

CORPORATE LINGOS

and What They Mean



ABOUT  EduAdvisor

Career Advantage Programme (ECAP)



The EduAdvisor Career Advantage Programme is a premium initiative exclusively available to students who have enrolled in university through EduAdvisor.

Tailored to prepare you for the demands of today's job market, this programme offers early access to career resources that will help you navigate internships and enter the workforce with confidence.

The programme provides personalised guidance, including internship search support, expert career tips, networking events, and one-on-one mentorship. Our goal is to ensure you're not just academically ready but career-ready as well.

Take control of your future with EduAdvisor's Career Advantage Programme — where your success story begins!

SERVICES BY ECAP



Internship Search

A specialised search engine designed to help you discover incredible internship opportunities that align with your field of study, ensuring you find the right match for your future career.



Mentorship Programme

Gain personalised guidance from professionals and mentors within your field of study who can help you navigate your career path and achieve success.



Career Tips & Content

Access tips and valuable career insights through curated content that covers everything from job search strategies to acing interviews, all tailored to help you thrive in your chosen field.



Career & Networking Opportunities

Participate in exclusive events designed to connect you with industry leaders, alumni, and fellow students, helping you stay on top of trends.



CORPORATE LINGOS AND WHAT THEY MEAN

As if working your first internship or job isn't stressful enough, you'll need to decode corporate dialects at every turn. You'll hear phrases like "Let's circle back" or "I'll take this offline" and wonder if there's a secret dictionary you missed in university.

Don't fret! This guidebook is that missing dictionary.

You'll learn what common workplace phrases mean, when to use them, and how to navigate communication with confidence. From emails to meetings, each chapter breaks down the lingo by context so you can decode what's really being said.

Types of Corporate Lingos

1. The basic, everyday office speak

These are the phrases you'll hear in almost any corporate setting whether it's during a meeting or between two colleagues.

Phrase	Meaning
"Let's circle back"	Let's discuss this later once we have more information
"Touch base"	Check in or follow up briefly
"Low-hanging fruit"	Easy wins or quick tasks
"Bandwidth"	Capacity to take on more work
"Take it offline"	Continue this conversation privately or after the meeting
"Moving forward"	From now on
"Deep dive"	Detailed discussion

Phrase	Meaning
"Think outside the box"	Be creative
"Quick wins"	Achievable short-term goals
"Big picture"	The overall vision
"Next steps"	The plan after the meeting
"Alignment" / "Aligned"	Everyone agrees or is on the same page
"Ad-hoc tasks"	Unplanned and often urgent tasks that arise unexpectedly and require immediate attention

For instance:

"I don't have the bandwidth right now."

Translation: "I'm swamped. Can we revisit this later?"

2. The email etiquette

Email is the preferred communication tool in most offices, and it comes with its own tone and code words. Here's how to read between the lines.

Phrase	Meaning
"Per my last email"	A polite way of saying "I already told you this."
"Gentle reminder"	Please don't forget this again
"Looping in [Name]"	Involving someone who needs to see this
"Please advise"	What do you think / What should we do next?
"Noted with thanks"	Got it.
"Appreciate your prompt response"	Please reply soon.



Tip: Being polite doesn't mean being stiff. Keep your emails clear, respectful, and concise.

3. Feedback and performance conversations

Performance reviews and check-ins often use polished terms to discuss strengths and improvements.

Phrase	Meaning
"Areas of improvement"	Things you need to work on
"Ownership"	Take initiative without waiting to be told
"Proactive"	Anticipate problems before they happen
"Deliverables"	Your assigned results or outputs
"KPI (Key Performance Indicator)"	Targets to measure success
"Value add"	The extra benefit you bring

For instance:

"You've shown great ownership of this project" = You took responsibility and got things done.

4. Work culture and team dynamics

You'll typically come across these phrases on job advertisements. Company would use these terms to describe the position or their work culture.

Phrase	Meaning
"Team player"	Someone who collaborates well
"Culture fit"	Whether your personality and work style align with the team
"Work-life balance"	Managing professional and personal time
"Hybrid work"	A mix of working in the office and from home
"Open-door policy"	A management style where seniors and managers are accessible to all employees for any questions, concerns, and feedback



Tip: "Culture fit" doesn't mean being identical — it's about contributing positively to the environment

What Are

Industry-specific Jargons?

