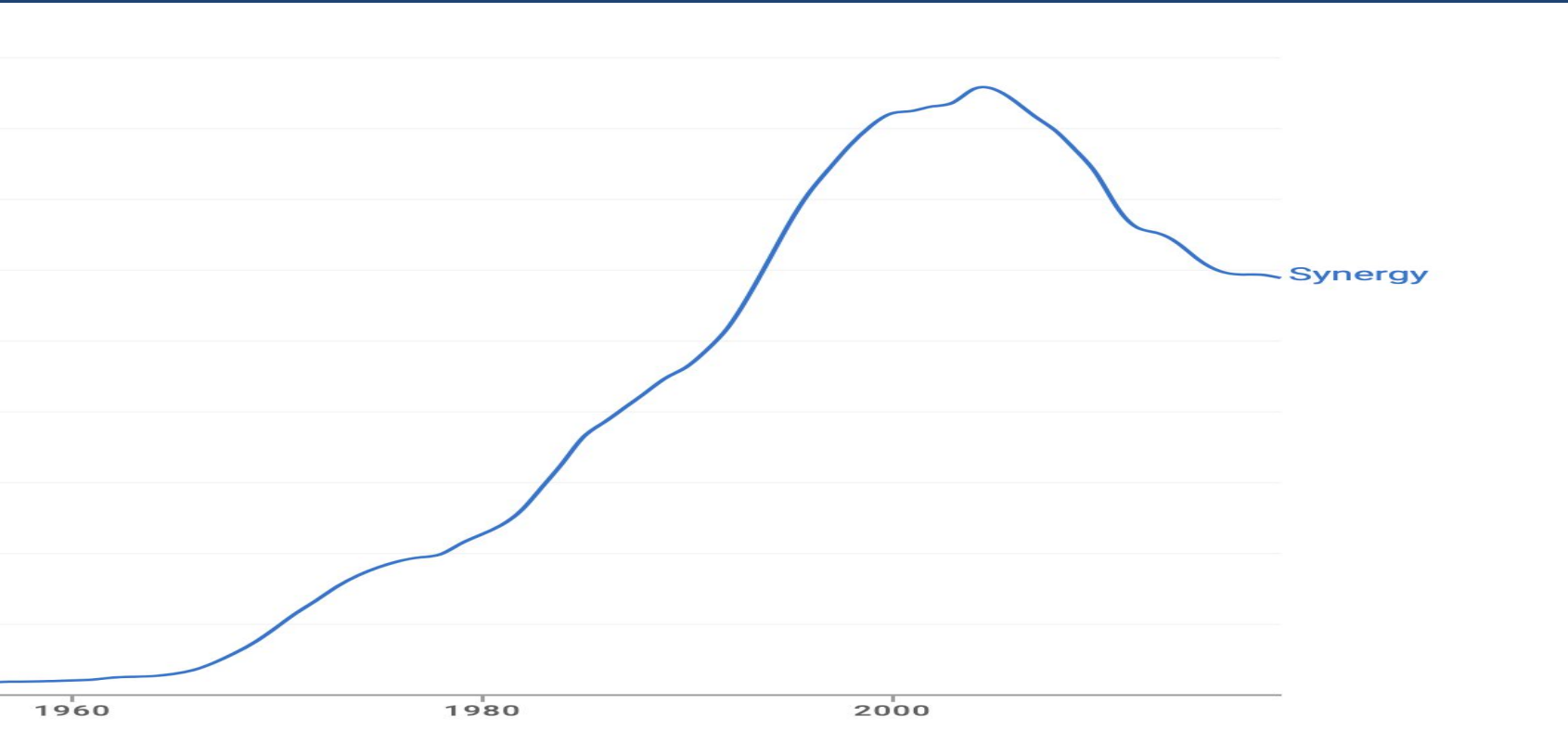
Scalable

Deep Dive

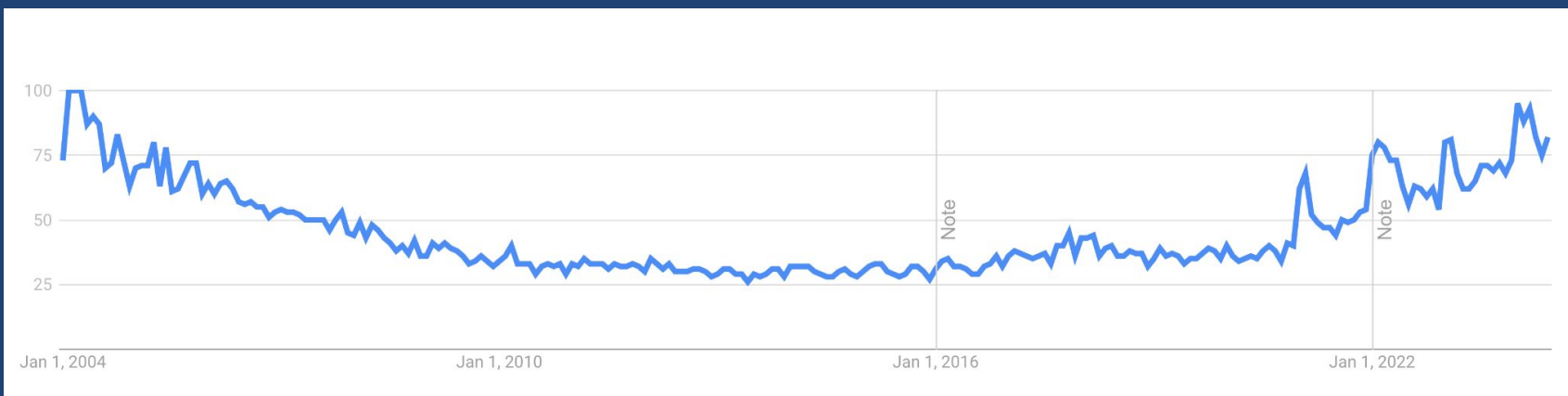
