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Patty McCord: 8 lessons on building a company people enjoy working for | TED Talk

https://www.ted.com/talks/patty_mccord_8_lessons_on_building_a_company_people_enjoy_working_for

All Words

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Session 1: Word List

jargon

n. specialized language or vocabulary used by a particular group or profession that is often difficult for outsiders to understand; language that is full of technical slang or obscure terms and is often used to obscure or confuse rather than clarify

synonym: lingo, vernacular, slang

(1) business **jargon**, (2) scientific **jargon**

The financial industry is notorious for using complicated **jargon** that confuses consumers.

crazy

adj. stupid or not sensible; very angry

synonym: insane, absurd, bizarre

(1) **crazy** about cars and racing, (2) a **crazy** scheme

The rain and thunder are **crazy** today.

acronym

n. a word formed from the first letter of each word in a phrase, such as NASA (National Aeronautics and Space Administration) or AIDS (Acquired Immune Deficiency Syndrome)

synonym: abbreviation, initialism, shortcut

(1) **acronym** definition, (2) use an **acronym**

RADAR is an **acronym** for radio detection and ranging.

evolve

v. to develop gradually, or to cause the development of something or someone gradually

synonym: develop, mature, grow

(1) **evolve**, (2) **evolve** over the past decade

Eyeless fish **evolved** in dark caves.

adapt

v. to make fit for or change to suit a new purpose or environment

synonym: adjust, acclimate, accustom

(1) **adapt** fully to the environment, (2) **adapt** as needed

I advised him to **adapt** to his new surroundings.

employee

n. a person who is hired to work for a business or organization in exchange for wages or salary; a worker

synonym: worker, staff, personnel

(1) **employee** benefits, (2) **employee** evaluation

The **employee** handbook outlines the rules and regulations that all employees must follow.

process

n. a series of actions or operations performed to achieve a particular outcome or goal; a systematic procedure or approach used to accomplish a specific task or objective; a method of treating milk to make it suitable for consumption or use in other dairy products

synonym: procedure, method, system

(1) **process** improvement, (2) decision-making **process**

The **process** for applying for a visa can be lengthy and complicated.

guideline

n. a general rule or principle that provides guidance to appropriate behavior; a piece of advice or instructions that tell you how something should be done or what something should be

synonym: policy, direction, protocol

(1) an education **guideline**, (2) **guideline** for clinical trial

This book will be a practical **guideline** when coding.

obligation

n. the state of being morally or legally bound to do or pay something

synonym : burden, commitment, debt

(1) a deep **obligation**, (2) pay an **obligation**

You are under no **obligation** to finish the job.

assume

v. to think or accept something to be true without having proof of it; to take or begin to have power; to begin to exhibit a specific quality or appearance

synonym : guess, presume, suppose

(1) **assume** a lousy attitude to his boss, (2) **assume** an important role

The following example **assumes** that the capacity of each battery is the same.

amazing

adj. extremely surprising, especially in a way that you like or admire

synonym : exceptional, extraordinary, wonderful

(1) **amazing** advances, (2) the most **amazing** feeling

The golfer recorded an **amazing** distance.

vacation

n. a period in which someone does not have to attend work or school and is free to do whatever they choose, such as travel or leisure

synonym : leave, recess, break

(1) a short **vacation**, (2) summer **vacation**

Do you have a plan for a long **vacation**?

permit

v. to allow for something to happen or be done; (noun) the act of giving a formal, usually written, authorization

synonym : allow, authorize, concede

(1) **permit** application, (2) work **permit**

The teacher will not **permit** any students to leave the classroom early.

sake

n. purpose; reason for wanting something done

synonym : purpose, reason, interest

(1) for your own **sake**, (2) for the **sake** of argument
He got a new job for the **sake** of his family.

ambassador

n. a diplomatic representative of a country who is sent to another country or international organization

synonym: envoy, diplomat, representative

(1) **ambassador** for football, (2) send an **ambassador** abroad

The **ambassador** of peace met with government officials to discuss bilateral relations.

excitement

n. a feeling of great enthusiasm and eagerness

synonym: thrill, exhilaration, incitement

(1) the **excitement** in the business world, (2) aesthetic **excitement**

The **excitement** of the upcoming concert was palpable among the crowd.

