INTO THE HR JARGON JUNGLE

BUZZWORDS
EMPLOYEE EXPERIENCE
ENABLEMENT / EMPOWERMENT / ENGAGEMENT

DEFINITION

Buzzwords – short and snappy, or what?

Buzzwords are striking terms that for a while seem to be used everywhere, by everyone. They are used to communicate complex ideas in a simple way, and above all, to attract attention. They often start their lives as specialist terms, and become popular because they reflect current trends. It generally takes a while before it becomes clear whether they will stay popular.

These buzzwords can lose their meaning when overused in the corporate world, in the media, in marketing, and in public discourse. For organizations, it is important to have a clear and unambiguous definition of these words.

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EXAMPLE I

Employee Experience

- **Origin:** Derived from **User Experience** (UX Design = user-centered design for websites, products, services, etc.)

- **Meaning:** All the experiences that an individual has during their working life at a company

- **Cross-reference:** Human-centered design and the corresponding human-centered approach for organizations. See the Unequity blog post on UX/UE on our website

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EXAMPLE 2

Empowerment / Enablement / Engagement
These terms are often used interchangeably, but have different meanings:

- **Empowerment – Enabling**
  Strengthening an employee to further their development

- **Enablement – Activation**
  Giving employees what they need to take action

- **Engagement – Dedication, obligation**
  Working for a purpose, contractual obligation

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OUR OPINION

Buzzwords can be used to start conversations, and make them easier.

However, it is important that there is a common understanding of the meaning of the term within your organization.

Communication of the precise definition of the term to all employees ensures that everyone is using the term in the same way.
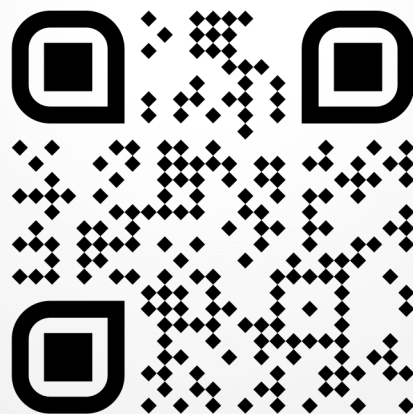
THE WAY OUT OF THE JUNGLE

Transparent communication—and precise, identical terminology—make it easier for everyone in your company to understand complex issues. We can help.

Get in touch with us!

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WE LEAD PEOPLE PROJECTS TO SUCCESS THROUGH COMMUNICATION

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