

Alternatives for Overused Business Words/Phrases

Business communication loses effectiveness with overused words or phrases. What was once creative becomes boring. Consider the context of your message. Keep business communication simple, clear and uniquely yours. [View original post.](#)

Below are common business words/phrases and possible alternatives.

Business Word/Phrase	Possible Alternative
At the end of the day	Ultimately, finally
Best-of-breed	Specialists, experienced professionals
Buy-in	Agreement, commitment
Circumvent	Avoid, overcome
Core competency	Specialize in (describe), distinguished, excel
Cutting edge	Leading, progressive
Drill down	Analyze, review
Facilitate	Help, ease, make possible
Game-changing	Transform, make a difference
Get on the same page	Agree, support
Get the ball rolling	Start, begin, trigger
Going forward	Continue, in the future (or eliminate the phrase)
Holistic	Complete, full, integrated
Impacted	Affected, changed, influenced
Innovative	New (or describe what's different)
Key, Key point/ takeaways	Major, important, critical
Mindshare	Awareness
Paradigm shift	Pattern change, significant change
Push the envelope	Take a risk, expand, try something new
Raise the bar	Higher standard, elevate
Reach out	Assist, support, ask, recruit, enlist
Run the numbers	Price, calculate
Solution	Answer (describe benefit)
Think outside the box	Imaginative, resourceful, different
Value-added	Beneficial, enhancement, additional service/product
Win-win	Mutually rewarding/beneficial, accommodation



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