innovative

adj. introducing or using new methods, ideas, etc.

synonym: creative, ingenious, inventive

(1) use of **innovative** technology, (2) stylistically **innovative** works

The Prime Minister stressed the need to create **innovative** industries.

agility

n. the ability to move quickly and easily, often in a way that is graceful and controlled

synonym: nimbleness, quickness, dexterity

(1) ninja-like **agility**, (2) **agility** training

The coach had the team run through the **agility** ladder to improve their coordination.

collaborate

v. to work with someone else to produce or achieve something

synonym: cooperate, unite, get together

(1) **collaborate** with the police, (2) **collaborate** on a press

release

She agreed to **collaborate** with him in creating new artwork.

constantly

adv. all the time

synonym: continuously, always, frequently

(1) a **constantly** innovative enterprise, (2) a **constantly** varying mind

The mobile application industry is **constantly** changing.

achieve

v. to successfully complete a task or goal, often through hard work, perseverance, and dedication; to attain or accomplish something that one has set out to do

synonym: accomplish, attain, reach

(1) **achieve** success, (2) **achieve** milestones

I will work hard to **achieve** my goals and realize my dreams.

handle

v. to deal with a situation, problem, or strong emotion

synonym: control, manage, deal with

(1) **handle** a precious object, (2) **handled** the incident

We all should learn how to **handle** stress.

rethink

v. to consider again a plan, idea, etc., especially to change it

synonym: reexplore, review, reconsider

(1) **rethink** a marketing plan, (2) **rethink** the role of the manager

We have to **rethink** our company's product lineup for further growth.

rocky

adj. full of or abounding in rocks; of, relating to, or made of rock

synonym: stony, boulder-strewn, rough

(1) **rocky** terrain, (2) **rocky** relationship

The **rocky** road made it difficult to drive on.

sloppy

adj. characterized by a lack of order or neatness; careless, disorganized, or careless in appearance or performance

synonym: messy, untidy, disheveled

(1) **sloppy** writing, (2) **sloppy** appearance

She looked **sloppy** in her wrinkled shirt and mismatched socks.

observe

v. to watch or notice something carefully, often to gather information or insights; to take note of something or someone; to celebrate or commemorate a special event or occasion

synonym: watch, monitor, scrutinize

(1) **observe** a tradition, (2) **observe** wildlife

It is important to **observe** safety procedures in the workplace to prevent accidents.

uphold

v. to support or defend something, such as a law, idea, decision, etc.

synonym: defend, maintain, sustain

(1) **uphold** the law, (2) **uphold** tradition

The judge may **uphold** the decision of the lower court.

pound

n. the standard unit of money in the UK; the standard unit of weight equal to 16 ounces

(1) three-fourths of a **pound**, (2) thousands of **pounds**

The car's front bumper cost fifteen hundred **pounds**.

representation

n. the act of speaking, acting, or being present on behalf of someone officially; a statement of facts and reasons made in appealing or protesting

synonym: delegacy, manifestation, expression

(1) sales **representation**, (2) binary **representation**

A person who has been declared incompetent should have legal **representation**.

executive

n. a person or group of people with top-level management responsibility in a business or other organization; the

branch that is responsible for implementing, administering, and enforcing laws, as well as running the day-to-day operations

synonym: administrator, manager, director

(1) **executive** editor at the publishing house, (2) **executive** vice president

As the **executive** director of the non-profit, it's her responsibility to make sure they're meeting their mission goals.

start-up

n. a newly established company or business

(1) **start-up** business, (2) early-stage **start-up**

Our company's services are targeted at **start-up** executives.

excite

v. to make someone feel suddenly enthusiastic or eager

synonym: thrill, exhilarate, animate

(1) **excite** the crowd, (2) **excite** rebellion

The news of her promotion **excited** her.

beware

v. to be cautious or careful about something or someone that may cause harm or danger

synonym: heed, caution, alert

(1) **beware** of scams, (2) **beware** of strangers

Please **beware** of the slippery floor after it rains, or you could fall.

nostalgia

n. a sentimental longing or wistful affection for a period in the past

synonym: longing, wistfulness, yearning

(1) a warm **nostalgia**, (2) **nostalgia** trip

The ice cream truck's sound brought back **nostalgia** for my childhood.

