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Vocabulary trainer

Use our Key Words list to learn vocabulary from the current *Business Spotlight*.

NOUNS	assortment	a collection of different things or different types of the same item	Auswahl
	initial public offering (IPO)	the first sale of a company's shares on the stock market	Börsengang
	oil spill	an accidental release of oil, as from a tanker or drilling rig, contaminating the sea	Ölunfall, Ölpest
	pay gap	the wage difference for the same kind of work between two groups of people, usually between women and men	Lohngefälle
	sexual harassment	offensive or unwanted sexual attention paid to someone, often in the workplace and by someone in a position of power	sexuelle Belästigung
VERBS	fiddle with sth.	to play about with something in order to mend it or make it work	mit etw. herumhantieren
	invigorate sth.	to give strength or energy to something (like a project or an organization)	etw. beleben
	label sb. sth.	to call someone something or describe them in a particular way, often unfairly	jmdn. etw. nennen, als etw. abstempeln
	skimp on sth.	to spend less on something than is actually necessary	an etw. sparen, mit etw. knauserig sein
	swear sb. in	to officially place someone in office by having them formally promise their loyalty	jmdn. vereidigen
ADJECTIVES	caffeinated	containing caffeine	koffeinhaltig
	deferential	showing respect	ehrerbietig
	frictionless	without any problems, smooth	reibunglos
	jumpy ifml.	very nervous	nervös, aufgereggt
	shallow	(of water) not deep	flach
EXPRESSIONS	feel a sense of mastery of sth.	to feel fit and sufficiently skilled to do something	sich etw. gewachsen fühlen
	get off to a good start	to begin something well and without any problems	einen guten Start hinlegen
	jump the gun ifml.	to start something too soon, usually without thinking about it carefully beforehand	die Dinge überstürzen
	know one's stuff ifml.	to be familiar with everything involved in one's job	sich in seinem Metier auskennen
	not be that big of a deal ifml.	to be of little importance, not needing much effort to be achieved	keine so große Sache sein

KEN'S CORNER

Jump the gun

MEDIUM



Sport and business have much in common. Both encourage teamwork while rewarding individual success. They're goal-oriented and highly competitive.

Business has adopted many sporting expressions — including “jump the gun”. The gun is the starter's pistol. If you jump the gun, you start running before the race has actually started.

In business, “jump the gun” means to “start a project or process before everything you need is in place”, which may lead to failure.

Here are some more sports expressions used in business:

- “be neck and neck”: be level with the competition (horse racing)
- “cross the line”: finish a project or process successfully (running)
- “drop the ball”: make a mistake (US football)
- “par for the course”: an expected result (golf)
- “raise the bar”: raise standards/expectations (high jump)
- “throw in the towel”: give up (boxing)



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bar ▶ Latte; auch: Messlatte

competition ▶ Konkurrenz

competitive [kəm'petətɪv] ▶ wettbewerbsorientiert

course ▶ Parcours

goal-oriented ▶ ergebnisorientiert (**goal** ▶ Ziel; Tor)

par ▶ Par (Standardschlagzahl)