



100 NEW PIECES OF COMPLETE BOLLOCKS FROM 2025

Cross references in brackets after an entry may appear in other editions. If you want to find out, buy the books. ☺

0% contained: 1. Not contained at all; out of control. 2. Another in a long line of weasel phrases from the USA – this time in connection with a 2025 bushfire in Colorado that burnt down the Grand Canyon Lodge. *(see 50% sold out)*

50% sold out: 1. Half full; plenty of tickets available. 2. Desperate attempt to suggest that there is limited availability when in fact there is plenty of capacity left; last bastion of breathless promoters trying to drum up enthusiasm for a limp gig. *(see 0% contained)*

Age-gating: 1. Setting an age at which someone can use a product. 2. Announcing such a policy but failing to enact it, as in technology platforms continuing to offer online material related to pornography, how to access or build weapons, advice on self-harm and many other topics to which young people should not be exposed.

AI-forward: 1. Bearing in mind Artificial Intelligence in the future. 2. Another in the endless line of stupid references to the future, going forward. *(see Future-forward)*

ATM: 1. At the moment. 2. Futile initialism that takes almost as long to say as the original words it represents.

Backcasting: 1. Developing a description of a desired future state and then working backwards to work out what needs to happen for that imagined future to become reality. 2. Forecasting by any other name – imagine what you want and then work out how to get there; completely pointless word.

Battle-tested: 1. Apparently proven guide to succeeding online as an influencer. 2. Macho war analogy to suggest that one's advice is guaranteed to succeed; deceptive and exploitative bollocks by any other name.

Beyond excited: 1. Excited. 2. Excited, for no particular reason. (*see Super excited; Super-super excited*)

Blanded: 1. Elision between bland and blend. 2. Reference to the manner in which artificial intelligence reduces everything to the lowest common denominator.

Body doubling: 1. Getting someone else to represent your own body. 2. Deceptive and pretty disgraceful invention by actors who are too vain to show the state of their own bodies, too prudish to reveal nudity even though they are getting paid to portray it, or too scared to get involved in high-action stunts, even though they want the audience to believe they are extremely intrepid.

Botlicker: 1. Robot that scrapes the internet. 2. Amusing idea that a robot can lick things.

Brexit (verb): 1. In football, to embark on a cynical and dangerous sliding tackle. 2. To Brexit someone is to go in tough with a no-nonsense, fully committed action with little or no regard for the consequences – exactly as the protagonists in the political movement of the same name did.

Cable rage: 1. Intense infuriation at being unable to charge one's electric vehicle. 2. People can generate a head of steam about seemingly anything these days. (*see Range anxiety; Road rage*)

Capital flight: 1. Removal of financial assets or investment from a cause, category or even a country. 2. The power of the money men in stark reality – as soon as they don't like the look of their returns, they're off; of particular concern to lower income countries who rely on foreign capital for liquidity – when the money flows out, they run out of options. (*see Footloose finance*)

CBTA: 1. Competency Based Training and Assessment. 2. Complete bollocks – if training is not designed to enhance competence, then what the hell is it for?

Chatfishing: 1. Using chatbots to craft messages that are witty and seductive. 2. Devious trick deployed by those looking for sexual encounters, inevitably leading to disappointment when meeting in real life.

Cli-Fi: 1. Climate fiction. 2. Fascinating genre of fiction that is frequently more prescient than anything governments and forecasters can come up with.

Company slate level: 1. The product range or so-called 'slate' offered by a company. 2. It's quite a long series of steps from a type of rock to a roofing tile to a board that you might offer cheese on to a metaphor for a range of products, but here we are – more consummate nonsense from the world of business.

COT: 1. Chain of thought. 2. Logic sequence – an attribute that many in business lack entirely.

Customer Success Manager: 1. Someone in charge of winning more customers or keeping existing ones happy. 2. Rather pointless role description inasmuch as everyone in a company should by rights be trying to achieve this anyway.

CV inflation: 1. Overclaiming achievements in order to be offered a better job. 2. A highly common phenomenon in desperate modern times - exaggerating the time spent in a job, claiming a qualification having never completed the course, claiming ownership of a certificate never gained, claiming to be a Chartered Accountant when only being a certified one; in short, a pack of lies.

Data lake: 1. Vast expanse of information. 2. Too much stuff, tinged with the implication that a gentle bit of fishing will yield the catch that you seek.

Data sovereignty: 1. Legislation stating that data is subject to the laws of the country where it is created, stored, and processed. 2. Unenforceable fiction by any other name, as successive governments who in theory have the right to regulate how data is collected, stored, and distributed, end up kowtowing to the big tech companies and doing what they are told.

