

The Jargon Detox

If they can't follow it, it isn't finished.

Before you record, run your explanation through these five:

- 1 Could a smart neighbour follow every sentence?
- 2 Replace every acronym or term of art with what it actually means.
- 3 One idea per sentence — split anything with two “ands”.
- 4 Swap abstractions for a concrete example (“efficiency gains” → “the report that took a day now takes an hour”).
- 5 Say it out loud once before recording; your mouth finds the knots your eyes miss.

HEDGE WORDS TO STRIP WHILE YOU'RE AT IT

~~basically~~ ~~sort of~~ ~~I think maybe~~ ~~to some extent~~ ~~it could be argued~~

What resisted simplifying is where your expertise hides. — Clarity is a form of respect.