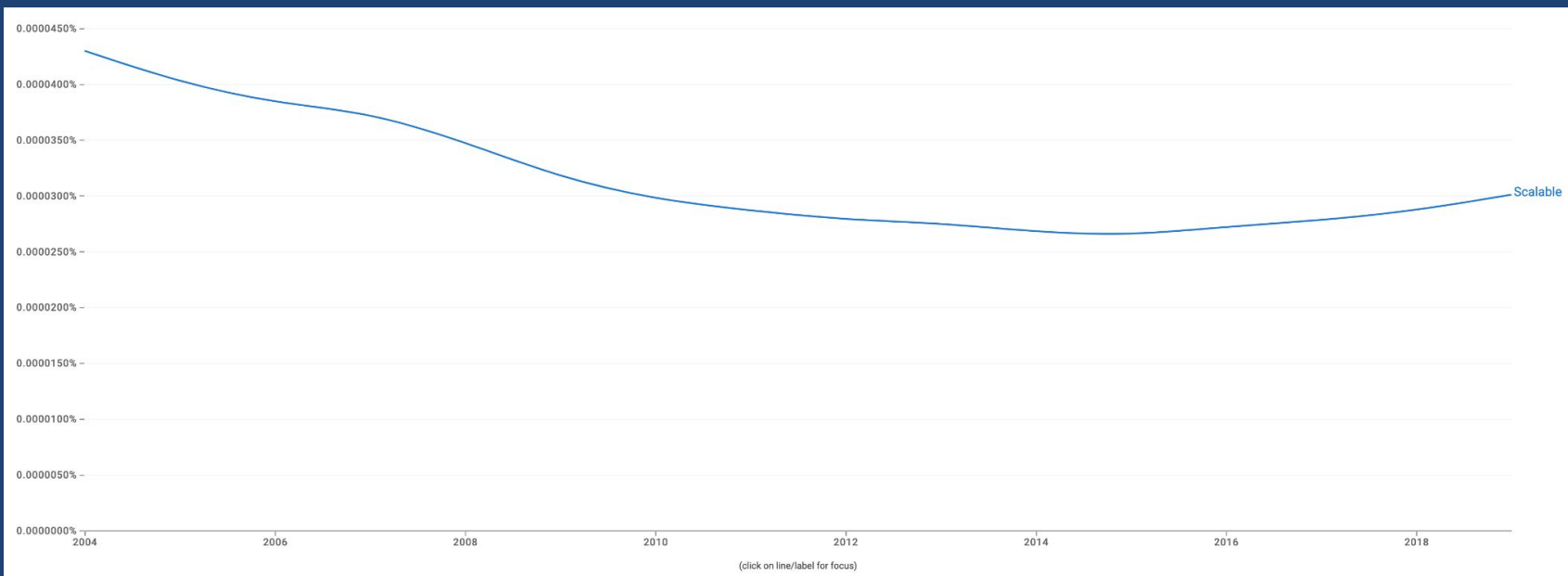
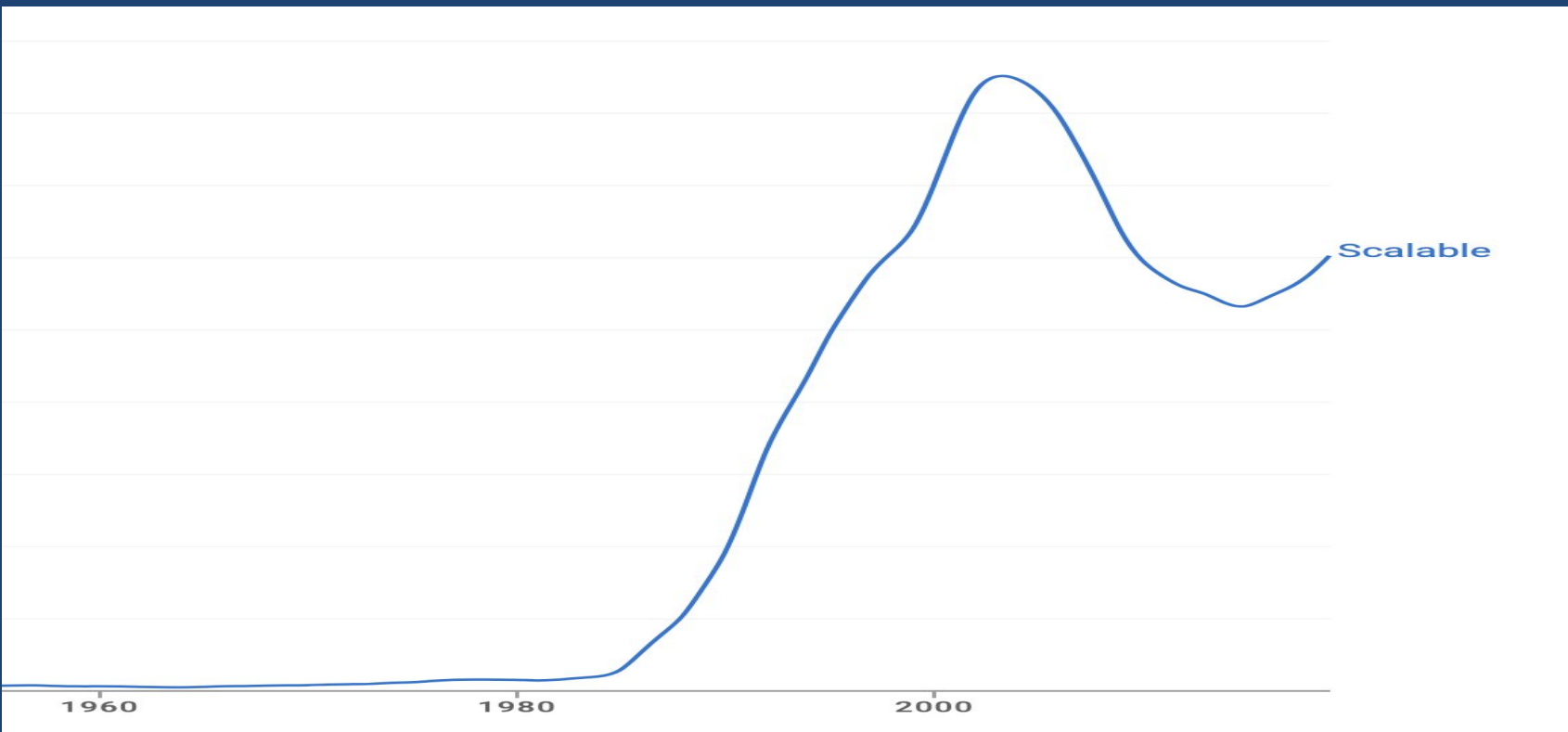
Innovative

USE OF BUZZWORDS.