Decayed gratification: 1. Arriving at a hedonistic objective only to find that it is unsatisfying. 2. People love to buy all sorts of stuff, but when they get them, the joy of ownership is already fading and then they crave something else – the cycle never ends.

Doom prepping: 1. Getting ready for the end of the world. 2. Paranoid millionaires building bunkers stuffed with possessions so that they can live in lonely solitude after the apocalypse arrives.

Eternal Beginner Syndrome: 1. Starting major projects from scratch every time, thereby guaranteeing failure. 2. A classic example of badly run projects are the Olympics, because the chosen city is different almost every time, and there is no frozen experience to unthaw and deploy successfully. (*see Frozen experience*)

FELT: 1. Fat end of the long tail. 2. Somewhat baffling analogy linked to the Long Tail, which is traditionally fat on the left and thin on the right; in this version, the bit on the right suddenly gets fat again, although nobody seems to know why or what this is trying to depict or explain.

FIRE: 1. Financially Independent, Retire Early. 2. Flip acronym bandied around by rich kids who have either inherited all their wealth or have been gifted a lucrative job on account of family connections.

Footloose finance: 1. Investors only out to make a quick return. 2. As soon as the profits recede, these nasty short-termists are long gone. (*see Capital flight*)

Foreground (vb.) 1. Bring to prominence or give more emphasis to. 2. Curious verb as in, “*I would just like to foreground some important issues on Project Sloth, Miranda.*”

Fronting: 1. Pretending to be someone else at an interview. 2. With the advent of online job applications and video interviews, fronting has reached epic proportions;

particularly common in contract recruitment and remote working, someone does the interview, passes the checks, and gets the job, but someone else does the work; alarmingly, no technology can yet discover it.

Frozen experience: 1. Expertise already gained from previous work. 2. Prior knowledge increases the chances of a successful project, rather than amateurish guesswork that usually ends in disaster. (*see Eternal Beginner Syndrome*)

Future-fit: 1. Suitable for use. 2. Since time only moves in one direction, as ever the use of the word future is redundant - see this pointless announcement from an unnamed marketing person: “*Our decision to appoint a new holding company partner is a strategic move that will transform our multiple agency arrangements to a new, future-fit single integrated agency model.*”

Future-forward: 1. In a minute, or a million years. 2. More time-confused nonsense. (*See AI forward*)

Glassholes: 1. People who wear google glasses. 2. No other explanation required.

Gravatar: 1. Globally Recognized Avatar. 2. Tech twaddle, making something sound more important than it is, as per usual.

Greencrowding: 1. Being part of a large sustainability initiative without doing anything specific. 2. A strength-in-numbers strategy in which companies club together supposedly for some higher purpose whilst individually doing nothing much.

Greenhushing: 1. Saying little or nothing on sustainability issues. 2. This can either be because companies fear that any claims they make will be discredited, or that they actually have nothing positive to say in the first place, thus making silence the preferred strategy.

Greenlabelling: 1. Using vague language to suggest sustainable credentials but without supporting proof. 2. Broad terms such as eco-friendly, ethical, green, and free range are frequently used with no corroborating data, certification or other verifiable evidence.

Greenlash: 1. Green backlash. 2. An elision that encapsulates the nasty repercussions after a company has been exposed as claiming to be greener than it actually is.

Greenlighting: 1. Promoting a small green initiative in order to disguise doing very little else. 2. Not to be confused with greenlighting a project, as in approving it. (*See Greenlit*)

Greenrinsing: 1. Continually updating sustainability targets without having met the original ones. 2. A moving targets approach that confuses observers under the guise of apparently noble future milestones, usually so far off in time as to be meaningless.

Greenshifting: 1. Fossil fuel company strategy of deflecting debate and focus away from their inappropriate activities and onto something else. 2. Carbon calculators for individuals are a case in point – nothing to see here, don't blame the company, it's consumer demand that you need to look at.

Grip and grin: 1. Fast but insincere hugging and smiling when meeting someone you don't really know or like. 2. A staple of the fashion world where faux friendship is rife.

Gymfluencers: 1. People dressed in lycra who apparently have a bearing on what people think and do when it comes to fitness. 2. Gone are the days when you could do a few exercises in a knackered old shirt and say you'd been to the gym; now you need all the right designer clothes, a serious personal grooming regime, an approved branded water bottle with a curious drinking mechanism that everyone envies, and an encyclopedic knowledge of obscure shake drinks with questionable ingredients.

Haves and Have-Yachts, the: 1. Aurally pleasing moniker for the distinction between the rich and poor, taken from the book of the same name by Evan Osnos that investigates the ultrarich. 2. Now that the top eight people in the world have more wealth than the bottom half of the entire world population, the gap has never been wider, and superyachts epitomize the obscene ostentatiousness at the very top end.

