

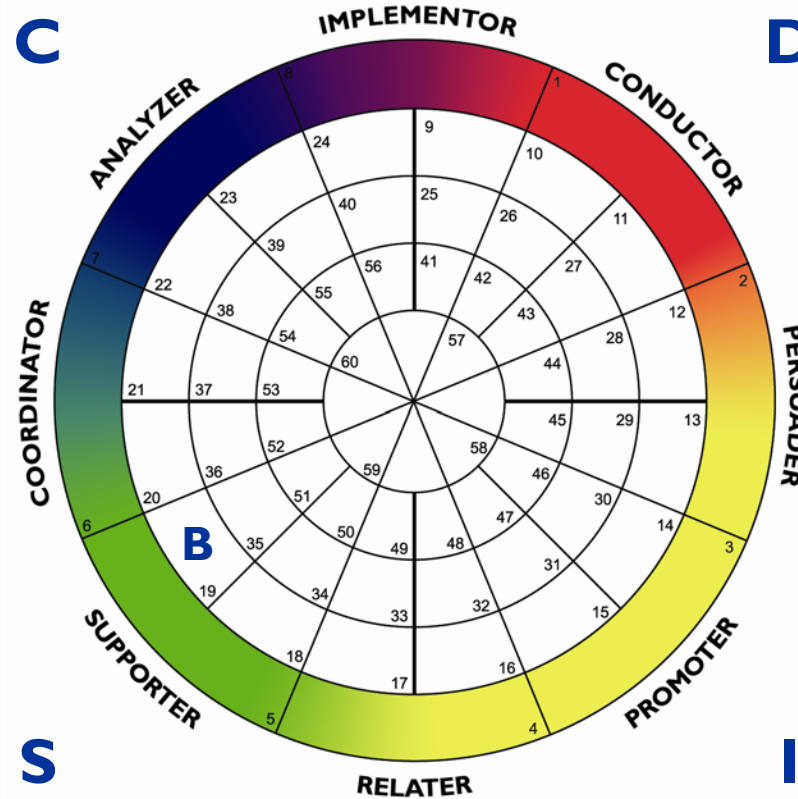
# WORDS THAT DON'T WORK

Clever  
Educated Guess  
Experimental

Feelings  
Perception  
Your Opinion

Frequent Interruptions  
Follow Directions  
In My Opinion

New  
Revolutionary  
Cutting-Edge



Standardized  
Structured  
Uniform

Substantial Change  
Innovative  
Play to Win

Complex  
Abstract  
Override the People

The Same for Everyone  
Sophisticated  
Requires Study

