

# CHANGE YOUR VOCABULARY

*“WORDS ARE IMPORTANT”*

—Tom Peters

## OLD WORDS

## NEW WORDS

NOT FOR PROFIT

FOR IMPACT

CHARITY

.....

MISSION STATEMENT

.....

SURVIVAL

.....

INFORM

.....

ON THE BOARD

.....

COMPETITION

.....

DONOR (DONATION)

.....

“WARM FUZZIES”

.....

TRANSACTIONS

.....

APPOINTMENTS

.....

ASK FOR MONEY

.....