shift

n. a slight transition in position, direction, or trend

synonym: transition, change, modification

(1) Doppler **shift**, (2) major paradigm **shift**

Could you help me **shift** some furniture?

bet

v. to risk money on the result of an event or a competition, such as a race or game, to get more money; to have faith or confidence in something

synonym: stake, wager, gamble

(1) **bet** on a race, (2) **bet** my future

I **bet** that you know it.

exciting

adj. causing a lot of interest or excitement

synonym: exhilarating, stimulating, thrilling

(1) **exciting** football player, (2) **exciting** news

The findings of the experiment were both **exciting** and unexpected.

embrace

v. to accept something willingly and enthusiastically;
(noun) the act of clasping another person in the arms as in greeting or affection

synonym: grasp, hold tightly, accept

(1) **embrace** an opportunity, (2) a warm **embrace**

The woods **embrace** the house.

Session 2: Spelling

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|------------------------------|--|
| 1. ex___e the crowd | <i>v.</i> to make someone feel suddenly enthusiastic or eager |
| 2. ob_____e wildlife | <i>v.</i> to watch or notice something carefully, often to gather information or insights; to take note of something or someone; to celebrate or commemorate a special event or occasion |
| 3. amb_____or for football | <i>n.</i> a diplomatic representative of a country who is sent to another country or international organization |
| 4. early-stage st_____up | <i>n.</i> a newly established company or business |
| 5. thousands of po__ds | <i>n.</i> the standard unit of money in the UK; the standard unit of weight equal to 16 ounces |
| 6. ro__y terrain | <i>adj.</i> full of or abounding in rocks; of, relating to, or made of rock |
| 7. up____d tradition | <i>v.</i> to support or defend something, such as a law, idea, decision, etc. |
| 8. re_____k a marketing plan | <i>v.</i> to consider again a plan, idea, etc., especially to change it |
| 9. ac_____m definition | <i>n.</i> a word formed from the first letter of each word in a phrase, such as NASA (National Aeronautics and Space Administration) or AIDS (Acquired Immune Deficiency Syndrome) |

ANSWERS: 1. excite, 2. observe, 3. ambassador, 4. start-up, 5. pound, 6. rocky, 7. uphold, 8. rethink, 9. acronym

- | | | |
|--|-----------|--|
| 10. for the s__e of argument | <i>n.</i> | purpose; reason for wanting something done |
| 11. ev___e over the past decade | <i>v.</i> | to develop gradually, or to cause the development of something or someone gradually |
| 12. the exc_____nt in the business world | <i>n.</i> | a feeling of great enthusiasm and eagerness |
| 13. ex_____ve vice president | <i>n.</i> | a person or group of people with top-level management responsibility in a business or other organization; the branch that is responsible for implementing, administering, and enforcing laws, as well as running the day-to-day operations |
| 14. work pe___t | <i>v.</i> | to allow for something to happen or be done; (noun) the act of giving a formal, usually written, authorization |
| 15. ex_____ve editor at the publishing house | <i>n.</i> | a person or group of people with top-level management responsibility in a business or other organization; the branch that is responsible for implementing, administering, and enforcing laws, as well as running the day-to-day operations |
| 16. ad__t as needed | <i>v.</i> | to make fit for or change to suit a new purpose or environment |
| 17. b_t my future | <i>v.</i> | to risk money on the result of an event or a competition, such as a race or game, to get more money; to have faith or confidence in something |

ANSWERS: 10. sake, 11. evolve, 12. excitement, 13. executive, 14. permit, 15. executive, 16. adapt, 17. bet

18. gu_____ne for clinical trial *n.* a general rule or principle that provides guidance to appropriate behavior; a piece of advice or instructions that tell you how something should be done or what something should be
19. ex_____ng football player *adj.* causing a lot of interest or excitement
20. am_____g advances *adj.* extremely surprising, especially in a way that you like or admire
21. ex___e rebellion *v.* to make someone feel suddenly enthusiastic or eager
22. a warm no_____ia *n.* a sentimental longing or wistful affection for a period in the past
23. the most am_____g feeling *adj.* extremely surprising, especially in a way that you like or admire
24. ac_____e milestones *v.* to successfully complete a task or goal, often through hard work, perseverance, and dedication; to attain or accomplish something that one has set out to do
25. pr_____s improvement *n.* a series of actions or operations performed to achieve a particular outcome or goal; a systematic procedure or approach used to accomplish a specific task or objective; a method of treating milk to make it suitable for consumption or use in other dairy products
26. sl___y writing *adj.* characterized by a lack of order or neatness; careless, disorganized, or careless in appearance or performance

