

***Tool 105 – Early warning vocabulary - Outside the EW organization to communicate the EW idea with positive words in English:***

**Prepared by FFR team: Kasia, Eleni and Aneta**

**1. Words and phrases that are trying to be replaced:**

- Opportunity
- Task
- Challenge
- Check your abilities
- Openness to new possibilities
- Use the support of the (more) experienced people
- Learn from others
- Share the knowledge
- Make deliberate decisions
- Take advantages of the opportunities offered by the cooperation
- Look for solutions
- Get another chance
- Grow the business
- Face the challenges
- Invest in yourself
- Use the opportunity
- Try
- Gain the experience
- Accept a helping hand
- Give yourself a chance
- Be in the running for change
- Find a solution
- Temporary difficulties
- Be aware of the dangers
- Recognize the first signals
- Learn from difficulties
- Take advantage of the experience
- Building up cooperation on trust



- Social capital
- Entrepreneur in distress
- The ability to get on with something
- Open for the change
- React early
- The gene of entrepreneurship
- Community of responsible entrepreneurs
- Learn from other's experience
- Strength of the economy
- Good practice
- Responsible entrepreneurs
- Prevention of the crisis
- Kind support
- Strength of the cooperation

## **2. The words and phrases that are trying to be avoided in external communication Of EW project and idea:**

- Problem
- Risk
- Troubles
- Complicated situation
- Defeat
- Obstacles
- Accept a help from others
- Listen to others
- Business failure
- Difficulty
- Insolvency of a company
- Danger
- Bankruptcy
- Fear of the unknown
- Mistakes
- Crisis
- Trimming
- Doldrums
- Depression
- Defeated



- Lonely
- Bankrupt

