



## OVER 50 NEW PIECES OF COMPLETE BOLLOCKS FROM 2024

*Cross references in brackets after an entry may appear in other editions. If you want to find out, buy the book. 😊*

**Accelerated decline:** 1. Huge reduction in success of a company. 2. For once, an example of bullshit approaching honesty, this doleful word pairing sums up a total freefall in revenue after desperately trying to stave off disaster and ultimately failing.

**AFD:** 1. All f\*\*king day. 2. Acronym coined by exasperated employees told to record every waking moment they spend on client business so that their employers can charge as much as possible whilst continuing to pay them as little as possible.

**Agnosticity:** 1. Agnosticism. 2. Truly awful made-up word to suggest that a company has an open mind and will work with anybody and anything.

**Bare Minimum Monday:** 1. Do very little on the first day of the week. 2. Unclear whether this practice is for the benefit of the company or the individual; one school of thought suggests that benevolent employers encourage Bare Minimum Mondays to reduce employee burnout, but more likely people just can't be bothered after a weekend of heavy drinking.

**BLC:** 1. Before Laptops and Computers. 2. No idea why this rather pointless acronym was invented.

**Black belt cohort:** 1. Group of highly talented executives. 2. Ridiculous phrase drawn from martial arts to suggest that a few corpulent businesspeople might somehow artfully outmanoeuvre the competition through athleticism.

**BOB:** 1. Business on the books. 2. Pompous way of saying business.

**Botshit:** 1. Shit generated by a robot. 2. Whimsical response to the rubbish that can be generated by artificial intelligence – artificial being the pertinent word.

**Bullshit earnings:** 1. Stated company earnings that make the situation appear better than it truly is. 2. Fiscal juggling to avoid the sack or line one's own pocket.

**Cannesumers:** 1. Consumers at trendy media gatherings in Cannes. 2. Vainglorious glitterati drinking free champagne and setting the world to rights whilst making a fortune selling them things they don't need.

**Channel stuffing:** 1. Sending stock to distribution channels that have not asked for them to make sales appear healthier than they truly are. 2. Deceptive business practice typically deployed just before a reporting period to allow management to 'make their numbers' and not lose their second homes.

**Code Brown:** 1. Shit everywhere. 2. State of affairs depicting the unfortunate incidence of a turd in a swimming pool, subsequently used as an exasperated reference to a business situation that has gone horribly wrong.

**Copyright laundering:** 1. Creating a derivative work without acknowledging the original source or paying for it. 2. Modern techniques such as Artificial Intelligence have warped the boundaries of artistic theft to the point where it is impossible to trace the origin of who is truly making money out of the work being sold.

**Cybobulation:** 1. Portmanteau of cyber and discombobulation. 2. Unsure of what the hell is happening online, originally attributed to Rosie Duncan.

**Dynamic pricing:** 1. In the hospitality industry, where each room type is priced individually to flow with demand patterns. 2. Or, put another way, in any industry, charge a fortune when demand is high and flog it cheap when there is little demand.

**Facts:** 1. Facts. 2. Lies.

**FOSO:** 1. Fear of switching off. 2. Unlike FOMO, FOSO is paranoia that it's not okay to fail to stay in touch with the office when on holiday; as a colleague once said when calling the office from abroad: "*I'm really worried - there's nothing to worry about.*" (see FOMO)

**Fractional C-Suite officers:** 1. Anyone with Chief in their job title that does not work full time. 2. A huge proportion of people with Chief in their job title who are paid to work full time but patently don't, spending numerous hours on the golf course or at slap up all-expenses-paid lunches.

**GOAT:** 1. Greatest of all time. 2. Odd trend to describe a world beater as a hollow-horned ruminant.

**Hatewashing:** 1. Rewriting the history of a person, group or institution to emphasize their negative aspects, or repositioning positive aspects as faults. 2. Highly contentious area spanning the rewriting of history, the use of imperfect knowledge, and no little incitement of the mob to haul down statues, burn buildings, and so on; as *The Times* reported in 2024, antisemitism can be practised by middle-class liberals as well as extremists.

**Hepeating:** 1 Male executive repeating what a female colleague has just said and getting a better response. (see *Mansplaining*)

**Hive down:** 1. Establishing a new subsidiary to carry the most important assets of a company before an expected sale of the business. 2. It has appeared as a verb, to hive

down, an adjective, a hivedown transaction or possibly even a noun; in any version, a duplicitous way of protecting assets. (*see Spin off*)

**JJJ:** 1. Job in jeopardy. 2. Insidious acronym designed to disguise intention to get rid of members in staff without being straight with them.

**Kick, bollock, and scramble:** 1. Scuffle around frantically in order to achieve some unspecified end. 2. Chaos at work; pandemonium; carnage. (*see Spaghetti junction*)

**Land the plane:** 1. Bring an aeronautical machine successfully back to earth. 2. Achieve what we want; another pseudo-military piece of twaddle that adds machismo to the idea that we simply want to succeed.

