

Glossary

The definitions for the words in this glossary are from the *Macmillan Dictionary*. The red words are high-frequency words, that is to say that they are among the 7,500 which native speakers use for 90% of what they speak or write. See <http://www.macmillandictionary.com> for more information.

Business fundamentals

cyclical /ˈsɪklɪk(ə)l/ adjective referring to a business or stock whose income, value, or earnings fluctuate greatly according to variations in the economy or the cycle of the seasons: *Selling Christmas decorations is a cyclical business.*

EBITDA /iːbɪtɪdɑː/ noun earnings before interest, tax, depreciation and amortization: *EBITDA is used as a measure of profitability in valuing a company and comparing its financial performance with other firms.*

flawlessly /ˈflɔːləsli/ adverb describes an action done without any mistakes or faults: *He speaks English flawlessly and is a very confident presenter.*

screen /skriːn/ verb [transitive] to get information to decide whether someone is suitable for something, for example a job: *Recruiters are starting to use social media to screen job candidates.*

SG&A /es dʒiː ænd eɪ/ noun selling, general & administrative expenses: *SG&A is found on a corporate income statement as a deduction from revenues in calculating operating income.*

slump /slʌmp/ noun [count] a period when an economy is much less successful than before and people lose their jobs

trough /trɒf/ noun [count] a period when something that rises and falls regularly is at a low level, especially economic activity: *We try to adapt to peaks and troughs in demand.*

1 Personal development

1.1 About business

Developing your career

dress-down Friday /ˌdres daʊn ˈfraɪdeɪ/ noun [count] a day on which employees are allowed to wear informal clothes to work: *I usually wear a suit, but on dress-down Fridays I wear jeans, which makes it easy if I'm going away for the weekend straight from work.*

mind share /ˈmaɪnd ʃeə(r)/ noun [uncount] the amount of awareness an individual or group has about a particular person, product or service: *I pop by each morning to say 'hi' to my boss, and send him regular updates to try to get more of his mind share.*

office politics /ˌɒfɪs ˈpɒlətɪks/ noun [uncount] **NEGATIVE** the influence of personal relationships and preferences on the day-to-day workings and procedures of an organization: *With many people setting out their own agenda in the workplace, office politics can play a major part in many companies.*

1.2 Vocabulary

Behavioural competencies and setting goals

astute /əˈstjuːt/ adjective good at judging situations and people quickly and able to use this knowledge for personal benefit

SMART /smɑː(r)t/ adjective usually Specific, Measurable, Achievable, Realistic, Time-bound, an acronym used to help formulate objectives, often within corporate performance development: *Make sure your job plan objectives are SMART, or you'll just have to rewrite them.*

time-bound /taɪm baʊnd/ adjective linked to a time frame, must be done by a certain time: *All our projects are time bound and must be completed by the end of the year.*

1.3 Grammar

Tense, aspect and voice

blow your reputation /ˌbləʊ jə(r) reɪpjuˈteɪʃ(ə)n/ phrase to cause the opinion people have of you to go down: *The Director blew his reputation after being convicted of stealing money from the company.*

Peter Principle /ˈpi:tə(r) ˌprɪnsəp(ə)l/ noun Lawrence Peter's belief that employees tend to be promoted one level too far, to their level of incompetence: *She was a great classroom teacher but made an awful head teacher – a perfect example of the Peter Principle in practice.*

1.4 Management skills

Self-awareness and communication

Arena /əˈriːnə/ noun [count] the quadrant of a Johari window that contains information known to oneself and to others

Blind spot /ˈblaɪnd spɒt/ noun [count] the quadrant of a Johari window that contains information known to others but not to oneself

Façade /fəˈsɑːd/ noun [count] the quadrant of a Johari window that contains information known to oneself but not to others

Johari window /dʒəʊˈhɑːri ˌwɪndəʊ/ noun [count] a tool designed by Joseph Luft and Harry Ingham in 1955 to help people understand how they relate to and communicate with other people

megabucks /ˈmegəbʌks/ noun [plural] **INFORMAL** a very large amount of money: *A \$5,000 fine has very little impact on players who are earning megabucks.*

Unknown /ʌnˈnəʊn/ noun [count] the quadrant of a Johari window that contains information unknown to oneself and to others

1.5 Writing

A professional biography

bid /bɪd/ noun [count] an offer to do work or provide a service for a particular amount of money: *They put in a bid for the building contract for the new Olympic stadium.*

broker /ˈbrəʊkə(r)/ noun [count] someone whose job is to organize business deals for other people, especially a stockbroker or an insurance broker: *Independent brokers can bring down your insurance costs by shopping around between suppliers.*