To see every process on the system using standard syntax:

ps -e

ps -ef

ps -eF

ps -ely

To see every process on the system using BSD syntax:

ps ax

ps axu

The 'standard' syntax you're referring to is actually the GNU operating system that was developed in the 1980s. GNU-based utilities and philosophy were combined with the Linux kernel in order to develop most modern day Linux distributions (including Ubuntu).

The BSD operating system was developed in the late 1970s, independent of GNU, and later branched into modern day versions like FreeBSD or OpenBSD.

Both GNU and BSD are inspired by Unix and they have slightly different philosophies, syntax, etc.