

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 |