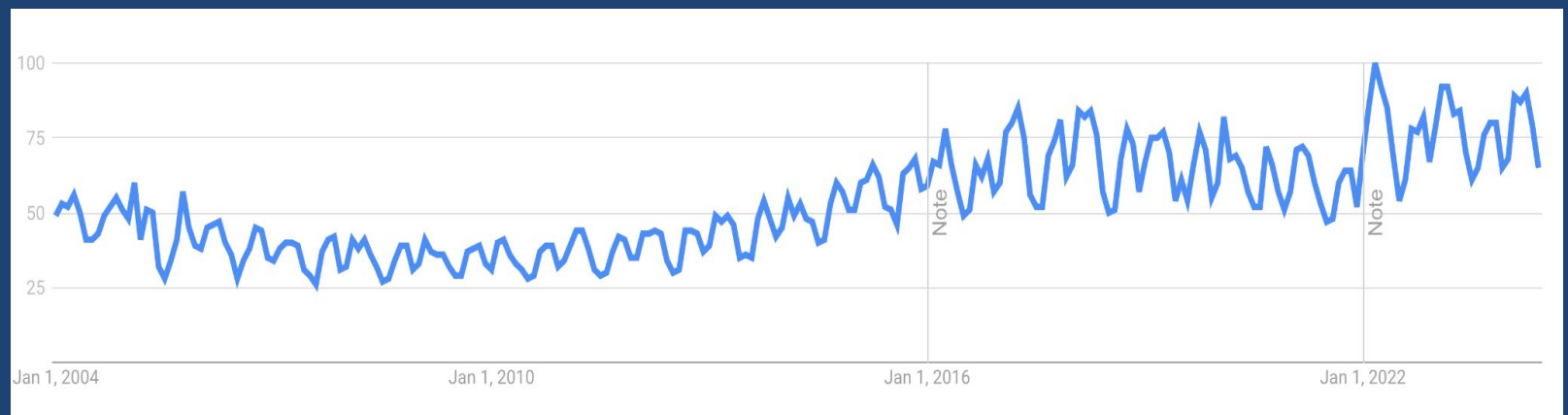
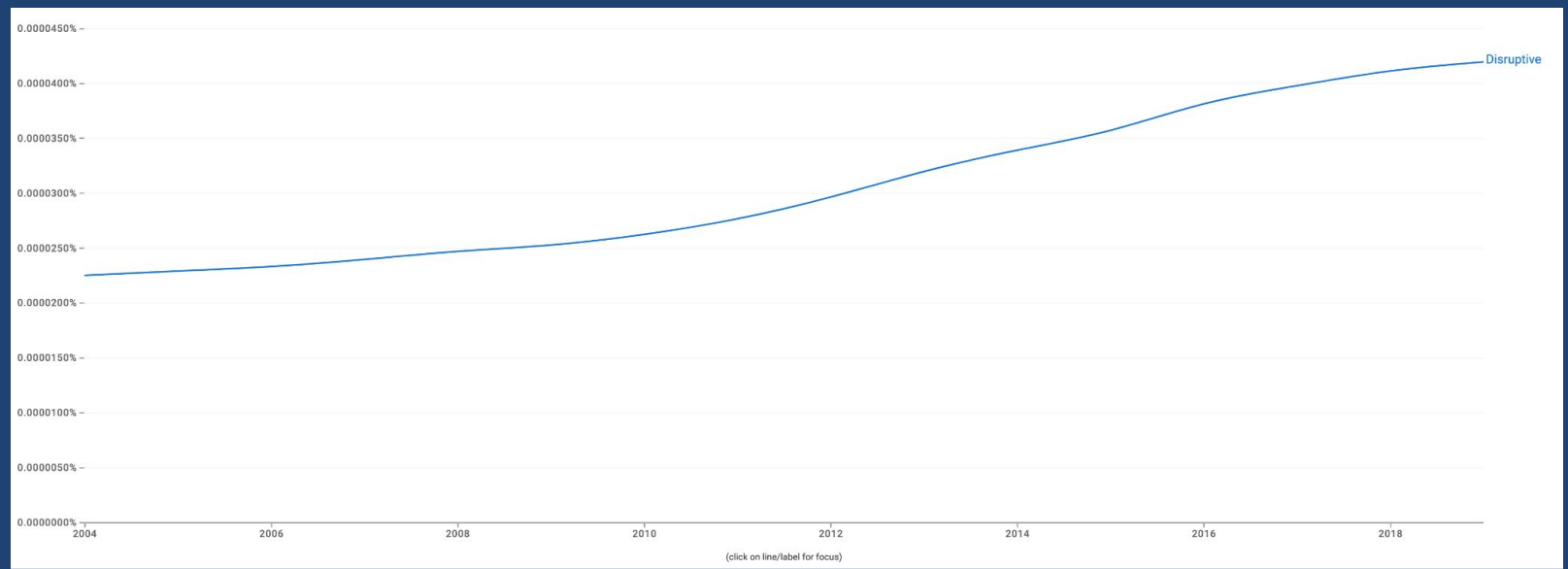
