

AN EXCLUSIVE EXTRACT FOR THE BIG GAME

Joie de faire has 9 colleagues

Dear Big Game community,

Thank you for Tottenham. You wrote a job title for someone on your frontline team in 2030, sketched their day, and the Signal Report is what you made.

On stage I mentioned *joie de faire*: the joy that comes from the actual work once automation clears away the admin that used to bury it. Your sketches were full of it. Trackers crossed out, the approval queue gone, an agent left “to just care and talk”.

Joie de faire is one of 100 new words in *Future Words*, the book Rohit Bhargava and I wrote to name the shifts our vocabulary hasn't caught up with yet. It has 9 colleagues in the Work & Careers chapter. Some are hopeful. Some will feel uncomfortably familiar if you run a frontline team (*rolebollowing*, the *entry cliff*).

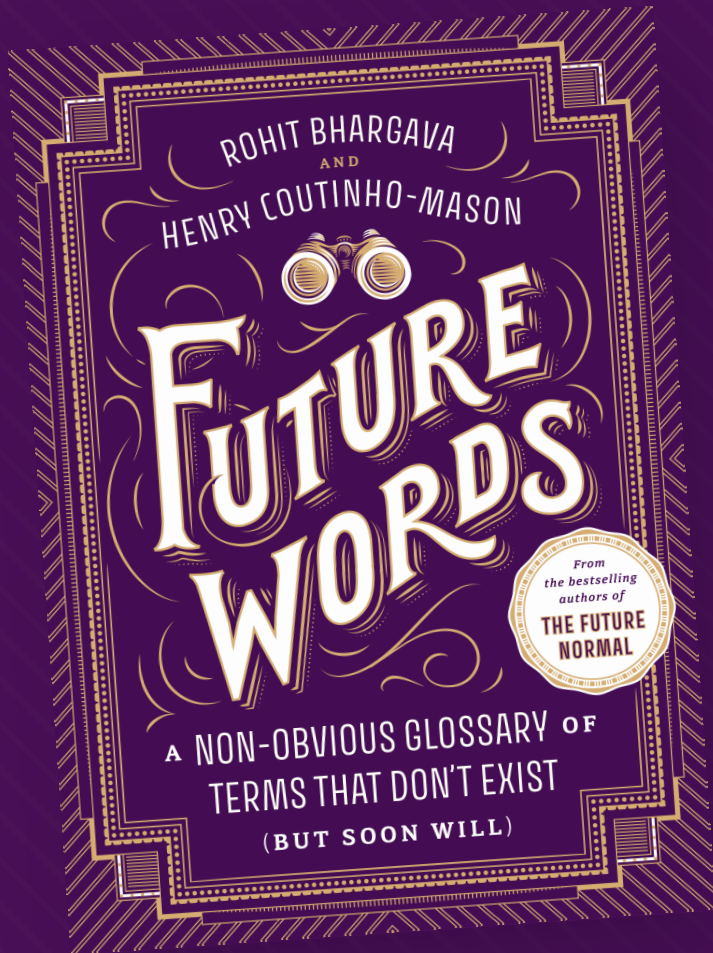
So here's the whole chapter as an exclusive extract, one word per page, less than 4 weeks before the book is out on 10 November.

Try one in your next team huddle. Ask which word is already true on your floor, and which one you'd most like to prevent.

And if they land, the last pages have bulk offers and a custom edition. A box of these makes a good year-end gift for clients or your team (longer-lasting than chocolates, and fewer calories :)

Henry Coutinho-Mason

Co-author, *Future Words: A Non-Obvious Glossary of Terms That Don't Exist (But Soon Will)*



Chronobias

n.

The lingering belief that the quality of work must be measured by how long it takes.

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USAGE

The team held off sending the report for two days, to avoid triggering their biggest client's **chronobias**.

Coinage notes

Greek chronos, time, + bias; grounded in the fact we don't yet know how to value an excellent piece of work that took ten minutes to create in a world where so much of work is measured and compensated on an hourly basis.