ANSWERS: 18. guideline, 19. exciting, 20. amazing, 21. excite, 22. nostalgia, 23. amazing, 24. achieve, 25. process, 26. sloppy

27. binary rep_____ion *n.* the act of speaking, acting, or being present on behalf of someone officially; a statement of facts and reasons made in appealing or protesting
28. decision-making pr_____s *n.* a series of actions or operations performed to achieve a particular outcome or goal; a systematic procedure or approach used to accomplish a specific task or objective; a method of treating milk to make it suitable for consumption or use in other dairy products
29. col_____te with the police *v.* to work with someone else to produce or achieve something
30. an education gu_____ne *n.* a general rule or principle that provides guidance to appropriate behavior; a piece of advice or instructions that tell you how something should be done or what something should be
31. re_____k the role of the manager *v.* to consider again a plan, idea, etc., especially to change it
32. b_t on a race *v.* to risk money on the result of an event or a competition, such as a race or game, to get more money; to have faith or confidence in something
33. cr__y about cars and racing *adj.* stupid or not sensible; very angry
34. stylistically inn_____ve works *adj.* introducing or using new methods, ideas, etc.
35. sales rep_____ion *n.* the act of speaking, acting, or being present on behalf of someone officially; a statement of facts and reasons made in appealing or protesting

ANSWERS: 27. representation, 28. process, 29. collaborate, 30. guideline, 31. rethink, 32. bet, 33. crazy, 34. innovative, 35. representation

36. ev___e *v.* to develop gradually, or to cause the development of something or someone gradually
37. Doppler sh__t *n.* a slight transition in position, direction, or trend
38. a con_____ly innovative enterprise *adv.* all the time
39. aesthetic exc_____nt *n.* a feeling of great enthusiasm and eagerness
40. as___e a lousy attitude to his boss *v.* to think or accept something to be true without having proof of it; to take or begin to have power; to begin to exhibit a specific quality or appearance
41. up___d the law *v.* to support or defend something, such as a law, idea, decision, etc.
42. business ja___n *n.* specialized language or vocabulary used by a particular group or profession that is often difficult for outsiders to understand; language that is full of technical slang or obscure terms and is often used to obscure or confuse rather than clarify
43. no_____ia trip *n.* a sentimental longing or wistful affection for a period in the past
44. ro__y relationship *adj.* full of or abounding in rocks; of, relating to, or made of rock
45. a short va_____on *n.* a period in which someone does not have to attend work or school and is free to do whatever they choose, such as travel or leisure

ANSWERS: 36. evolve, 37. shift, 38. constantly, 39. excitement, 40. assume, 41. uphold, 42. jargon, 43. nostalgia, 44. rocky, 45. vacation

46. use of inn_____ve technology *adj.* introducing or using new methods, ideas, etc.
47. be___e of scams *v.* to be cautious or careful about something or someone that may cause harm or danger
48. ad__t fully to the environment *v.* to make fit for or change to suit a new purpose or environment
49. pay an obl_____on *n.* the state of being morally or legally bound to do or pay something
50. be___e of strangers *v.* to be cautious or careful about something or someone that may cause harm or danger
51. three-fourths of a po__d *n.* the standard unit of money in the UK; the standard unit of weight equal to 16 ounces
52. ha___e a precious object *v.* to deal with a situation, problem, or strong emotion
53. ag_____y training *n.* the ability to move quickly and easily, often in a way that is graceful and controlled
54. summer va_____on *n.* a period in which someone does not have to attend work or school and is free to do whatever they choose, such as travel or leisure
55. ac_____e success *v.* to successfully complete a task or goal, often through hard work, perseverance, and dedication; to attain or accomplish something that one has set out to do
56. em_____e an opportunity *v.* to accept something willingly and enthusiastically; (noun) the act of clasping another person in the arms as in greeting or affection

ANSWERS: 46. innovative, 47. beware, 48. adapt, 49. obligation, 50. beware, 51. pound, 52. handle, 53. agility, 54. vacation, 55. achieve, 56. embrace

