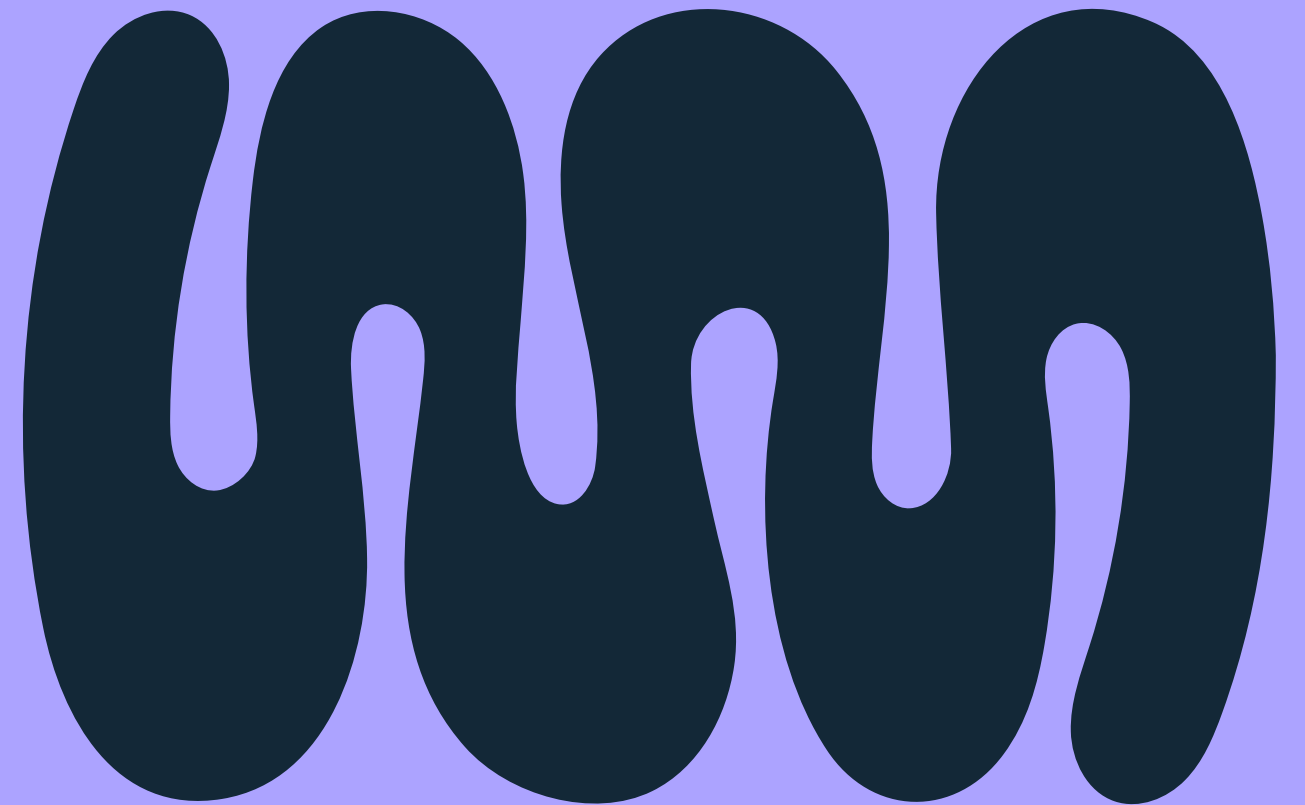


– wonderment.agency –

68 words
no one but
me uses

The Wonderment Lexicon

The full proprietary language of joy-led branding. From Stratejoy™ to Joyjitsu™ to Return on Feeling™. Use them. Steal the thinking. Leave the trademark.



– seriously joyful branding





When I was around 5 years old when I came up with my first word. “Twig fish”. My word for what most of you out there would call a ‘pooh stick’ from the book Winney the Pooh. It only took me around 43 years to come up with the next one “Weakneccessary”. So I have a question for you all, when was the last time you came up with a word? As kids we are all artist, writers and dreamers and at some point society or someone tells us we are not and alas, that never leaves us. So here we are some 43 years on just one or two words but a whole damn lexicon!



So welcome to the Wonderment lexicon, A collection of words, born out of a love all things wonder and joy related. Some them in the process of being registered. Please feel free to use but reference either Sean Cornell and or Wonderment.

The Affective Advantage™
The competitive advantage gained by intentionally making people feel something, not just delivering functional value.

Ajoynda™
A purposeful agenda centred around creating more joy.

Brand Enjoyneer™
People who intentionally design and build brands that are more enjoyable to experience, engage with and buy from.

Ecolojoy™
The study of how joy, wellbeing and our environment influence one another.

Edjoycation™
Learning designed to be enjoyable, memorable and emotionally engaging.

Enerjoy™
Positive emotional energy that is contagious, magnetic and elevates people, teams and brands.

Enjoyneering™
The intentional design of products, services and experiences that create joy by design.

Enjoynuity™
Creative ingenuity applied to making life, brands and experiences more joyful.

Fundamental
The essential building blocks every successful business depends upon.

Foundation™
The strategic foundations upon which meaningful brands are built.