Literalcy

n.

The newly necessary skill of being exhaustively literal in saying exactly what you mean when collaborating with AI.

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USAGE

Nobody at the agency rated **literalcy** as a skill until the machines began delivering exactly what was asked, and nothing more.

Coinage notes

Literal folded into literacy. Literacy was the ability to read; literalcy is the ability to be read, prized in an age when your most attentive collaborator is a machine that takes every instruction literally.

Ladderdodging

n.

Declining or choosing not to seek out a promotion or high-level role in order to avoid the added pressure, risk, and loneliness that often comes with management positions.

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USAGE

His continual **ladderdodging** confused his managers who assumed every strong performer wanted their jobs.

Coinage notes

Career ladder + dodging. “Climbing the corporate ladder” was the default path; now, many would prefer to find a different path, especially as managing AI agents avoids the baggage that comes with managing people. The Peter Principle said “everyone rises to their level of incompetence,” but the rise was implied. Ladderdodging is the non-obvious modern solution to this seemingly intractable management problem.

Incompletence

n.

The paradoxical state where AI demonstrates competence at the hardest 90% of a task, yet incompetence at the seemingly trivial final 10%.

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USAGE

Legal AI drafted the merger agreement overnight, then its **incompletence** addressed the cover letter to the partner who retired last year.

Coinage notes

Incomplete + incompetence, pronounced in-KOM-plih-tens AI is just good enough to get the job done, but not thorough enough to complete it. That gap is not a matter of skill as much as the inability to anticipate or execute the “obvious” part of the job that was never written down.

Entry Cliff

n.

The drop-off in entry-level roles, closing the way in for newcomers chasing a first break and eroding an industry's talent pipeline.

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USAGE

Even with their advanced degrees, they still faced the **entry cliff** where the lowest rungs in their field now demanded years of experience.

Coinage notes

Inspired by the glass ceiling, the invisible barrier that halts women and minorities on their climb into senior ranks, and the glass cliff, a doomed senior role offered to women just as failure becomes likeliest. Those obstacles waited for people mid-ascent, whereas the entry cliff stands at the beginning of a career, is visible to everyone, and affects everyone.

Shamehire

n.

A person kept on staff less for the work, which is automated, than for the optics of still employing people.

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USAGE

The new marketing manager suspected he was a **shamehire** when his only remaining duty was appearing in promotional videos.

Coinage notes

The inversion of the Mechanical Turk, Wolfgang von Kempelen's 1770 chess "automaton" that hid a person inside to make a machine look intelligent; the shamehire hides the machine, putting a person in front to make a company look human.

Joie de faire

n.

The joy that comes from the actual work once automation clears away the setup tasks and admin that used to bury it.

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USAGE

A **joie de faire** returned to her clinic mornings once she started auto-generating the tedious job of patient notes.

Coinage notes

A play on the French joie de vivre, the ‘joy of living’, with faire (to do, to make) swapped in. Occasionally used as a phrase by French speakers, but now ripe to cross over into English as AI frees more people to focus on the work that matters. Hopefully. Pronounced zhwah duh FAIR.

Rolehollowing

n.

When automation reduces the quality of the daily tasks in a once meaningful job to a shadow of what it used to be.

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USAGE

Literary translators felt the **rolehollowing** first: decades of experience hunting for the perfect word were replaced by afternoons confirming the machine-generated drafts were, once again, fine.

Coinage notes

Role + hollowing. Role is from the French rôle, the roll of parchment an actor's part was written on. But we went further than playing the part, and assumed an identity: "what do you do?" became shorthand for "who are you?" But when the doing is handled by a machine, that question will get harder to answer comfortably.

Lonicorn

n.

A billion-dollar company built and run by one person, with automation doing the work that once took a workforce.

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USAGE

The startup showcase was filled with aspiring **lonicorns**; one founder proudly shared a blank slide to show his hiring plan.

