



Because business *is* another language.

Translating from ExecuSpeak, the language of business,
into something useful and understandable no longer
requires a team of attorneys or an advanced degree.

Compiled and edited by
Carol Heiberger

Contributor: Karen L. Jett

ExecuSpeak Dictionary™

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ATTENTION: SCHOOLS & BUSINESSES

The ExecuSpeak Dictionary™ is available at quantity discounts with bulk purchase for education, business, or sales promotional use. For information, contact Carol Heiberger at carol@execuspeakdictionary.com.

Dedicated to everyone who has been frustrated or
confused by American business English.

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About the Author

Carol Heiberger is an independent consultant specializing in business creation. She is an experienced interim executive and project manager of large-scale, multi-location projects. Her industry experience includes positions with the Ford Motor Company, Bell Atlantic, a start-up CATV/ISP, and a large energy utility.

This experience has given her expertise in strategic planning, new business development, marketing, and finance with large complex organizations, small entrepreneurial groups, and domestic and international markets. Carol's approach is simple: she creates effective teams by translating across functions and disciplines with a collaborative and hands-on leadership style.

Carol also has strong affiliations with educational institutions in Philadelphia. She has taught both degree-seeking graduate students and knowledge-seeking adults of all ages and walks of life.

Execuspeak Dictionary was born of Carol's insights gained over her diverse 30-year career. She earned her MBA from Wharton.

About the Contributor

Karen L. Jett, CMA (Certified Management Accountant), of Jett Excellence, works with small business owners who want a strategic advantage to grow their business or practice. She created an innovative Strategic Plan-ting Workshop where in one day entrepreneurs create a strategic plan for their business using a process similar to those used by larger organizations.

With over two decades of accounting and business leadership experience, Karen brings a unique business perspective to the table. She understands the operational and financial challenges businesspeople face on a daily basis.

W

Wealth Management

Personal finance for people who are managing high incomes or a significant level of assets.

Usage: Each bank has a different definition of who might be eligible for services from their wealth management department.

Web 2.0

The second generation of the World Wide Web.

Usage: Web 2.0 technologies make it easier to create websites without special programming knowledge.

Webinar

A seminar where the attendees are connected to the instructors via the Internet.

Usage: All the webinar attendees were at their home computers.

Whiff

Completely failing at some task. From a reference to baseball when the batter's swing didn't come close to making contact with the ball. May also refer to a whiff as a "puff of smoke."

Usage: The new guy whiffed the assignment because he refused to ask questions.

Widget

Similar to an app in terms of functionality, but very limited in scope such as a weather forecast, a clock, or a real-time Twitter update.

Usage: A widget is a simple way to add content to a website or blog.

Wiki

A web site that allows collaboration and direct editing functionality to anyone with access.

Usage: The students used a Wiki to write their team paper during Spring break when they weren't on campus.

Willingness-To-Pay

The value a buyer places on a product or service. Frequently used to identify the maximum amount of money a customer is willing to spend.

Usage: Looking at competitor pricing is one method of investigating willingness-to-pay.

Window Dressing

Trading stocks to make sure the quarterly reports reflect a desired portfolio of stocks as compared to the stocks owned between reporting periods. Also refers to the use of accounting tricks.

Usage: The accountants were window dressing so the results would be consistent with the executive's compensation goals.

WOB

Woman Owned Business. A small business that is at least 51% owned and controlled by a woman. WBE (Woman Business Enterprise) is a state designation for the same thing.

Usage: The federal government is attempting to increase the number of contracts awarded to WOBs.

Word Cloud

A text box with a collection of keywords that helps a user to navigate a website.

*Usage: The big box with words, letters, and categories at the top of the **ExecuSpeak Dictionary** website page is a word cloud.*

Work In Process

The cost of all direct (raw) materials, direct labor, and associated overhead for goods that are in the middle of the manufacturing process. This cost might be tallied at the end of a month. Abbreviated as WIP and pronounced wip.

Usage: Our work in process balance included 90% of the raw materials but only 50% of the direct labor.

Worm

A type of computer virus that replicates itself to perform malicious actions or use up a computer's internal resources.

Usage: The worm was designed to jam up the computer.

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