

10 COMPLETELY MADE-UP WORDS

THAT WILL CHANGE YOUR LIFE...

(AND 4 THAT WON'T AT ALL)

BY NICK KITTLE



SNIGLETIZE YOUR WORLD

ANY WORD THAT SHOULD BE IN THE DICTIONARY...
BUT ISN'T



SUSTAINOVATION

BUILDING SUSTAINABLE INNOVATION INTO
GOVERNMENT, ONE WILDLY CREATIVE IDEA AT
A TIME

A black and white cow stands in a field of yellow wildflowers. The cow has a white body with large black patches and a white face with black markings around its eyes and ears. It is looking towards the camera. The background shows a line of green trees under a blue sky with scattered white clouds.

BOVILEXIA

THE UNCONTROLLABLE URGE TO LEAN OUT THE
CAR WINDOW AND YELL MOO AT A COW AS YOU
PASS.

A close-up, slightly blurred photograph of a hand pressing a green elevator button. The button is part of a panel with several other buttons, some of which are numbered (3, 4) and some with symbols (up/down arrows). The background is dark and out of focus.

ELLECELLERATION

THE MISTAKEN BELIEF THAT THE MORE YOU
PRESS THE ELEVATOR BUTTON THE FASTER IT
WILL ARRIVE

EXPRESSHOLE

THE PERSON WITH MORE THAN 10 ITEMS IN THE 10 ITEM OR
LESS LINE



Point

- Sometimes no one likes you. That's okay.
- Sometimes it's not your fault. Sometimes it is.
- Don't take it personal. You are in a public role and not everyone is going to like it.
- Care less about what others think about you. You cannot control what others think of you, so there's no point in worrying about it.