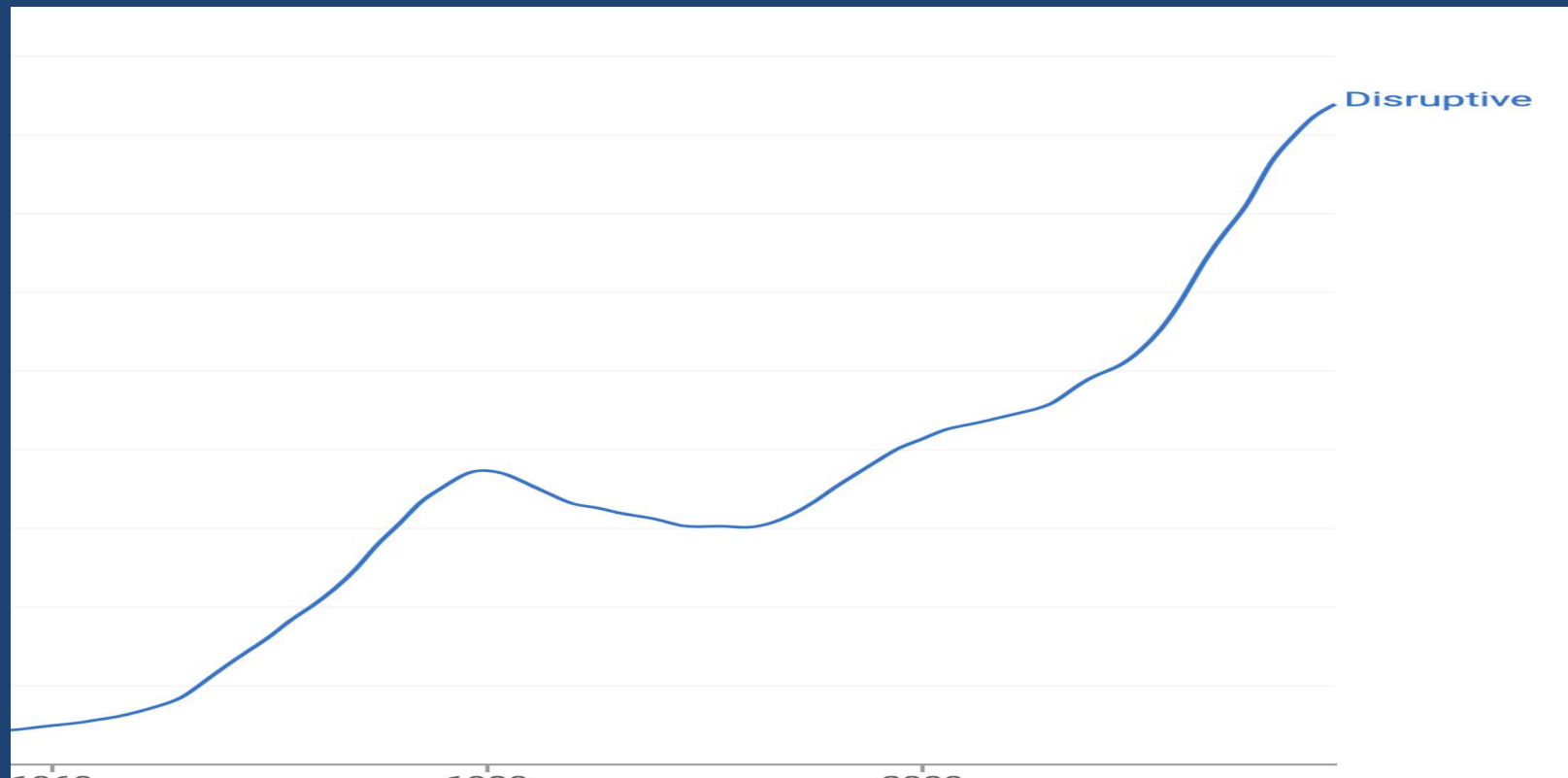
Synergy