Whether you're working in a startup or a full-fledged multinational company (MNC), you'll come across jargons that go beyond the usual corporate buzzwords. These industry-specific terms often reflect real action plans and measurable outcomes.

We've grouped them into categories to make them easier to understand.

Marketing & Advertising

- **ROI (Return on Investment):** How much profit or benefit you get from a campaign
- **Conversion:** When a user completes a desired action (e.g., signing up, buying)
- **Call-To-Action (CTA):** A prompt encouraging users to take a specific action, like clicking a button.
- **Landing page:** A web page promoting a specific product or offer, aimed at encouraging a single action.
- **Search Engine Optimisation (SEO):** Enhancing a website's visibility on search engine results pages.
- **Funnel:** The step-by-step process customers go through before purchasing
- **Engagement:** Likes, shares, comments, or other interactions online
- **Impressions:** How many times content is displayed or seen
- **Organic reach:** People who see content naturally, without paid ads
- **A/B Testing:** Comparing two versions of content to see which performs better
- **Brand Awareness:** How well people recognise your company or product
- **KPI (Key Performance Indicator):** Metrics to measure marketing success

Finance & Accounting

- **Forecasting:** Predicting future revenue, expenses, or financial performance
- **Margin:** Profit percentage from sales
- **P&L (Profit and Loss Statement):** A financial report showing income vs expenses
- **Budget:** Plan for spending money over a period
- **CAPEX (Capital Expenditure):** Money spent on long-term investments like equipment
- **OPEX (Operational Expenditure):** Money spent on day-to-day operations
- **Break-even:** When income equals expenses (no profit, no loss)
- **Assets & Liabilities:** What the company owns vs what it owes

Technology & IT

- **API (Application Programming Interface):** A way for software programs to communicate
- **UX/UI (User Experience / User Interface):** How a product looks and feels to users
- **Agile:** A flexible, iterative approach to project management
- **MVP (Minimum Viable Product):** The simplest version of a product for testing
- **Debugging:** Finding and fixing errors in code
- **Back-end / Front-end:** Back-end is server-side, front-end is what users see
- **Cloud Computing:** Using internet-based storage or software instead of local devices
- **SaaS (Software as a Service):** Software delivered online, usually by subscription
- **Version Control / Git:** Tools for tracking changes in code
- **Encryption:** Securing data so only authorized people can read it

Human Resources (HR) & Recruitment

- **Onboarding:** The process of getting new employees familiar with the company
- **Performance Review:** Formal evaluation of employee performance
- **Talent Pipeline:** Pool of potential candidates for current or future roles
- **Attrition / Turnover:** Employees leaving a company
- **360-Degree Feedback:** Evaluation from supervisors, peers, and subordinates
- **Employee Engagement:** How motivated and satisfied employees are
- **Succession Planning:** Preparing future leaders for key roles
- **Learning & Development (L&D):** Training and skills-building programs

Legal & Compliance

- **Contractual Obligations:** Duties agreed upon in a contract
- **Due Diligence:** Investigating a company or individual before a deal
- **Non-Disclosure Agreement (NDA):** Agreement to keep information private
- **Compliance:** Following laws and regulations
- **Intellectual Property (IP):** Ownership of ideas, designs, or inventions
- **Risk Assessment:** Identifying potential legal or business risks
- **Liability:** Legal responsibility for damages or obligations



Abbreviation

Cheat Sheet

Abbreviation	Meaning
EOD	End of day
TL;DR	Too long; didn't read
OKR	Objectives and Key Results
MoM / YoY	Month on Month/ Year on Year
TBD	To be discussed
RE	Regarding
ASAP	As soon as possible
CC	Carbon copy
QA / QC	Quality assurance / Quality control
BAU	Business as usual
WFH	Work from home
PFA	Please find attached
IMO / IMHO	In my opinion / In my honest opinion
AWOL	Absent without leave
ICYM	In case you missed it

How Good is Your Corporate Lingo?

Interactive Exercise

It's time to put your knowledge to the test with a mini pop quiz! Choose the best answer for each questions.



Download this guide and open the file in an editable program (if available) or jot down your answers on paper. Once done, check if your answers match the answer sheet at the bottom of the page. Don't forget to check your scores to see if you're fluent in corporate speak!