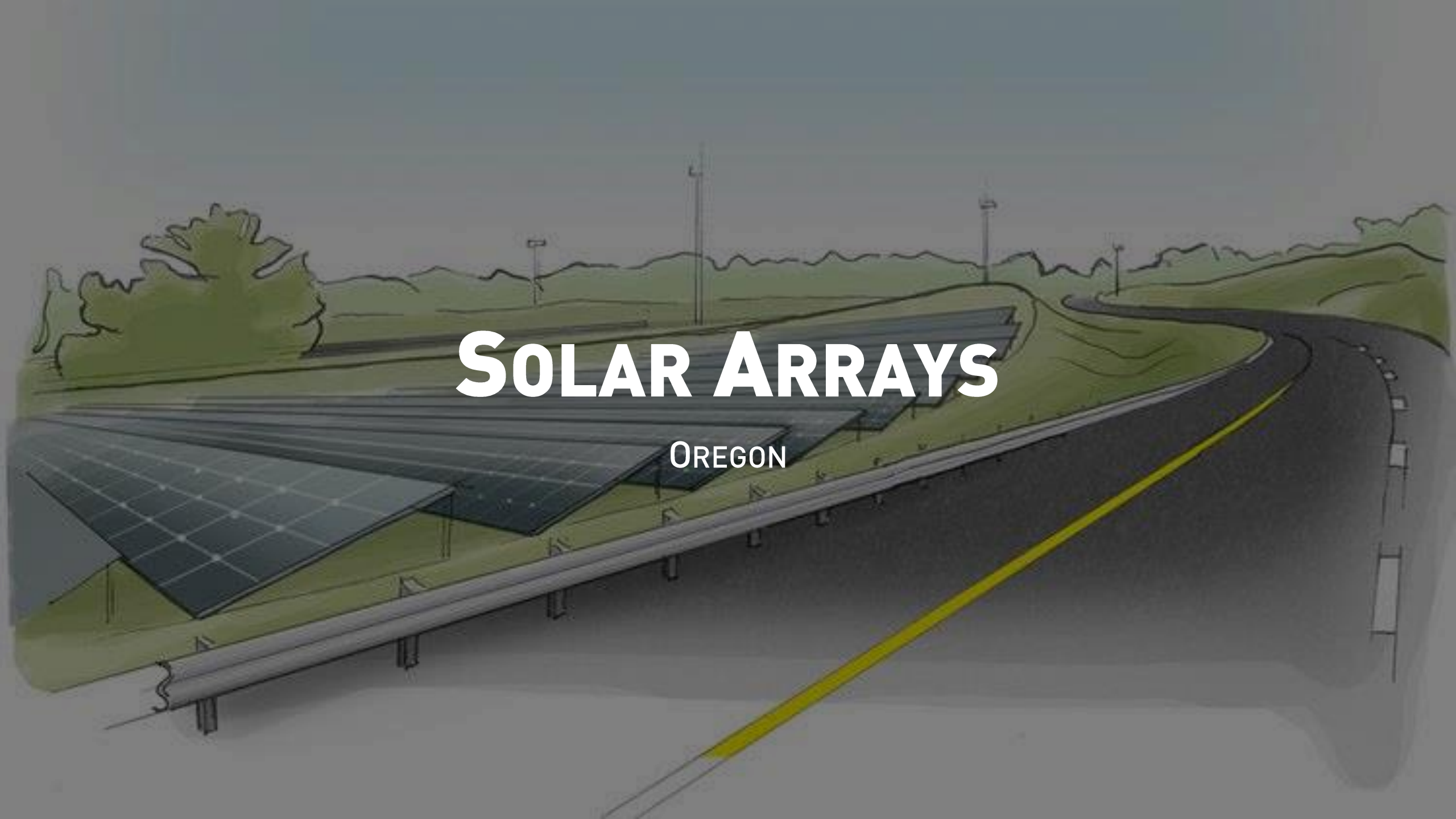
GAPIANA

THE UNCLAIMED STRIP OF LAND BETWEEN THE “YOU ARE NOW LEAVING” AND “WELCOME TO” SIGN AS YOU PASS BETWEEN STATES



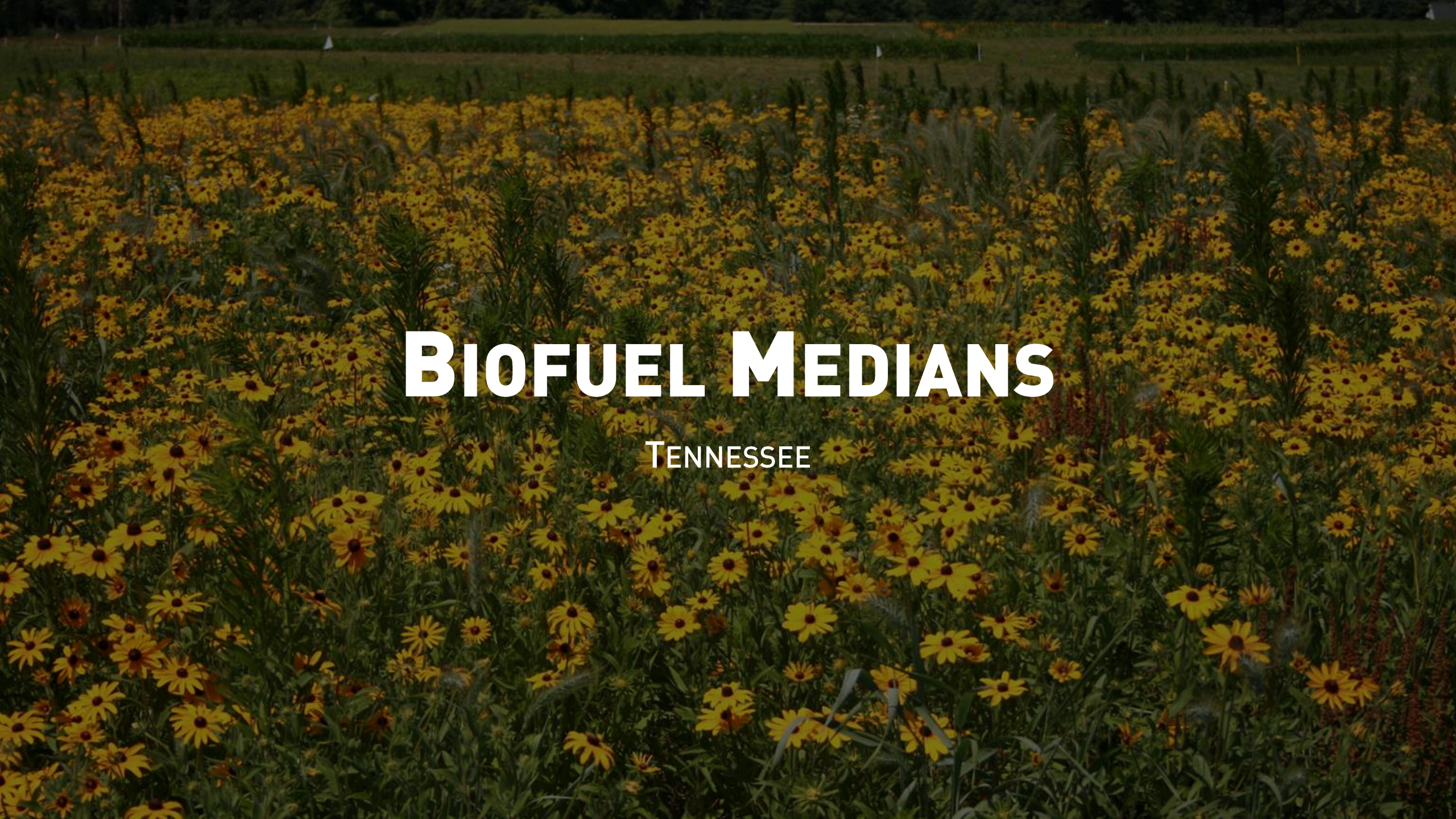
Point

- The gaps in the organization are great places to innovate. The space between is powerful as there tend to be less rules.
- Find places where there are no rules or no paths.
- Ask forgiveness, not permission.
- Also, we're literally the owners of "unused" land, so how can we use it better?



SOLAR ARRAYS

OREGON

A wide-angle photograph of a field filled with numerous yellow flowers, likely Black-eyed Susans, with dark brown centers. The flowers are densely packed and interspersed with green foliage. In the background, a flat, green field extends to a distant treeline under a dark sky. The overall lighting is somewhat dim, giving the image a slightly moody or dusk-like appearance. Centered over the field is the text 'BIOFUEL MEDIANS' in a large, bold, white sans-serif font, and below it, 'TENNESSEE' in a smaller, white sans-serif font.

BIOFUEL MEDIANS

TENNESSEE



POCKET PARK BIOSWALES

WASHINGTON

A rotary lawn sprinkler system is shown watering a green lawn. Several nozzles are visible, spraying water in arcs across the grass. In the background, there are various trees, including some with purple blossoms. The scene is captured in a slightly dim, natural light.

TURFIGEE AND PEDIGEE

THE TWO EXTREME TARGET POINTS OF A ROTARY LAWN SPRINKLER,
TURFIGEE BEING THE SAFEST POINT AT WHICH TO WALK PAST, PEDIGEE
BEING THE MOST DANGEROUS.