Happy Place
The emotional state where people feel most comfortable, creative and authentically themselves.
Happy gilmore

Human Algorithm™
The emotional formula people subconsciously use to decide who they trust, remember and choose.

Humotional™
The intersection of humanity and emotion.
Experiences that feel deeply human because they make us feel deeply.

Imajoynation™
The ability to imagine better futures through the lens of joy and possibility.

Ideolojoy™
A belief system built on the idea that joy creates better people, brands and businesses.

Joy Architect
Someone who intentionally designs brands, businesses and experiences that make people feel better.

Joy Audit™
A structured assessment of how much joy, emotion and human connection a brand currently creates.

Joybies™
An unexpected gift, extra or freebie given with the intention of making someone feel good.

Joyfool™
Someone who dismisses joy as frivolous, failing to recognise its very real human and commercial value.

Joygantic™
Exceptionally large in joy, emotional impact or positive presence.

Joydience™
An audience united by shared emotional values rather than demographics alone.

Joyfuel
The emotional energy that powers people. The ideas, experiences, relationships and moments that replenish optimism, motivation and wellbeing.

Joyjitsu™
The art of turning challenges into opportunities for joy, connection and positive momentum.

Joylag™
The delay between creating joyful change and fully experiencing its impact.

Joyless / Joylessness
The absence of emotional warmth, delight or human connection in a person, culture, experience or brand.

Joymanship™
The craftsmanship of intentionally creating joy through every interaction and experience.

Joymongerer
A shameless spreader of joy. Someone determined to put more of the good stuff into the world.

Joynal™
A journal dedicated to recording moments of joy, gratitude and growth.

Joynalism™
The practice of seeking out, documenting and sharing stories of joy, humanity and positive change that deserve more attention.

Joynalist™
someone who seeks out and tells joyful stories.

Joyney™
A journey intentionally designed to create joy from beginning to end.

Joyneration
A new generation of people and brands choosing joy as their competitive advantage.

Joynerator
A person, business or idea that consistently generates joy and positive emotional energy.

Joyniverse™
The ever-expanding world of people, ideas, brands and experiences intentionally creating more joy.

Joyn
To emotionally connect through shared positive experiences. The beginning of a meaningful relationship.

Joynius
Someone whose brilliance lies in creating joy for others.

Joynormous
Like Joygantic. Exceptionally large in joy, warmth or positive emotional impact.

Joyride
Wonderment’s strategic journey that transforms ordinary businesses into wondermental brands.

Joyry
Not a jury but a joyry. The panel of people who Are judging your brand based around how much joy it brings them.

Joysome
Full of joy, warmth and positive spirit.

Joyvolution
The transformation that happens when people, brands or organisations embrace joy as a strategic advantage.

Killjoy
Anything or anyone that consistently removes joy, energy or optimism from people and experiences.

Methodolojoy
A methodology built around intentionally creating joy rather than leaving it to chance.

Mirror Effect
The principle that people naturally reflect the emotional energy they receive from others and from brands.

Moanday
A Monday that feels heavy, uninspiring and joyless.

Moandane
Everyday experiences made dull through routine, negativity or lack of imagination.

Neurolojoy
The neuroscience of joy and its influence on memory, trust, creativity and behaviour.

Psycholojoy
The psychology of joy and how emotion influences human behaviour.

Rejoyvenate
To restore energy, optimism and joy after stress, burnout or routine.

Return on Feeling (ROF™)
The measurable business value created through positive emotional experiences and stronger human connections.

Return on Joy (ROJ™)
The measurable value created by intentionally increasing joy across customer and employee experiences.

Sociolojoy
The study of how joy shapes communities, relationships and culture.

Stratejoy™
Strategic thinking intentionally designed to create joy, emotional connection and commercial advantage.

Superhumanise Needed

Synerjoy
The amplified joy and energy created when people, ideas or teams come together.

The Boredroom
The place where lifeless thinking, corporate clichés and uninspired ideas go to survive.

Tone of Joy™
A communication style that feels optimistic, warm, playful and reassuring without losing credibility.

Weaknessessary
The belief that our greatest weaknesses often become necessary ingredients for our greatest strengths.

Wonder(mo)ments
Small, intentional moments that surprise, delight and become lasting emotional memories.

Wonderdog
An underdog transformed into an unforgettable brand through confidence, strategy and joy.

Wonderfuel
The inspiration that powers ideas. Fresh thinking, curiosity and creative sparks that transform ordinary businesses into wondermental brands.

Wondermeet
A relaxed, no-pressure introduction where curiosity meets possibility and every Wonderment journey begins.

Wondermental
Transforming the ordinary into something remarkable, joyful and emotionally memorable.

Wondermentalise
To intentionally transform something into a more joyful, memorable and emotionally engaging version of itself.

Wondermentalism
A philosophy of making businesses better by making them more human, joyful, meaningful and remarkable.

Wondernaut
A curious explorer of possibility, purpose and play, dedicated to turning the mundane into the magical.

Wonderstanding
Understanding through curiosity, empathy and wonder rather than assumption.

Wonderwhelming
Overwhelming someone in the very best way through delight, surprise and emotional impact.

Yes Touchpoints
Brand moments intentionally designed to create immediate trust, positive emotion and a natural “yes.”

Wonderment

The seriously joyful branding agency

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