1. When your manager says, "Let's circle back on this," what do they most likely mean?

- A. They want to abandon the topic
- B. They want to discuss it later after gathering more info
- C. They're asking you to take immediate action
- D. They're complimenting your idea

2. If someone says, "Can we take this offline?", they probably mean:

- A. Let's stop using the internet
- B. Let's have this conversation privately or after the meeting
- C. Let's schedule a team call
- D. Let's drop the topic completely

3. "We don't have enough bandwidth right now" means:

- A. The Wi-Fi is slow
- B. The team lacks time or capacity to handle more work
- C. The project budget is too low
- D. The manager is unavailable

4. "This is a quick win" refers to:

- A. A major company achievement
- B. A small, easy task that gives fast, visible results
- C. A long-term strategic success
- D. A risky but rewarding decision

5. If a colleague says, "Can you loop me in?", what are they asking for?

- A. To be added to the discussion or email thread
- B. To lead the project
- C. To stop being copied in emails
- D. To organise a team meeting

6. What does it mean if your manager asks for 'deliverables' in a meeting?

- A. They want the key points to discuss in a meeting
- B. They're asking for a food delivery order
- C. They want to know the outcomes expected from a task or project
- D. They want the items bought for a team project

7. What does it mean when a company wants 'brand awareness'?

- A. Promoting the company's image widely to attract attention
- B. Ensuring consistent communication across teams
- C. For you to be made aware of what's going on in the company
- D. Reviewing competitor marketing strategies.

8. What does OKR stand for?

- A. Obvious Key Results
- B. Objective Key Rate
- C. Onboarding Key Return
- D. Objectives and Key Results

9. What does it mean when a company has an 'open door policy'?

- A. All doors literally stay open 24/7
- B. Seniors and managers are accessible to all for concerns and guidance
- C. A rule that allows anyone to wander into meetings uninvited without notice
- D. A trend where managers leave their office door open to improve ventilation

10. What does a Non-disclosure Agreement (NDA) mean?

- A. A legal contract that prevents you from sharing confidential information
- B. A certificate that allows you to publicly disclose company secrets
- C. A document that automatically promotes you after signing
- D. An agreement to always reply to emails within 24 hours

How many did you get right?

Check your answers below and rate your proficiency level.

Answer bank:

1-B, 2-B, 3-B, 4-B, 5-A, 6-C, 7-A, 8-D, 9-B, 10-A

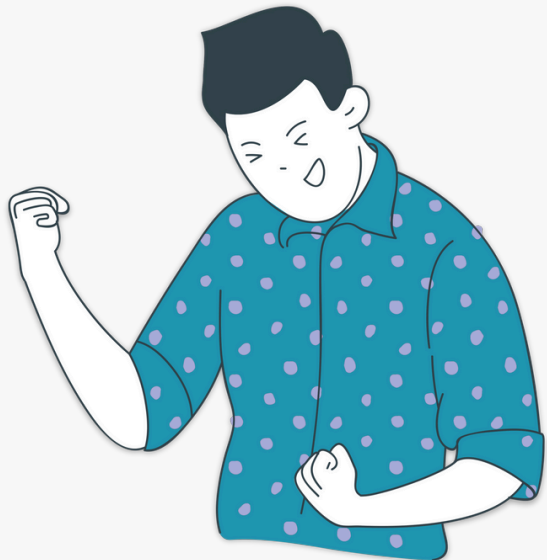
Scoring Guide:

9 – 10 correct: You're fluent in corporate speak. You'll adapt from the get-go!

7–8 correct: Now we're talking. Looks like you're ready for office life.

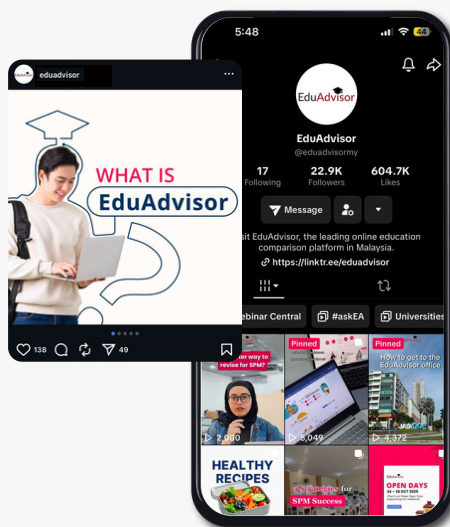
5–6 correct: Not bad! You're starting to decode the lingo.

Below 5: Time to keep this guide handy — you'll be a pro soon.



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