Point

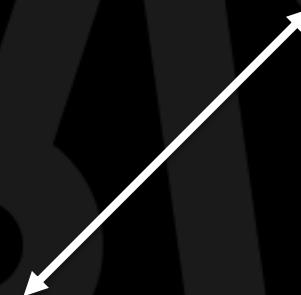
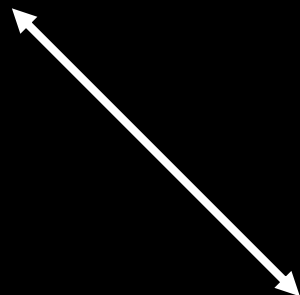
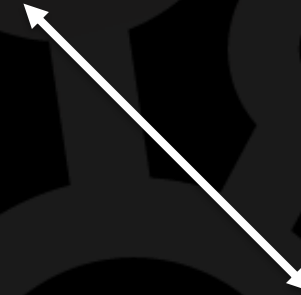
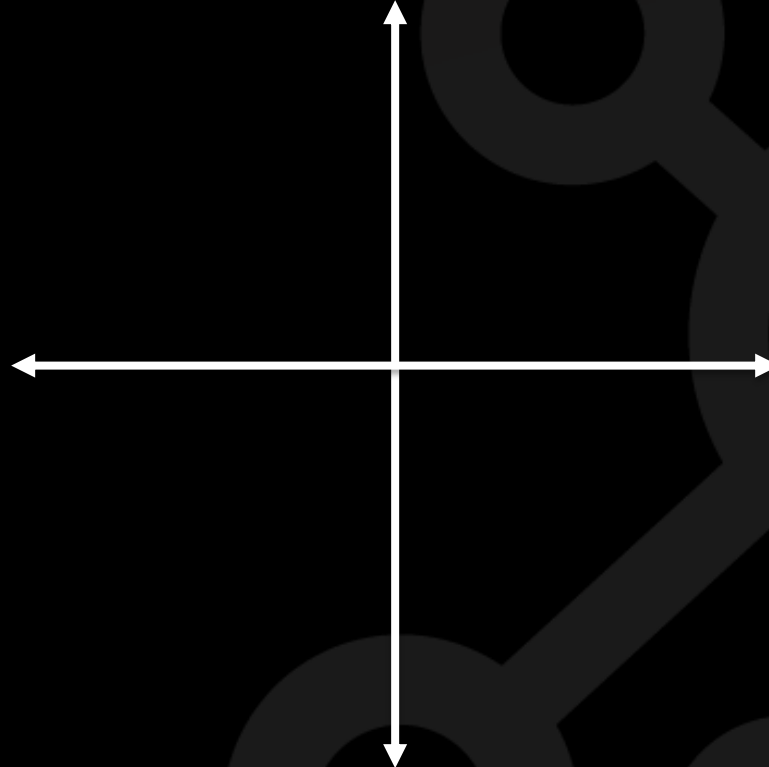
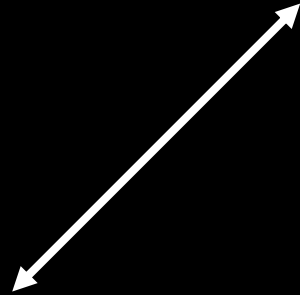
- We all have to walk a line between the Turfigee and Pedigee to navigate a “slippery” situation
- Stray too far one way and you’ll get sprayed down
- It’s about planning
- Balance is hard to strike between efficiency and responsiveness
- Balance is hard to strike between public good and individual rights