**Loud quitting:** 1. Telling your boss where to stick it in no uncertain terms, safe in the knowledge that the labour market is tight. 2. Using the same approach to achieve an extortionate pay rise because there is no other talent around. (*see Quiet quitting*)

**LYSPIT:** 1. Last Year, Same Point In Time. A metric that measures where you were at the same time last year; ungainly acronym redolent of lying, gobbing, or possibly doing both at the same time.

**Matrix cluster transformation programme:** 1. A grid system including grouped sets of elements designed to change things. 2. In 2023 the UK government announced that it hoped to fix the civil service's lack of interoperability with a shared services cluster strategy called the Matrix Programme; the chances of this succeeding are probably vanishingly thin, not least of which because few people, if any, can understand what it actually involves.

**Minoritize:** 1. To make a person or a group lower in status than a more dominant group or its members. 2. Though women constitute a majority of employees, they are routinely passed over for promotion and often poorly represented in upper management.

**Munge:** 1. Computer slang for manipulating raw data, especially converting it from one format to another. 2. Variously used as a noun or a verb, including mung and munging, none of which sounds very elegant.

**Opaque pricing:** 1. Disguising a hotel room rate by adding other incremental spend such as dinner, wine, spa treatment or golf. 2. Such opacity ensures that customers can't work out the revenue allocated to cover the bedroom part of their stay, thus, as the trade puts it, "protecting rate integrity."

**Quiet quitting:** 1. Doing the minimum required to keep your job. 2. Standard output of a civil servant. (*see Loud quitting*)

**REMS:** 1. Risk Evaluation & Mitigations Strategy. 2. What to do when the shit hits the fan, as it inevitably will.

**Reparations washing:** 1. Refusing to compensate people for detrimental activities conducted in the past by blurring the facts or using excuses. 2. Lloyd's of London was accused of this in 2023 after a report detailed its significant role in the transatlantic slave trade, insuring slave ships and protesting against abolition; the current

insurance market committed over £50m to a programme of initiatives but was criticised for not offering compensation to the descendants of enslaved people.

**Revenue walk:** 1. Run through financial figures over the coming year. 2. Rather charming suggestion of a casual stroll through the numbers when usually there is a box of bombs and fiscal trouble lurking behind them.

**Rizz:** 1. An abbreviation of charisma. 2. Flirting appeal best avoided at work unless you are braced for instant dismissal or a court case.

**ROT:** 1. Rule of thumb. 2. Originally coming from the use of one's thumb as a unit of measurement, modern rules of thumb could actually be bollocks, or indeed rot, as the acronym says.

**Shark, staying ahead of the:** 1. Consistently innovating before competitors do in order to stay ahead of the market. 2. Laudable suggestion that you need to be one step ahead of whatever game you are playing; the shark reference is to the shape of a peak in sales reminiscent of a shark's fin, by which time you should be creating the next peak. (*see Jumped the shark; Shark, keep moving like a, waiting for the \_\_\_s to circle*)

**Skimpflation:** 1. A product with the same price or higher, but with reduced contents. 2. Even against a backdrop of inflation, nefarious businesses cut services and quality in a way that prevents many customers from even noticing that it's happening – in short, less for more. (*see Shrinkflation*)

**Smishing:** 1. An elision of SMS (short message service) and phishing. 2. This involves using fake mobile text messages to trick people into downloading malware, sharing sensitive information or sending money to cybercriminals.

**Sniper Alley:** 1. Time period when someone is aged 55-65 years old. 2. Morbid reference to the likelihood of dropping down dead shortly after retiring.

**Stalemated:** 1. Nothing happening. 2. Hideous noun-cum-verb describing the deadlock in the Ukraine war.

**Sunsetting:** 1. Retiring a product. 2. Quaint way of making the removal of something sound natural and appealing.

**Swatted:** 1. Visited by a SWAT team. 2. In the US, making prank calls to emergency services to insist that they deploy a SWAT (Special Weapons and Tactics) team to someone's residence has grown in popularity, alarming and humiliating public figures in the process.

**Tech Stack:** 1. A huge tower of technological equipment. 2. Glib phrase bandied around by digital natives to make it sound as though they are a big swinging dick surrounded by a mountain of gear.

**Tiktokification:** 1. Reduction of everything to a short film format. 2. Nasty as a verb, but pretty much on the money when it comes to encapsulating the average attention span of people these days, unable as they are to concentrate on anything for more than 10 seconds.

**Truth dodger:** 1. Liar. Evader, obfuscator. 2. Individual unable to handle the truth.

**Wish/Walk:** 1. In sales negotiation, the boundaries for the lowest rate a party wants to achieve before walking and the rate they wish to achieve. 2. Or you could Walk/Wish, rashly abandoning the conversation and then later wishing you hadn't.

**Zero error tolerance:** 1. Refusal to accept any mistakes. 2. Macho twaddle in anyone's book, since we all make mistakes. (*see Failure is not an option*)

**996:** 1. Working 9am to 9pm, six days a week. 2. Alibaba founder Jack Ma famously called it a "blessing" for anyone to be part of the "996 work culture." Then he disappeared.