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Speak the King's English, please, no more buzzwords

STORY HIGHLIGHTS

- There will be no more 'synergies, stakeholders or sustainable communities'
- Britain's Local Government Association: Buzzwords confuse people
- List includes the popular but vague term "empowerment"
- Chairman: Officials should not "hide behind impenetrable jargon and phrases"

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LONDON, England (AP) -- British bureaucrats have been warned: no more synergies, stakeholders or sustainable communities.

The body that represents the country's local authorities has told its members to stop using management buzzwords, saying they confuse people and prevent residents from understanding what local governments do.

The Local Government Association, whose members include hundreds of district, town and county councils in England and Wales, on Friday sent out a list of 100 "non-words" that it said officials should avoid if they want to be understood.

The list includes the popular but vague term "empowerment;" "coterminosity," a situation in which two organizations oversee the same geographical area; and "synergies," combinations in which the whole is greater than the sum of its parts.

Officials were told to ditch the term "revenue stream" for income, as well as the imprecise "sustainable communities." The association also said councils should stop referring to local residents as "customers" or "stakeholders."

The association's chairman, Simon Milton, said officials should not "hide behind impenetrable jargon and phrases."

"Why do we have to have 'coterminous, stakeholder engagement' when we could just 'talk to people' instead?" he said.

The association sent its letter after reports that one town council had told staff to use the term "thought showers" instead of "brainstorming."

Officials at Tunbridge Wells council in southern England felt brainstorming might offend people with epilepsy, a condition that involves periodic electrical storms inside the brain.

However, the National Society for Epilepsy said it had surveyed its members and they did not find the term offensive.

"Brainstorming" is not on the Local Government Association's list. [E-mail to a friend](#) | [Mixx it](#) | [Share](#)

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