

*The Economist*, December 2009

"There has been a bear market in management bullshit since the credit crunch began . . . managers have been too intent on staying in work to talk much jargon. In 2010 the decline of the MBA will cut off the supply of bullshit at [its] source. Pretentious ideas about business will be in retreat."



Van Mell's Clinic for the Jargon Addicted is a deadly serious discussion for businesses overdosed on the semantics of outdated "strategic" planning: who hasn't been driven mad debating definitions of "strategy", "tactics", "goals" and "objectives"? Fancy words cover up bad or half-baked ideas, but this is more important than a communications workshop. This workshop is about creating and implementing great ideas for successful and satisfying work.

In this 45-minute session, you'll learn:

- Why you'll never need the word "strategy" again.
- What Warren Buffett said about jargon and how he said it.
- How to swear in a board meeting.
- About a business plan that's exactly 1,000 words.
- Exercises to put these ideas to use right away.
- **Payback 1:** Feeling pride as you become more focused and clear.
- **Payback 2:** Valuable ideas that make work satisfying and profitable.

Derrick Van Mell is Principal of 3GoodQuestions™, which provides question-based planning, a jargon-free, plain-English management innovation that makes everyone's goals and tasks clear as a bell. He's written dozens of short articles and two pithy books about planning; he's spoken on this topic around the world.

**Admitting you have a problem is the first step.** Sign up for the Clinic today: email [brandon@vanmell.com](mailto:brandon@vanmell.com) or call Derrick at the Clinic hotline at (608) 260-9300. We'll send you a bill for \$30 after you sign up (sorry, not covered by insurance).

**Next Clinic:**

**Wednesday, February 10, 2010**

**Where:**

Goodman Community Center  
149 Waubesa Street  
Madison, Wisconsin

**Coffee:**

7:30 - 8:00 a.m.

**Clinic:**

8:00 - 8:45 a.m.

**3 GOOD QUESTIONS™**  
QUESTION-BASED BUSINESS PLANNING