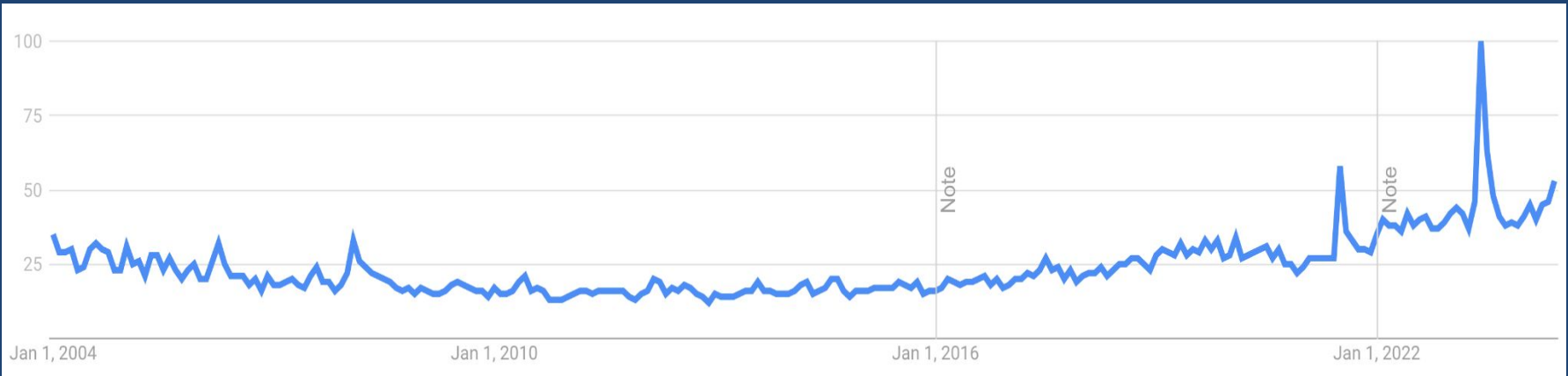
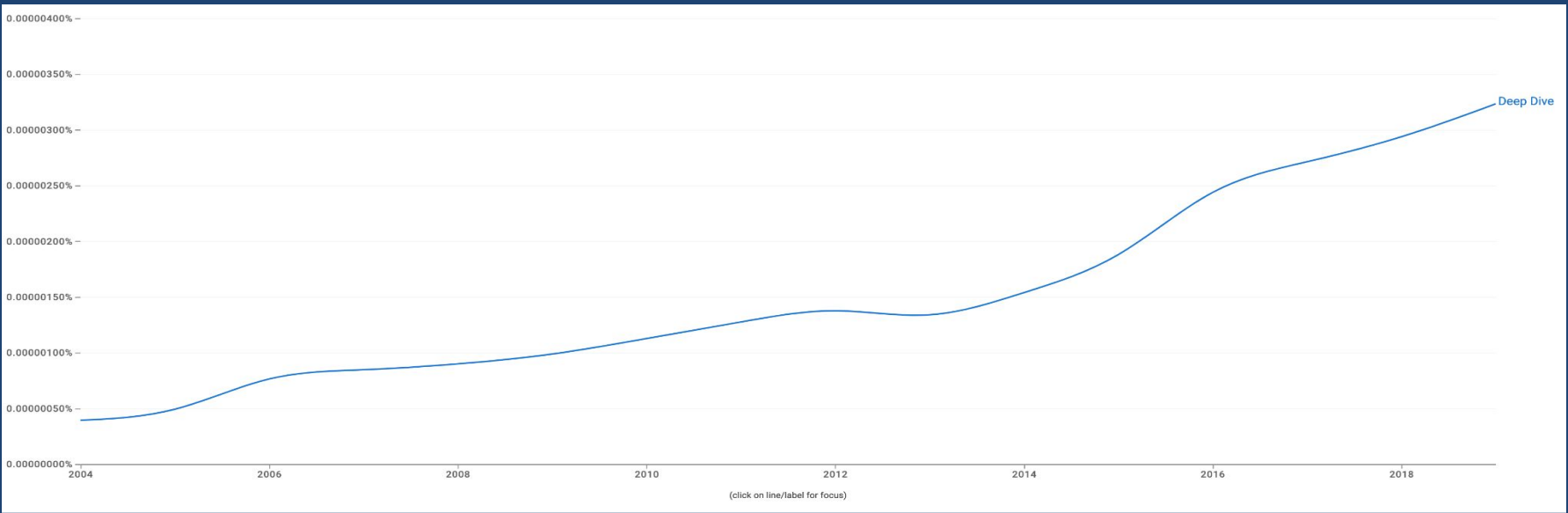
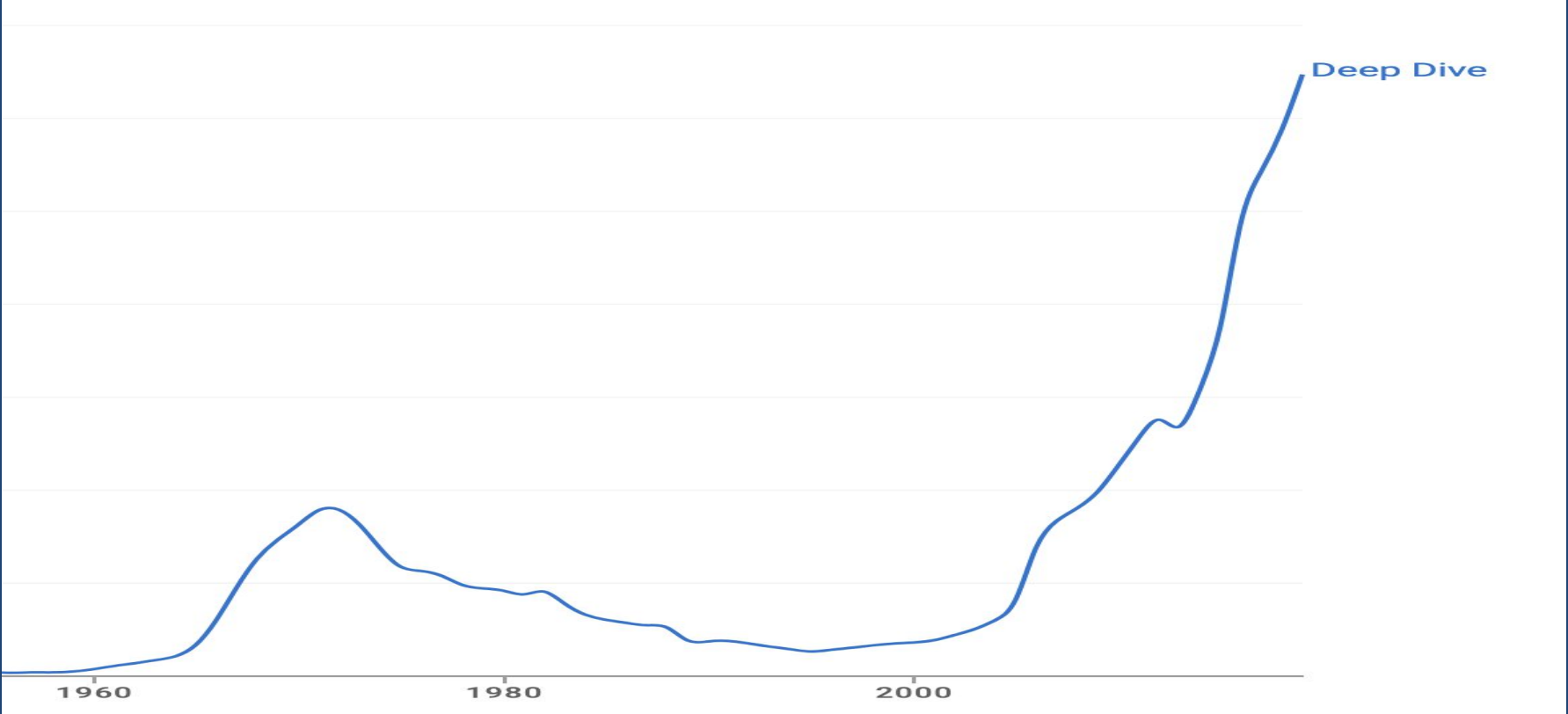
Scalable



