



TIP OF THE WEEK

September 23, 2008

There are a million alphabet soup abbreviations out there. I wrote this tip on an airplane and the pilot just said our ETA (Estimated time of arrival) was 5:15 pm. At TMG (The Markens Group), I notice that we use acronyms to speak to each other in shorthand. For instance, we always tell each other GFY (good for you). And how come this shorthand almost always has three letters?

How many of these do you know instantly? HBO. JIT. FAA. TQM. SPC. SKU. AMA. LCA. The problem happens, and sometimes my head spins, when speakers, clients or friends start using their alphabet shorthand around us and we can't break the code.

I was at a meeting recently and felt that I was the only one who didn't get all the shorthand. I had to keep interrupting so I knew what was going on. So think about the jargon you use and spell it out when you aren't sure that everyone knows what you are saying.

51 HOLLAND Good luck. Work **ON** your business. Stay in touch.

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