

## A simple "corporate grammar"

A fairly general production rule is:

**Subject + (Adverb) + Prestige Verb + (Adjective) + Abstract Noun + (Purpose Clause)**

**who how what why**

1. Replace concrete verbs with prestige verbs.
  - use → leverage
  - help → enable
  - fix → resolve
  - start → initiate
  - finish → complete / execute
2. Add an adverb.
  - successfully
  - effectively
  - strategically
  - proactively
  - seamlessly
3. Replace concrete nouns with abstractions.
  - people → stakeholders
  - team → organization
  - work → initiative
  - problem → challenge
  - plan → roadmap
4. Add a purpose clause.
  - to maximize value
  - to drive growth
  - to improve outcomes
  - to ensure alignment
  - to support business objectives

So:

We fixed the login bug.

becomes:

**We proactively resolved the authentication issue to enhance the user experience.**

Fix → resolve  
login → authentication  
bug → issue

subject  
[useless] adverb

we  
proactively

verb [that makes you look smart]	resolved
noun [that is one step above the normal word]	the authentication issue
purpose clause [some empty words to say useless things]	to enhance user experience

**We fixed the database to stop it from crashing.**

subject	we
[useless] adverb	successfully
verb [that makes you look smart]	executed
noun [that is one step above the normal word]	the database enhancements
purpose clause [some empty words to say useless things]	to future-proof user experience

**The project was delivered on time.**

subject	The project
[useless] adverb	successfully
verb [that makes you look smart]	was ... executed
noun [that is one step above the normal word]	within the designated timeline
purpose clause [some empty words to say useless things]	X

**The marketing department has managed to triple the volume of the sales of our main product.**

subject	The marketing department
[useless] adverb	effectively
verb [that makes you look smart]	achieved
noun [that is one step above the normal word]	a 200% increase in the sales volume of our core product.
purpose clause [some empty words to say useless things]	X

**The CEO caused a traffic accident that destroyed his car.**

The top management encountered adverse vehicle traffic conditions that led the company's mobility department to develop a sustainable plan for long-term resilience.