Disruptive



Deep Dive



INC MAGAZINE'S 24 WORST BUZZWORDS

- Act your wage
- Balls in the air
- Push the envelope
- Effective accelerationism
- Change agent
- Deliverables
- Bleeding edge
- Mission critical
- Idea harvesting
- Spidey sense
- Pain point
- Hardcore
- PIP (performance improvement plan)
- RTO (return to office)
- Offboarding
- Hero culture
- Leading via influence
- Paradigm shift
- Actionable insights
- Inflection point
- Portfolio agility
- Proximity bias
- Prompt engineering
- Feedforward



WHY DO PRESENTERS USE BUZZWORDS?

Individuals might rely on buzzwords to mask their own insecurities or feelings of inadequacy. By using jargon, they attempt to appear more knowledgeable and competent than they feel they are. This can be a way to cover up a lack of deep understanding or expertise in the subject matter

In environments where buzzwords are commonly used, there can be significant pressure to conform to the prevailing communication style. People might use buzzwords to fit in with their peers or to avoid standing out as being less knowledgeable or up-to-date. This desire for social acceptance can lead to the habitual use of jargon

Some individuals use buzzwords to exert authority or dominance in conversations. They may believe that using complex terminology will command respect and influence others, positioning themselves as leaders or experts. However, this can alienate the audience if the terms are not well understood

Buzzwords can sometimes be a result of cognitive laziness, where individuals rely on familiar terms without making the effort to find more precise or meaningful language. This can lead to vague and uninformative communication that does not convey substantive information

Laziness

Insecurity

Perceived
Authority

Conformity

HOW TO AVOID BUZZWORDS

- 1 Analyze if you are in a weak position or have an insecurity you are trying to compensate for.
- 2 It is far more impactful to take the time to describe the meaning behind the buzzword instead of using the buzzword.
- 3 Find data to support your points instead of buzzwords.

FILLER WORDS

WHAT ARE FILLER WORDS?

Filler words are extraneous words or sounds used by speakers to fill pauses or gaps in their speech during presentations. They often occur when the speaker is thinking about what to say next, feeling nervous, or trying to avoid silence. While common, excessive use of filler words can detract from the clarity and professionalism of a presentation.

They can distract the audience from the main message, making the presentation seem less polished. Overuse of filler words can signal nervousness or lack of self-assurance to the audience.

Um

Uh

Like

You know

So

Actually

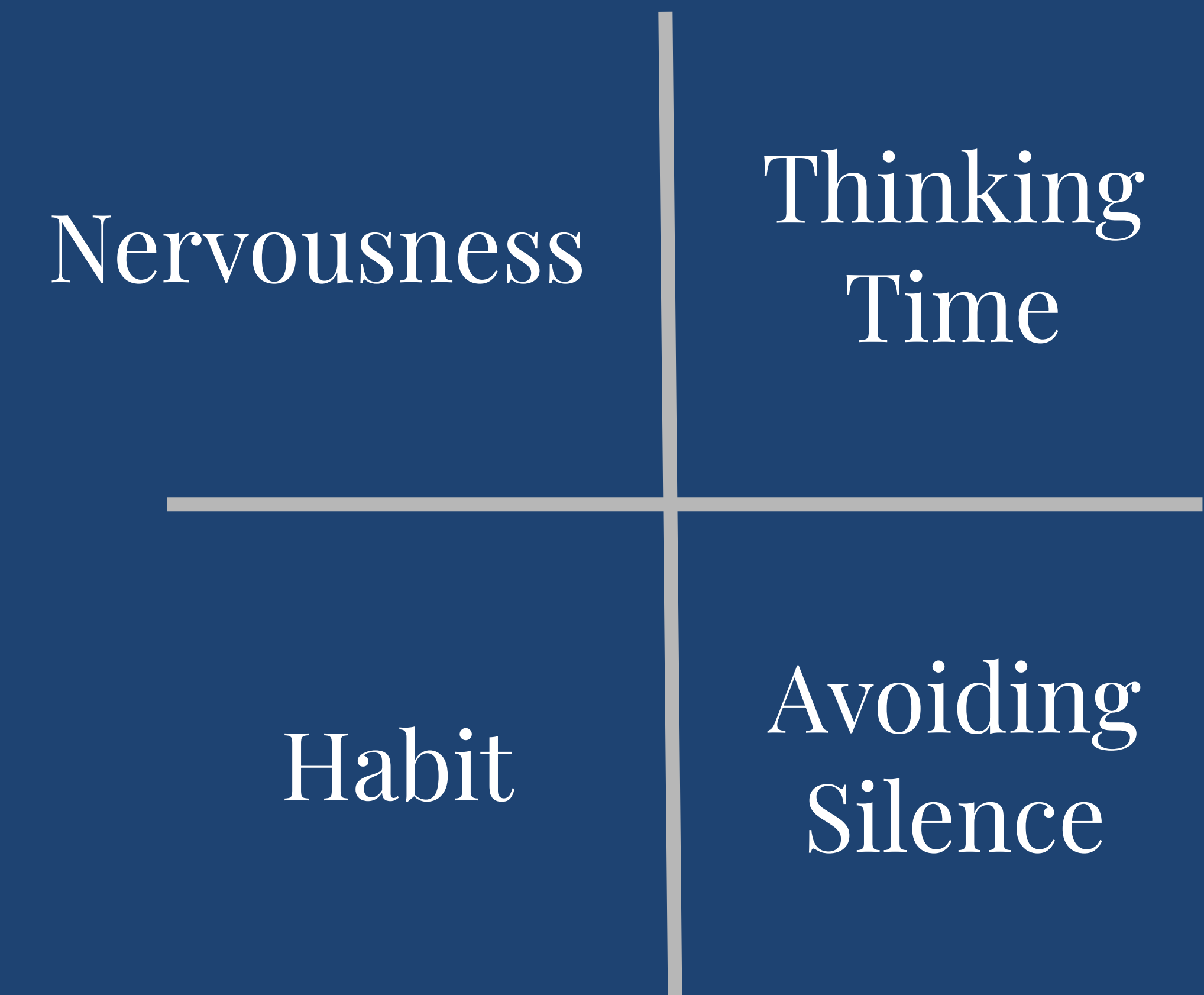
Basically

I mean

Right?!?!?

WHY DO PRESENTERS USE FILLER WORDS?

Speakers often use filler words when they are nervous or anxious. They provide the speaker with a moment to think about what to say next. Some people use filler words habitually in everyday speech, and this habit carries over into their presentations. Many speakers are uncomfortable with silence and use filler words to fill the gap.



THE WORST FILLER WORD... RIGHT?!?!?!?

A very common filler word at the moment. It's used at the end of a sentence. Often used similar to upspeak and can be a verbal crutch.

To solve, then focus on speaking in declarative sentences. Then pause at the end of the sentence. Speak slowly and be comfortable with small silences.

....and avoid the word "right?!?!?".

HOW TO AVOID FILLER WORDS

- 1 Get comfortable with the material you are sharing
- 2 It's ok to take pauses when you talk but stay engaged with your body language
- 3 Don't over use this... Say the first name of somebody in the room, take a small pause, talk to that person as you make your point

ACRONYMS, INITIALISMS, AND BACKRONYMS

WHAT IS THE DIFFERENCE?

