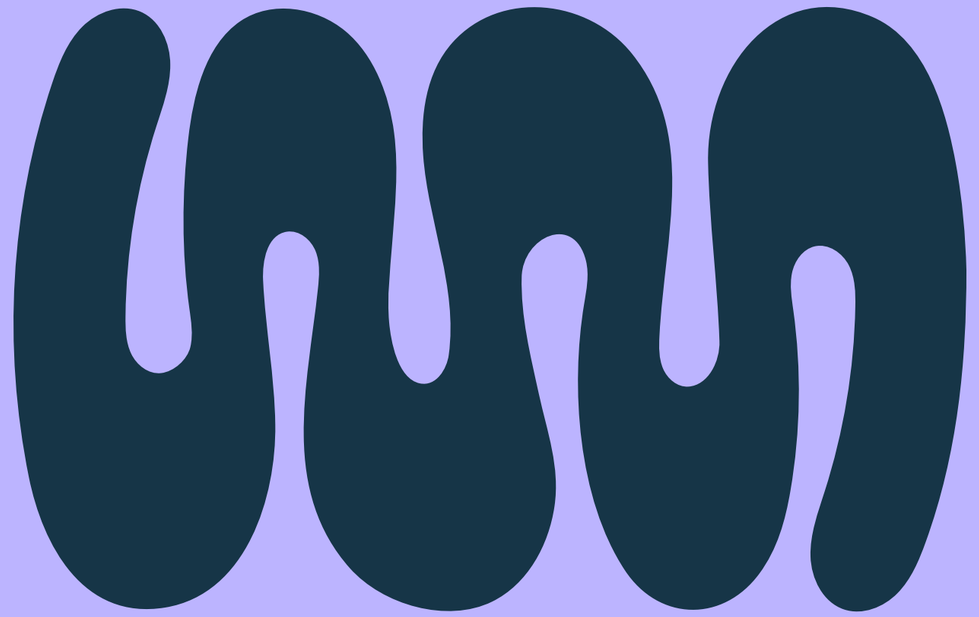
71 words the business world didn't know it needed

The Wonderment Lexicon

A wonderfully unconventional vocabulary for business owners and leaders who believe business could do with a little less jargon and a whole lot more joy. Some will make you smile and others will make you think. Borrow the words, steal the thinking, but leave a little a credit.



– wonderment.agency –



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 with not just one or two words but a whole damn lexicon!



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.

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

Affectiveness
The ability to achieve results through how you make people feel.

Ajoynda™
A purposeful agenda centred around creating more joy.

Brand Enjoyneer™
Someone who intentionally designs and builds brands that are more enjoyable to experience, engage with and buy from.

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 make people feel more joyful.

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

Fundation™
The strategic foundations upon which more enjoyable and successful businesses are built.

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
Like an enjoyneer, someone who designs joy into the way people live, work and experience the world.

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

Joybies™
Unexpected little extras given simply to make someone feel good.

Joyconomist™
Someone who understands and harnesses the economic power of joy.

Joyconomy
An economy in which making people feel good makes good business sense.

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

Joydar™
The ability to recognise, receive and tune into the joy around you.

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.

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

Joygorithm™
A formula for intentionally creating more joyful outcomes.

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.

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.

Joymonger
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.

Joynasium™
A space in which people exercise and strengthen their capacity for joy.

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

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

Joynify™
To intentionally inject more joy into something.

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

Joynomics™
The study of the relationship between joy and economic performance.

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

Joynuine™
Joy that is authentic, natural and genuinely felt rather than manufactured.

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

Joyry™
Not a jury but a joyry. People who judge your brand by how much joy it brings them.

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.

Moanday™
A Monday that feels heavy, uninspiring and joyless.

Mojoy™
Your mojo, joyfully restored.

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.

Rejoyce™
To rediscover the joy in something that has lost it.

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.

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

Stratejoy®
A strategy for intentionally making your audience feel more joyful.

Strat-edgy™
Strategic thinking with the courage to challenge convention.

Superhumanise™
To go beyond simply being more human by intentionally deciding how you want to make other humans feel.

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 fuels curiosity, creativity and wonder. Also the name of Wonderment's fortnightly joy newsletter.

Wondermental
Remarkably creative, unexpectedly joyful and anything but ordinary.

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™
The feeling of being overwhelmed in the very best possible way.

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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