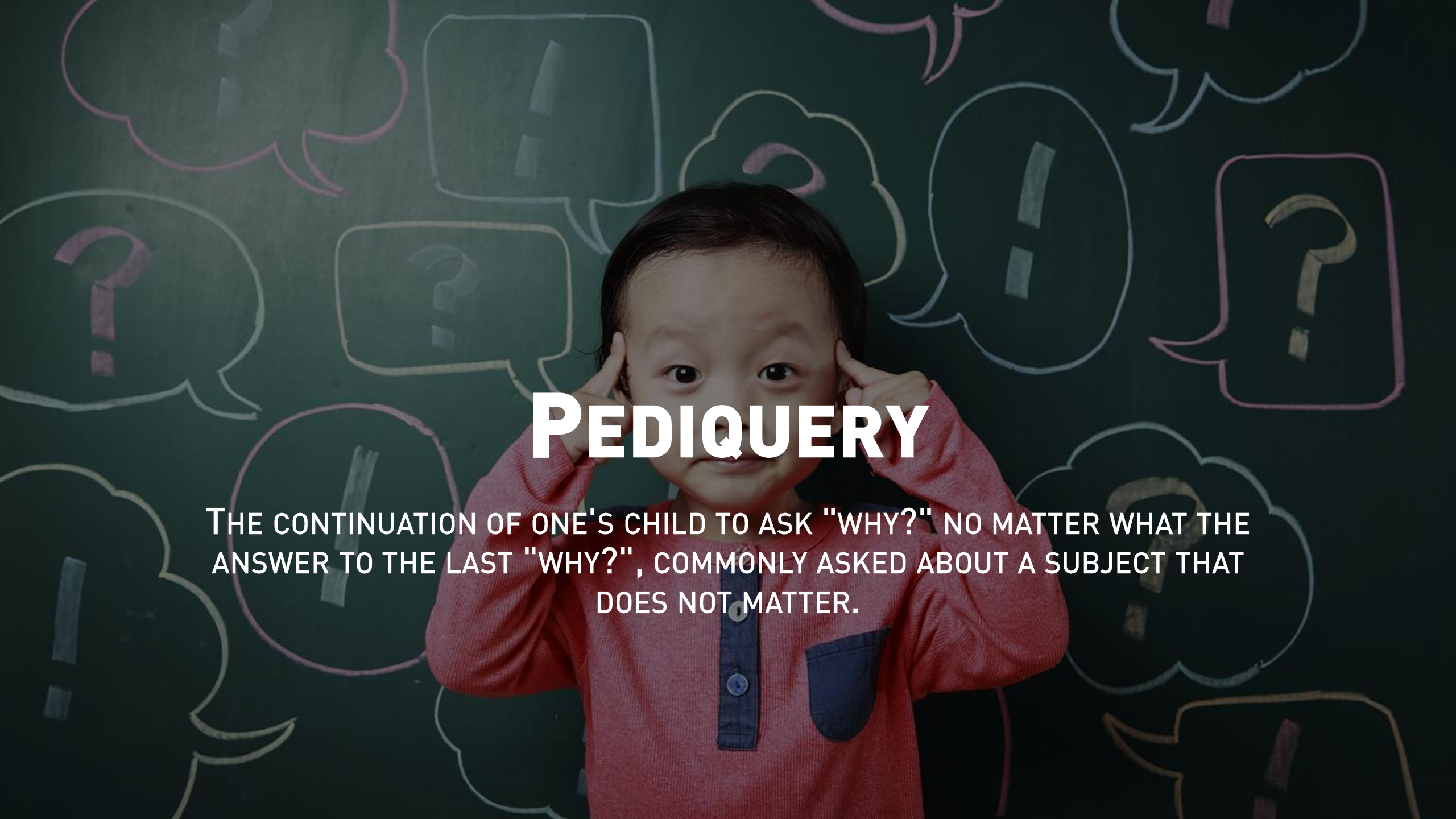
EFFICIENCY

INDIVIDUAL RIGHTS

PUBLIC GOOD

RESPONSIVENESS





PEDIQUERY

THE CONTINUATION OF ONE'S CHILD TO ASK "WHY?" NO MATTER WHAT THE ANSWER TO THE LAST "WHY?", COMMONLY ASKED ABOUT A SUBJECT THAT DOES NOT MATTER.

Point

- Kids do creativity better than us. We need to focus on what they do that we don't.
- NASA study on creativity
- Asking why is a critical part of that. Curiosity is key. Childlike wonder is amazing and useful.
- In innovation its hard to know what questions matter or not.



Ocrapment

THE ATTACHMENT THAT YOU SEND WITH THE SECOND EMAIL AFTER BEING INFORMED THAT YOU FAILED TO ATTACH IT TO YOUR FIRST EMAIL.

Point

- Happens to all of us. We all make mistakes
- We notice them AFTER we make them, not before—that's why they're mistakes. Some will be huge.
- Forgive yourself. Forgive others.
- What is your latest Ocrapment? Leave it in the chat!
 - Send out a press release with out the press release attached?
 - Forget the key word in a social media post?
 - Unintended background in a video?
- Destigmatize failure and mistakes.



RESIGNATION

THE FANTASY OF RESIGNING ON THE SPOT.