Hazing: 1. Forcing a new or potential recruit to perform a strenuous, humiliating or dangerous initiation task. 2. The military and university fraternities are notorious for such disgraceful exploits, often involving nudity and even mock kidnappings.

HFSS: 1. High in Fat, Sugar and Salt. 2. Nastily manufactured foods containing too much of everything, frequently sold in an aggressive way to unsuspecting consumers and, disgracefully, to children. (*see LHF*)

If it bleeds, it leads: 1. Shock journalism. 2. Disgusting mantra from the news industry meaning that the more people are visibly suffering, the greater prominence you should give the item in order to gain more viewers or sell more papers.

Inchstones: 1. More regular markers or landmarks than milestones. The author Bent Flyvberg invented this concept to denote plans that are so detailed that they eliminate surprises through being extremely frequent and precise, thus providing plenty of warning for adjustments to be made in good time.

Inventing the parachute as you fall: 1. Making it up as you go along. 2. The preserve of thousands of tech companies. (*see Building the plane as you fly it; Pivot*)

Juice growth (vb.): 1. Squeeze more money out of something. 2. Ridiculous fruit-inspired reference to making stacks of cash, as in “*There's a lot of short-term stuff we could do that would really juice growth or revenue or whatever and be very misaligned with our long term goal. For example, we haven't put a sexbot avatar in ChatGPT; claimed by Open AI owner, Sam Altman in August 2025. In December, they did.*”

JEDI: 1. Justice Equality Diversity Inclusion. 2. Strangely cinematographic new acronym that supercharges the diversity and inclusion debate with a judicial layer.

LHF: 1. Less heathy foods. 2. Weasel acronym invented by marketing and advertising types to describe food that is bad for you. (*see HFSS*)

LLM: 1. Large Language Model. 2. Software originally designed to allow teachers to see if their students were cheating, these are now frightening the entire world into believing that Artificial Intelligence will take their jobs, steal their children and eradicate mankind.

Machine bullshit: 1. Linguistic bollocks generated by robots. 2. Term coined by an eminent group of Princeton and Berkeley professors subtitled Characterizing the Emergent Disregard for Truth in Large Language Models, in which they categorize the nonsense generated by AI into three groups: empty rhetoric, paltering and weasel words.

Mandarin twaddle. 1. Obfuscating remarks uttered by civil servants. 2. *Yes Minister* bull par excellence, as in “*Just for absolute clarity,*” “*I understand your question and it is an important one,*” “*We have other processes which I will come on to,*” and “*I will say some general things.*”

MECE (pronounced Meesy): 1. Mutually exclusive, collectively exhaustive. 2. Consultancy bollocks whose meaning is somewhat opaque but is trying to describe analysis that examines separate elements in a tailor-made way whilst simultaneously covering everything you need to know; in the overcrowded world of management consulting, this is an unattainable nirvana.

Moral bleaching: 1. Complete absence of morality or ethics. 2. Just as a coral reef can be destroyed by overheating, some companies are totally hollowed out; being completely devoid of any appropriate principles, they feel free to ride roughshod over anyone and everything in order to make money.

Negative learning: 1. The more you learn, the more costly it gets. 2. Somewhat depressing phrase from the world of large project management, in which unexpected developments always mean greater cost, hence every project of this type in the world running over budget.

Opulomania: 1. A burgeoning addiction to luxury. 2. Coined by Jan Gerber, founder of Paracelsus Recovery (which claims to be the most expensive addiction and mental health clinic in the world), opulomaniacs cannot stop excessive shopping, over-the-top travel, and ever-more-exotic cosmetic procedures.

Permalancer: 1. Permanent freelancer. 2. Someone who is not on the payroll but works for a company every day; the winners in this game vary – both the employer and the pseudo-employee may pay less tax until the Inland Revenue catch on and the game is up.

Pitch Traumatic Stress Disorder: 1. Traumatic stress after a pitch or presentation. 2. An overdramatic and ethically disgraceful play on Post-Traumatic Stress Disorder, predictably conjured up by the PR industry, that outrageously

suggests that enduring a big meeting is in some way tantamount to the pressures of fighting in a war.

Price gouging: 1. The practice of raising prices significantly, often excessively, on goods and services when demand is high and supply is limited, or even during emergencies. 2. Cynically taking advantage of a situation to make a quick or unfair profit, even on essential items like food, water or medical supplies during a crisis, or simply inflating prices for goods in high demand, such as tickets to gigs.