Acronym - an abbreviation formed from the initial letters of other words and *pronounced as a word* (e.g. ASCII, NASA).

Initialism - an abbreviation consisting of initial letters *pronounced separately* (e.g., CPU).

Backronym - an acronym deliberately formed from a phrase whose initial letters spell out a particular word or words, either to create a memorable name or as a fanciful explanation of a word's origin. "Biodiversity Serving Our Nation, or BISON (a backronym if ever there was one)"

WHY USE ISMNYMS?

If a picture is worth a thousand words, an ISMNYM is worth between three to a thousand words.

BEST ISMNYMS

A.C.R.O.N.Y.M: A criminal regiment of nasty young men (Futurama)

A.N.U.S.: American Nihilist Underground Society (<https://www.anus.com/>)

C.R.E.E.P.: Committee for the Re-Election of the President

W.T.F.: The World Taekwondo Federation.

KFC: Kentucky Fried Chicken

FAQ: Frequently asked questions

ETA: Estimated time of arrival

SAD: Seasonal Affective Disorder

USA PATRIOT Act: Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism



ACRONYM MATRIX

S R P

O C P

Liskov substitution principle

I S P

D I P

GOLDILOCKS AND THE ISMNYMS



TIPS TO USE ISMNYMS

- ① God forbid don't pronounce an initialism. JWT and URL are not an acronyms.
- ② Do not assume anybody in the audience knows the Ismnymys. Spell it out the first time you use it.
- ③ Limit the density of the ismnymys. Try not to use three or more in the same thought.

THE SPLAIN GAME!



THE SPLAIN GAME

Each player gets a game card. As the presenter speaks, if they say any of the words on your card then mark the cell.

The bonus word is “RIGHT?!?!” which is often just added at the end of a sentence as a filler word.

S	P	L	A	I	N
Disruption	EOD	Blockchain	Agile	AI	Synergy
RIGHT?!?!	Paradigm shift	Ecosystem	Cloud	Innovation	B2B
Pivot	Big data	RIGHT?!?!	KPI	Leverage	Low-hanging fruit
Alignment	Data-driven	CRM	Low-hanging fruit	RIGHT?!?!	Transformation
CTA	Thought leadership	Gamification	Digital	Core competency	Best practices



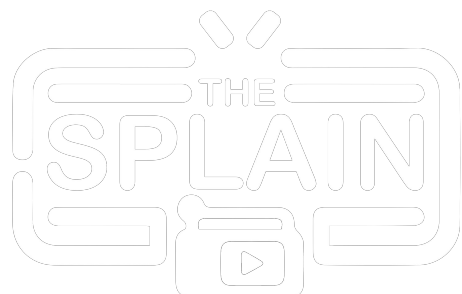
CARDS FOR YOUR NEXT MEETING



THE SPLAIN GAME CARD

To optimize engagement in our dynamic play,
The Splain Game here to enhance your day.
Leverage the synergy, innovate on the go,
Align with core values, let productivity flow.
Pivot through paradigms, disrupt the norm,
Integrate best practices, and you'll transform.
With each buzzword called, mark your card with zest,
Strategically engage, outperform the rest.

Scalable solutions will guide you through,
As you benchmark and iterate, achieving what's due.
Monetize the moment, it's ROI in sight,
Amplify your mindshare, keep your goals tight.
Holistically approach, with each term you see,
From blockchain to AI, a winner you'll be.
Collaborate and network, optimize the blend,
The Splain Game essence, from start to the end.

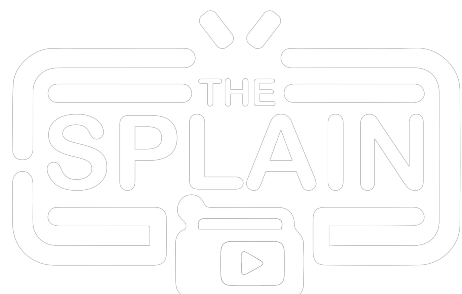


S	P	L	A	I	N
Disruption	Synergy	Blockchain	Agile	AI	Multiple Hats
RIGHT?!?!	Paradigm shift	Ecosystem	Um	Innovation	SME
Pivot	Big data	RIGHT?!?!	KPI	Leverage	Unprecedented times
Alignment	Data-driven	Transformation	Low-hanging fruit	RIGHT?!?!	YTD
Best practices	Thought leadership	Gamification	Digital	Core competency	RFP

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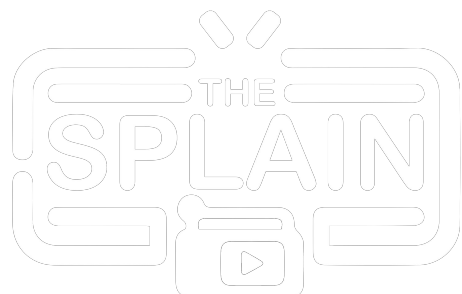


S	P	L	A	I	N
Optimization	FYI	Um	Agile	AI	Synergy
Leverage	Data-driven	Disruptive	Ecosystem	RIGHT?!?!	COB
ASAP	Big data	RIGHT?!?!	Growth hacking	Deep dive	Pivot
Thought leadership	Cloud computing	Game changer	Low-hanging fruit	ROI	Bandwidth
Best practices	RIGHT?!?!	KISS	Transformation	Core competency	Machine learning

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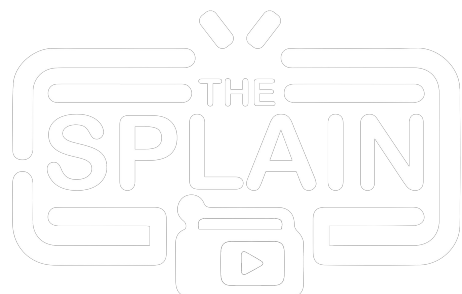


S	P	L	A	I	N
Blockchain	Synergy	WFH	Agile	RIGHT?!?!	Disruptive
TLTR	Seamless	Machine learning	Ecosystem	Basically	Leverage
Pivot	Paradigm shift	RIGHT?!?!	KPI	ROI	Holistic
Thought leadership	Data-driven	SME	Low-hanging fruit	Deep dive	Transformation
Best practices	Cloud computing	Scalable	RIGHT?!?!	Core competency	FTE