57. for your own s__e *n.* purpose; reason for wanting something done
58. st____up business *n.* a newly established company or business
59. col_____te on a press release *v.* to work with someone else to produce or achieve something
60. scientific ja___n *n.* specialized language or vocabulary used by a particular group or profession that is often difficult for outsiders to understand; language that is full of technical slang or obscure terms and is often used to obscure or confuse rather than clarify
61. ha___ed the incident *v.* to deal with a situation, problem, or strong emotion
62. a deep obl_____on *n.* the state of being morally or legally bound to do or pay something
63. ex_____ng news *adj.* causing a lot of interest or excitement
64. ob_____e a tradition *v.* to watch or notice something carefully, often to gather information or insights; to take note of something or someone; to celebrate or commemorate a special event or occasion
65. em_____ee evaluation *n.* a person who is hired to work for a business or organization in exchange for wages or salary; a worker
66. pe___t application *v.* to allow for something to happen or be done; (noun) the act of giving a formal, usually written, authorization

ANSWERS: 57. sake, 58. start-up, 59. collaborate, 60. jargon, 61. handle, 62. obligation, 63. exciting, 64. observe, 65. employee, 66. permit

67. a con_____ly varying mind *adv.* all the time
68. em_____ee benefits *n.* a person who is hired to work for a business or organization in exchange for wages or salary; a worker
69. as_____e an important role *v.* to think or accept something to be true without having proof of it; to take or begin to have power; to begin to exhibit a specific quality or appearance
70. major paradigm sh__t *n.* a slight transition in position, direction, or trend
71. ninja-like ag_____y *n.* the ability to move quickly and easily, often in a way that is graceful and controlled
72. a warm em_____e *v.* to accept something willingly and enthusiastically; (noun) the act of clasping another person in the arms as in greeting or affection
73. sl_____y appearance *adj.* characterized by a lack of order or neatness; careless, disorganized, or careless in appearance or performance
74. use an ac_____m *n.* a word formed from the first letter of each word in a phrase, such as NASA (National Aeronautics and Space Administration) or AIDS (Acquired Immune Deficiency Syndrome)
75. a cr__y scheme *adj.* stupid or not sensible; very angry
76. send an amb_____or abroad *n.* a diplomatic representative of a country who is sent to another country or international organization

ANSWERS: 67. constantly, 68. employee, 69. assume, 70. shift, 71. agility, 72. embrace, 73. sloppy, 74. acronym, 75. crazy, 76. ambassador

ANSWERS:

Session 3: Fill in the Blanks

1. The _____ of the upcoming concert was palpable among the crowd.
n. a feeling of great enthusiasm and eagerness

2. Do you have a plan for a long _____
n. a period in which someone does not have to attend work or school and is free to do whatever they choose, such as travel or leisure

3. The following example _____ that the capacity of each battery is the same.
v. to think or accept something to be true without having proof of it; to take or begin to have power; to begin to exhibit a specific quality or appearance

4. I advised him to _____ to his new surroundings.
v. to make fit for or change to suit a new purpose or environment

5. This book will be a practical _____ when coding.
n. a general rule or principle that provides guidance to appropriate behavior; a piece of advice or instructions that tell you how something should be done or what something should be

6. The _____ road made it difficult to drive on.
adj. full of or abounding in rocks; of, relating to, or made of rock

7. The Prime Minister stressed the need to create _____ industries.
adj. introducing or using new methods, ideas, etc.

8. The mobile application industry is _____ changing.
adv. all the time

ANSWERS: 1. excitement, 2. vacation?, 3. assumes, 4. adapt, 5. guideline, 6. rocky, 7. innovative, 8. constantly