RABB: 1. Rish-Averse Broke and Busy. 2. A large quantity of Chief Executives since the pandemic.

Rapid unscheduled disassembly: 1. Unforeseen explosion. 2. In 2025 a SpaceX rocket, at over 400 foot long the largest ever made, exploded shortly after launch, grounding plane flights and triggering warnings of falling debris; SpaceX described the unmanned ship as having suffered “a rapid unscheduled disassembly” and stated that it would review data “to better understand the root cause” of the misfire, adding the breath-taking conclusion that “as always, success comes from what we learn, and today’s flight will offer additional lessons to improve Starship’s reliability.” To the layperson, it blew up, which is the last thing you want a rocket to do.

Reputation laundering: 1. Aiming to improve a company’s image by association with a worthy cause. 2. Cynical attempts by evil forces in tobacco, oil and pharmaceuticals to suggest they are benevolent patrons of the arts and noble charitable causes when in fact their efforts are useful tax dodges and part of a whitewash strategy to disguise their nefarious deeds.

RLHF: 1. Reinforcement Learning from Human Feedback. 2. From the wonderful world of AI, this refers to people correcting nonsensical drivel pumped out by machines in an attempt to encourage them to make more sense, with variable results.

Sacrifice zone: 1. A geographical area that lacks strong environmental protection. 2. Land-use expert’s name for a place that caters to human consumption, for example a massive ranching belt next to a rain forest; a dismissive and dismaying term for greed over environmental consideration.

Second-hand thinker: 1. Someone with no original thoughts. 2. Mansplainer; credit stealer in meetings.

Sissify: 1. Emasculate. 2. Curious adaptation of the noun Sissy into a verb.

Skullet: 1. Mullet hair style but bald on top. 2. An elision of skull and mullet; older men struggling with self-image desperately hang on to wisps of hair at the back of their heads in the vain hope that they still look nineteen.

Slop machines: 1. Robots that produce AI slop. 2. Random utterings of an incontinent machine that can’t stop producing rubbish. (*see slop*)

Slopocalypse: 1. The end of true information. 2. Garbled low-level content that becomes the norm online. (*see Slop*)

Sloppers: 1. People or machines that generate slop. 2. Seemingly 90% of what can be found online these days.

Storied: 1. Something with a story behind it. 2. Nasty example of a noun bastardised into an adjective, as in “*This brand has a very storied background, Dylan.*”

Sunset funding: 1. Payment when leaving a contract. 2. Cynical way of describing a redundancy pay off in soothing, earthly terms.

Super excited: 1. (Pretending to be?) seen to be keen about something. 2. Singularly unimpressed; bored rigid, but feigning interest. (*see Beyond excited; Super-super excited*)

Super-super excited: 1. Even more excited than excited. 2. We may be only seconds away from super-super-super excited, although it has probably already been uttered by some twat on a dancing show or similar. (*see Beyond excited; Super excited*)

Swag gap: 1. Significant difference between the clothing preferences of a couple in the public eye. 2. Social media goes nuts when a woman goes out dressed in a ballgown while her other half is wearing a knackered hoodie that appears to be covered in vomit.

Swipers: 1. Seemingly Well-Intentioned Patrons Engaging in Regular Shoplifting. 2. Ingenious term coined by Professor Emmeline Taylor of City University London to describe thieves who fail to scan all their groceries, a huge proportion of whom come from the so-called middle classes who can easily afford to pay but turn out to be no more responsible than a genuinely poor thief who may be desperate for food.

Techno-feudalism: 1. The new economic system in which large tech companies act as modern-day feudal lords. 2. By controlling platforms and data instead of land, everyone becomes dependent on them for access to services, products and markets, just like the peasants of old.

Top centric: 1. Too many people at the top. 2. Spatially baffling reference to there being too many bosses in relation to too few staff; if you’re at the top, you can’t be in the centre and vice versa, so quite where these people really are is a complete mystery.

Tyranny of goodness: 1. Controversial term used by Norwegian politician Sylvi Listhaug, 2. She criticizes what she perceives as excessive political correctness and naive, open-door immigration policies in Norway; what a sympathetic person she must be.

Unserious: 1. Not serious. 2. Further language mangling here, with it being utterly unclear as to whether the situation is indeed not serious (as in nothing to worry about), or whether there is a derogatory connotation that someone is not taking the situation seriously enough.

ZBB: 1. Zero-based budgeting. 2. Building up a budget from nought, as though this were a revolutionary idea; rather strange acronym masquerading as a new concept,

when in fact it is just a ruse to stop people submitting last year's budget with 10% added on the top; in truth though, any sensible budget should start from first principles anyway, as in start with nothing and build it from there.