Coinage notes

Lone + unicorn. Playing on lone wolf and unicorn, the venture capitalist term for a billion-dollar company. Unicorns were so named because they were once mythically rare; now there are over 1,000 of them and the myth has moved on, with investors racing to mint the first single-person billion-dollar company.

Futuresplaining

n / v.

The act of (over)confidently narrating a future you haven't tested or researched, often with slides.

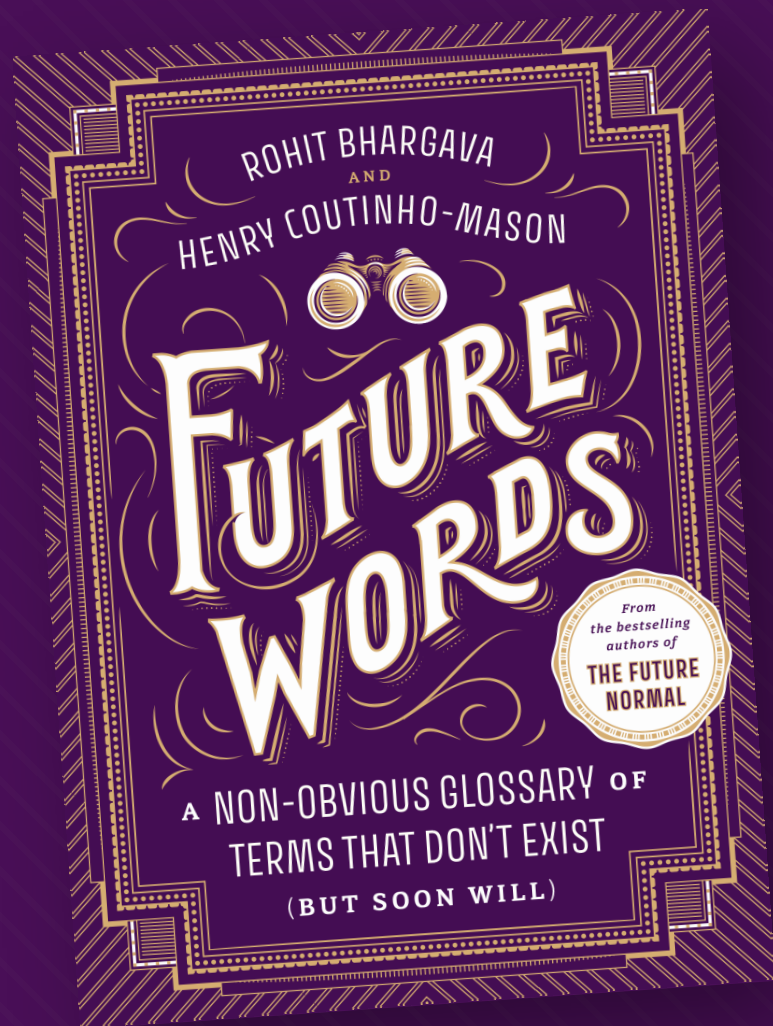
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USAGE

Experienced executives can spot **futuresplaining** by the third slide, usually a hockey-stick graph followed by a robot-human handshake stock photo.

Coinage notes

Future + -splaining; inspired by mansplaining. Expect this to boom as AI makes superficially compelling foresight easy to produce. And yes, we aspire to never become guilty of this either now, or in the future!



THAT'S 10. THERE ARE 90 MORE.

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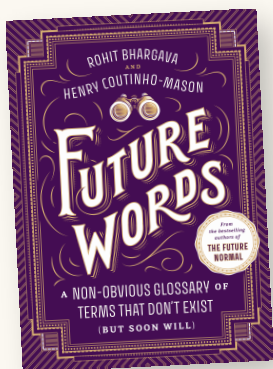
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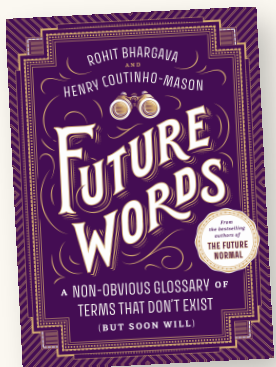
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