

A MANAGEMENT ALPHABET



Excerpts from *The Management Contradictionary* by Benjamin Marks, Rodney Marks and Robert Spillane.
Michelle Anderson Publishing, Melbourne, October 2006.

A advisory panel

A pane in the glass.

B business model

A reverse-engineered retrofitted abstraction of reality, accurate after the fact, because of the fact.

C cash flow

Key economic indicator of viability. Like sex appeal, you've either got or you haven't, and if you haven't, claims about potential won't help.

D deregulation

Government allowing business to make its own mistakes.

E econometrics

1. An invalid, non-theoretical and incorrect "discipline": there are no constants of human behaviour, measures of quantity are historical and utility is not intersubjectively comparable.
2. Making assumptions about assumptions, and assigning a number to them.

F fallacy

The mistaken view of male superiority.

G goals

The line of failed past objectives which form a trajectory of future points to aim for.

H holiday

Proof of poor job selection.

I ID

Giving people numbers instead of names. This is actually a more personalised form of identification, as numbers are more numerous than names.

J jargon

Language used by managers to obfuscate, bamboozle and befuddle everyone, even themselves.

K knowledge

What information is to data, knowledge is to information. This knowing ledge is an essential platform from which to escape a profit plateau.

L landlord

The lessor of two evils.

M MBFA

Like Management By Wandering About – but more widespread.

N non-executive director

A board director who doesn't work for the company he's working for. Hence the "non" prefix in the designation.

O out-tray

Someone else's in-tray.

P presenteeism

The syndrome of having people take a day off without drawing on sick pay.

Q quality

A standard that is temporarily satisfactory. Later on, you'll be ashamed of what you deemed quality. And so on it goes. Continual improvement leads to self-hate.

R research

Shared subjectivity masquerading as objectivity.

S senior management team

Oligarchy that thinks it is an aristocracy.

T "to do" list

Something else to remember.

U undent

To move to the left what had been moved to the right.

V values

Something to fall back on when the cashflow doesn't.

W win-win

One of the four quadrants of a particularly useful negotiation theory matrix. The others are: win-lose, lose-win, and lose-lose.

X ex-spouse

Someone who would correct your spelling and alphabetisation when you are out of line.

Y youth

A growing market.

Z zero-based budgeting

Budgeting.