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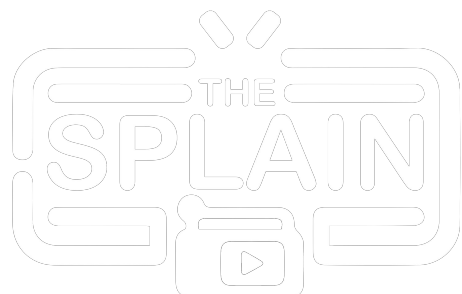


S	P	L	A	I	N
Synergy	Disruptive	Blockchain	RIGHT?!?!	AI	Full Stack
Leverage	Paradigm shift	Basically	Ecosystem	Innovation	YTD
Pivot	CPU	RIGHT?!?!	Growth hacking	Deep dive	Big data
Thought leadership	Cloud computing	Game changer	Low-hanging fruit	ROI	Unicorn
RIGHT?!?!	Data-driven	ROI	Digital transformation	Core competency	Scalable

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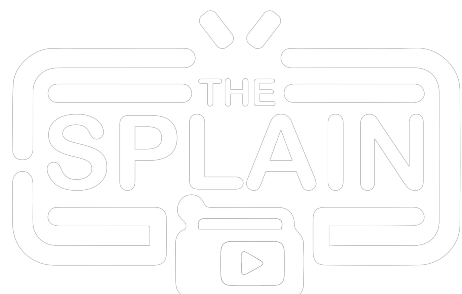


S	P	L	A	I	N
Digital strategy	Transformation	Customer Centric	User experience	API	Value proposition
Bandwidth	Onboarding	HTTP	You know	RIGHT?!?!	Freemium
WYSIWYG	Brand alignment	RIGHT?!?!	Ideation	Operationalize	Benchmarking
RIGHT?!?!	RFP	Holistic	Pain point	Stakeholder	Seamless
Thought partner	Utilize	Workflow	Circular economy	Pivot	SWOT

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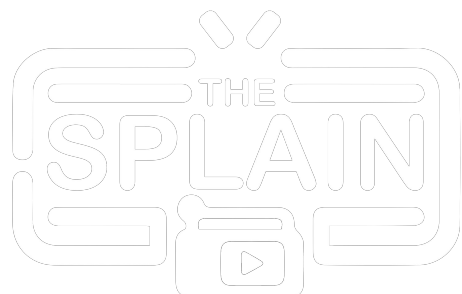


S	P	L	A	I	N
Digital strategy	RIGHT?!?!	Customer Centric	User experience	Value proposition	PM
Bandwidth	Onboarding	Freemium	You know	Disintermediation	GC
Benchmarking	CEO	RIGHT?!?!	Ideation	Operationalize	Brand alignment
Robust	SMB	Holistic	Pain point	RIGHT?!?!	Seamless
Thought partner	Utilize	Workflow	Circular economy	Pivot	GTM

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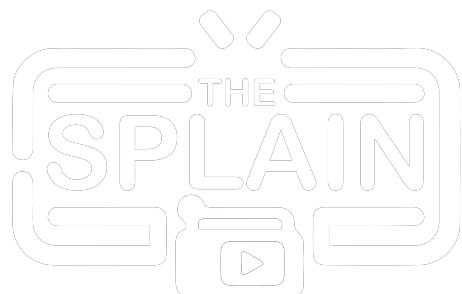


S	P	L	A	I	N
Touchpoint	Engagement	Milestone	Paradigm	Optimization	IDM
RIGHT?!?!	AWS	Digital native	Granular	Mindshare	Ecosystem
Strategic fit	Deliverable	RIGHT?!?!	Proactive	Disruption	B2B
You know	Synergy	UX	Amplify	RIGHT?!?!	Scalability
Next-generation	Platform	Traction	IM	Sustainable	Value-added

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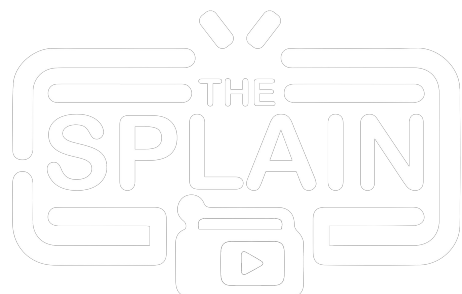


S	P	L	A	I	N
FTP	RIGHT?!?!	Hypergrowth	Core values	Streamline	Cloud-based
Convergence	Workflow	ROI	Big data	Customer journey	Monetization
Alignment	Growth	RIGHT?!?!	Transformation	Best-of-breed	IPO
Low-hanging fruit	RIGHT?!?!	AR	Agile	Disrupt	Synergy
Blockchain	KPI	User engagement	Scalable	AI	Ninja

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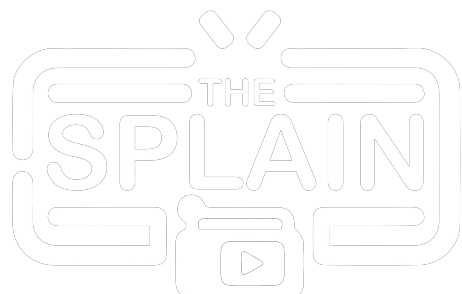


S	P	L	A	I	N
Agile	WIIFM	Disintermediation	Scalability	RIGHT?!?!	Value creation
User-centric	Convergence	TOS	Hyperlocal	Ideation	Actually
Core competency	Metrics	RIGHT?!?!	Thought leadership	Customer insights	TED
SME	RIGHT?!?!	Paradigm shift	Leverage	Vertical integration	Big data
Operationalize	Ecosystem	Milestone	Collaboration	Digital-first	NSFW

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S	P	L	A	I	N
Operational excellence	Actually	Thought leader	RIGHT?!?!	POC	Leverage
Differentiation	RIGHT?!?!	Customer journey	ROI	Predictive	Company values
Knowledge transfer	Scalable	RIGHT?!?!	OOO	Customer Centric	Granular
Value proposition	Strategic partnership	IMO	Big data	Pain point	Seamless
Network effect	FTW	Workflow	Freemium	Onboarding	Digital disruption



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