TYPICALLY, THIS VISION INCLUDES YOUR BOSS BEGGING YOU TO STAY, YOUR COWORKERS WEEPING AT YOUR UNTIMELY DEPARTURE, AND PROTESTS IN THE STREETS BECAUSE OF THE UNFAIRNESS OF THE SITUATION.

Point

- This is a good fantasy to have.
- This is about us struggling with boundaries vs values.
- How are you preparing for your resignation or retirement?

A close-up, low-angle shot of a wolf's head, tilted back and howling. The wolf's mouth is wide open, showing its teeth and tongue. The fur is a mix of grey, white, and brown. The background is dark and out of focus.

LUPOSLIPAPHOBIA

THE FEAR OF BEING PURSUED BY TIMBER WOLVES AROUND A KITCHEN TABLE
WHILE WEARING SOCKS ON A NEWLY WAXED FLOOR.

Point

- Irrational fear is a killer
- Chapman University
- Starting condition for the public and why communication is so critical
- One of our roles is to stop irrational fear so we can communicate effectively



FURBLING

HAVING TO WANDER THROUGH A MAZE OF ROPES AT AN AIRPORT, BANK OR GOVERNMENT BUILDING, EVEN WHEN YOU ARE THE ONLY PERSON IN LINE.

Point

- Unnecessary processes piss us off
- We can just remove the ropes
- What government service has no point?
- Accountability exercise: access website from your phone
- Dead links on the website?

A low-angle shot of a roller coaster car, yellow and black, with the name 'TIBIDARRO' on its front. Two young girls are seated in the car, their arms raised high in excitement. The coaster track is brown and supported by green metal structures. The background is a bright blue sky with scattered white clouds.

DIPWAVERS

PEOPLE WHO RAISE THEIR HANDS WHEN RIDING ON ROLLER COASTERS.

When poll is active, respond at **pollev.com/nickkittle493**

Text **NICKKITTLE493** to **22333** once to join

Are you a Dipwaver?

I raise my hands on the
roller coaster

I ride the roller coaster but
keep my arms safely inside

I don't ride roller
coasters--that's crazy talk

Point

- Do this. We only get one life, so be a Dipwaver.
- Live life with gusto
- Raise your hands and take a risk
- Feel uncomfortable in a safe way
- False traumas are important to push the boundaries of our creativity

A man with dark hair and a grey jacket runs alongside a man with grey hair and a blue jacket. The man with grey hair is holding a taxidermy head with large antlers and a cardboard box. They are running through a forest with autumn foliage.

BOZONE

THE SUBSTANCE SURROUNDING STUPID PEOPLE THAT STOPS
BRIGHT IDEAS FROM PENETRATING.

Point

- Dealing with stupid people is hard.
- Minimize it. Make information available
- Clarity is better than transparency.
- Remember the public is afraid, but you don't have to tolerate disrespect, its never ok.

The background of the image shows a group of people silhouetted against a sunset sky. They are climbing a rocky mountain peak. Some people are at the top, raising their arms in celebration, while others are lower down, helping each other up. The sky is a mix of orange, yellow, and blue, with some clouds.

ELEVANGELIST

THE PEOPLE IN YOUR ORGANIZATION WHO LIFT UP AND INSPIRE OTHERS!
THESE ARE THE EMOTIONAL LEADERS.

Point

- These people lift up and inspire others—who are yours? Are you one?
- These are the people who need to be activated. They control culture.
- If you want to influence the culture or the org, make a list of the Elevangelists and activate them.
- Convince them to help spread the message.



POWER OF WORDS

WORDS SHAPE THOUGHTS
PIRAHA TRIBE

WHAT WORD DID I MISS?

LEAVE IT IN THE CHAT!

THANK YOU!

NICK KITTLE

SUSTAINOVATION

WWW.SUSTAINOVATION.US

CONNECT WITH ME ON LINKEDIN



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Government Performance and Innovation Coach,
CEO, Keynote, Trainer & #1 Best-Selling Author

