

# Simple Language

Avoid fancy words: Write to express not impress

**Big words:** We need to maximize profits in 1991.

**Little words:** We need to increase profits in 1991.

Substitute modern business language for antiquated phrasing.

**Antiquated:** I'm not in a position to recommend you.

**Modern:** I cannot recommend you.

Avoid jargon.

To service the target, the theatre was entered and a package of ordnance was delivered. Subsequently, a BDA was undertaken in order to assess the softening of enemy assets. It was observed that the ordnance was incontinent thereby leading to some collateral damage.

We dropped bombs on the enemy and then later looked to see if we killed them, but we missed and blew up civilians instead.

The patient is being given positive-pressure ventilatory support.

The patient is on a respirator.

Use specific and concrete terms.

**Vague:** Does cross-selling have a positive impact?

**Specific:** Does cross-selling increase revenues?

**Vague:** This will give us enough time to reach some meaningful conclusions.

**Specific:** This will give us enough time to determine our budget.

Big Word	Substitute	Big Word	Substitute
Abbreviate	Shorten	Facilitate	Ease, help
Aggregate	Total, whole	Feasible	Possible
Amorphous	Shapeless	Finalize	Complete, finish
Ascertain	Find out	Furnish	Provide, send, give
Assist	Help	Indicate	Tell, say, show
Beverage	Drink	Maintenance	Upkeep
Commencement	Start	Obtain	Get
Conceptualize	Conceive, think of	Optimum	Best
Concept	Idea	Parameters	Boundaries, factors
Conjecture	Guess	Prioritize	Order
Currently	Now	Receive	Get
Deficit	Shortage	Terminate	End
Demonstrate	Show	Utilize	Use
Duplicate	Copy	Viable	workable
Expedite	Hasten, speed		