

**THE MOST
HATED BUSINESS JARGON
REVEALED IN NEW STUDY**



“THINK OUTSIDE THE BOX”, “RIDING THE WAVE”, “BALLPARK FIGURE” AND “LOW HANGING FRUIT” - THE MOST HATED BUSINESS JARGON REVEALED BY NEW STUDY

28.03.2022

A new nationwide study has revealed the most hated business jargon phrases, according to the nation's office workers, with “blue sky thinking” voted the most annoying.

The term is used to mean coming up with completely new ideas that are not limited by current thinking or beliefs, and 27 percent of those polled said it drove them up the wall.

“Think outside the box” (think in an original way) came second, with 26 percent of the vote, and in third place “low hanging fruit” (the most obvious or easy things that can be done) with 23 percent.

Also, to make the list of the UK's most infuriating office jargon was “touch base” (23 percent), “stay ahead of the curve” (20 percent) and “ducks in a row” (20 percent).

The study, by communications solutions specialist [Enreach](#), revealed that “there's plenty of ways to skin a rabbit” (18 percent) and “throwing a curveball” (17 percent) were also terms that wound British workers up.

Other pet peeves when it comes to office jargon include “game changer” (17 percent), “moving the goalposts” (16 percent), “bring to the table” (16 percent) and “ballpark figure” (16 percent).

Office workers also can't stand business jargon like “riding the wave” (15 percent), “synergy” (14 percent) and “drill down” (14 percent).

And it's no surprise that almost one in two office workers (47 percent) admit business jargon is the most annoying thing ever.

In fact, 46 percent say that colleagues guilty of using business jargon come across like they're trying really hard to impress, while 43 percent just find them irritating.

Over a fifth (21 percent) of the 1,500 working Brits polled claim they would run a mile if they went to a job interview and their potential employer kept using lots of business jargon.

And amusingly 44 percent said if they had a pound for every time their boss used office jargon, then they would be a millionaire by now.

Yet almost two thirds (64 percent) confess they find themselves sometimes using the dreaded jargon - with one in ten (eight percent) saying they can't help but do it constantly.

A spokesperson from Enreach said: "Our research shows that communicating effectively at work is vital, as so many of us haven't got time to waste. Business jargon is clearly making that difficult, with the results from this study demonstrating that phrases like 'blue sky thinking' are unhelpful and even off-putting, and that people would prefer to understand more clearly what their colleagues mean.

"At a time when we still may not be face-to-face with our colleagues, simple clear communication is one of the most important things that we all need. Jargon phrases are clogging up valuable time with vague ideas, when people actually need to be making the most of their work hours to maintain a proper work-life balance. As a business we make a conscious effort to avoid jargon and unhelpful acronyms and deliver first class, easy to understand communications to our customers."

The study also found that 90 percent of workers believe some people use business talk and phrases to try and cover up the fact that they have NO IDEA what they're doing.

And then three in ten employees (31 percent) can't understand what their boss is talking about thanks to the constant use of business jargon - with a quarter admitting they've been completely baffled by work documents full of these terms.

68 percent think more people working in business should be trying to make communication more straightforward, with 36 percent arguing that office jargon is stuffy and outdated.

The data also revealed that just under a fifth (19 percent) of the office workers polled confess they have a "work personality" that's completely at odds with who they are outside of work.

In fact, over a third (35 percent) admit that the way they talk at work could be considered cringeworthy.

THE WORST BUSINESS JARGON, ACCORDING TO WORKING BRITS

1.	Blue sky thinking	27%
2.	Think outside the box	26%
3.	Low hanging fruit	23%
4.	Touch base	23%
5.	Stay ahead of the curve	20%
6.	Ducks in a row	20%
7.	There's plenty of ways to skin a rabbit	18%
8.	Throwing a curveball	17%
9.	Game changer	17%
10.	Moving the goalposts	16%
11.	Bring to the table	16%
12.	Ballpark figure	16%
13.	Riding the wave	15%
14.	Drill down	14%
15.	Taking a deep dive	14%
16.	Playing hardball	14%
17.	Shift a paradigm	14%
18.	Level playing field	14%
19.	Synergy	14%
20.	Deep dive	13%
21.	Close of play	13%
22.	Onboarding	13%
23.	Raising the bar	13%
24.	A tiger team	13%
25.	The bottom line	13%
26.	Moving forward	13%
27.	On the same page	13%
28.	Stop before the wheels fall off	12%
29.	Get granular	12%
30.	On your radar	12%

ENDS

The research of 1,500 UK based office workers was conducted by [Perspectus Global](#) on behalf of Enreach during February 2022.

For more information please contact:

Hannah Albone Hannah.albone@cgent.co.uk

Or David Leatham David.leatham@cgent.co.uk

**BIN THE BUSINESS JARGON.
GET CLARITY WITH**