9. Please _____ of the slippery floor after it rains, or you could fall.
- v. to be cautious or careful about something or someone that may cause harm or danger
10. We all should learn how to _____ stress.
- v. to deal with a situation, problem, or strong emotion
11. The woods _____ the house.
- v. to accept something willingly and enthusiastically; (noun) the act of clasping another person in the arms as in greeting or affection
12. The rain and thunder are _____ today.
- adj. stupid or not sensible; very angry
13. You are under no _____ to finish the job.
- n. the state of being morally or legally bound to do or pay something
14. The findings of the experiment were both _____ and unexpected.
- adj. causing a lot of interest or excitement
15. Eyeless fish _____ in dark caves.
- v. to develop gradually, or to cause the development of something or someone gradually
16. She looked _____ in her wrinkled shirt and mismatched socks.
- adj. characterized by a lack of order or neatness; careless, disorganized, or careless in appearance or performance
17. The teacher will not _____ any students to leave the classroom early.
- v. to allow for something to happen or be done; (noun) the act of giving a formal, usually written, authorization

ANSWERS: 9. beware, 10. handle, 11. embrace, 12. crazy, 13. obligation, 14. exciting, 15. evolved, 16. sloppy, 17. permit

18. The judge may _____ the decision of the lower court.
- v.* to support or defend something, such as a law, idea, decision, etc.
19. The _____ of peace met with government officials to discuss bilateral relations.
- n.* a diplomatic representative of a country who is sent to another country or international organization
20. A person who has been declared incompetent should have legal _____.
- n.* the act of speaking, acting, or being present on behalf of someone officially; a statement of facts and reasons made in appealing or protesting
21. She agreed to _____ with him in creating new artwork.
- v.* to work with someone else to produce or achieve something
22. It is important to _____ safety procedures in the workplace to prevent accidents.
- v.* to watch or notice something carefully, often to gather information or insights; to take note of something or someone; to celebrate or commemorate a special event or occasion
23. The coach had the team run through the _____ ladder to improve their coordination.
- n.* the ability to move quickly and easily, often in a way that is graceful and controlled
24. He got a new job for the _____ of his family.
- n.* purpose; reason for wanting something done

ANSWERS: 18. uphold, 19. ambassador, 20. representation, 21. collaborate, 22. observe, 23. agility, 24. sake

25. The news of her promotion _____ her.
- v.* to make someone feel suddenly enthusiastic or eager
26. Our company's services are targeted at _____ executives.
- n.* a newly established company or business
27. As the _____ director of the non-profit, it's her responsibility to make sure they're meeting their mission goals.
- n.* a person or group of people with top-level management responsibility in a business or other organization; the branch that is responsible for implementing, administering, and enforcing laws, as well as running the day-to-day operations
28. I will work hard to _____ my goals and realize my dreams.
- v.* to successfully complete a task or goal, often through hard work, perseverance, and dedication; to attain or accomplish something that one has set out to do
29. The car's front bumper cost fifteen hundred _____.
- n.* the standard unit of money in the UK; the standard unit of weight equal to 16 ounces
30. The golfer recorded an _____ distance.
- adj.* extremely surprising, especially in a way that you like or admire
31. RADAR is an _____ for radio detection and ranging.
- n.* a word formed from the first letter of each word in a phrase, such as NASA (National Aeronautics and Space Administration) or AIDS (Acquired Immune Deficiency Syndrome)
32. The _____ for applying for a visa can be lengthy and complicated.
- n.* a series of actions or operations performed to achieve a particular outcome or goal; a systematic procedure or approach used to accomplish a specific task or objective; a method of treating milk to make it suitable for consumption or use in other dairy products

ANSWERS: 25. excited, 26. start-up, 27. executive, 28. achieve, 29. pounds, 30. amazing, 31. acronym, 32. process

33. The _____ handbook outlines the rules and regulations that all employees must follow.
- n.* a person who is hired to work for a business or organization in exchange for wages or salary; a worker
34. I ____ that you know it.
- v.* to risk money on the result of an event or a competition, such as a race or game, to get more money; to have faith or confidence in something
35. Could you help me _____ some furniture?
- n.* a slight transition in position, direction, or trend
36. The financial industry is notorious for using complicated _____ that confuses consumers.
- n.* specialized language or vocabulary used by a particular group or profession that is often difficult for outsiders to understand; language that is full of technical slang or obscure terms and is often used to obscure or confuse rather than clarify
37. The ice cream truck's sound brought back _____ for my childhood.
- n.* a sentimental longing or wistful affection for a period in the past
38. We have to _____ our company's product lineup for further growth.
- v.* to consider again a plan, idea, etc., especially to change it

ANSWERS: 33. employee, 34. bet, 35. shift, 36. jargon, 37. nostalgia, 38. rethink