

Chapter 12: Blood, Sweat, And Tears

Pronunciation focus: (the short e)

I really *felt* confident that our new tablet would succeed. After all, we had *spent* the **better part of** two years *testing* it and **working out** all the **glitches**. I really *felt* that the consumers would **take to it**. We poured a lot of **blood, sweat, and tears** into designing and marketing it. The issue that I find to be most **disconcerting** is that *everyone* of us *felt* that we had hit on a winner. If this had been the only product that had underperformed this year, I wouldn't be as concerned as I am. Unfortunately, this adds to the string of failures we have had over the past five years. And as I am *responsible* for product *development*, it is my **head on the chopping block**. I need to think of something to *tell* my boss. I have a meeting with him in a few minutes. I guess I have to just walk in there and deal with it. Wish me luck.

Breakdown

A) Better Part Of: This means more than half of something. However, exactly how much is not clear. It could also mean most of. Remember that it is more than half.

1) We spent the **better part of yesterday** trying to solve our server issues. We were finally able to get everything working in the early evening.

2) I have spent the **better part of these last two years** trying to get this deal done. And now you tell me, we are pulling out of discussions!

B) **Work Out:** This means to find a solution to a difficulty or problem. You can use this in business and when discussing personal relationships.

1) After several months spent negotiating, we were finally able to **work out** a compromise. Both parties walked away from the table with a sense of satisfaction.

2) I am sick and tired of trying to **work out** our issues. I think it would be best if we went our separate ways. We always end up fighting.

C) **Glitch:** This means a minor problem or malfunction. It can also mean a technical problem. When the word glitch is used, the problem isn't usually a serious one.

1) It took our engineers a few hours to find out what was causing the **glitch** in our software. Even though our customers were unhappy, they were relieved we were able to quickly offer them a fix.

2) This is more than a **glitch**. It has been two days and we still don't know what is causing the problem.

D) **Take To It:** This means that something is liked almost immediately.

1) When we introduced our new tablet computer, the public **took to it** immediately. We sold more than we expected. It was an instant success and caused shortages around the world.

2) I don't know why the public **didn't take to** this product. I thought we improved on the previous version. Let's go back and evaluate where we went wrong.

E) Blood, Sweat, and Tears: If you put your blood, sweat, and tears into something it means you put in a tremendous amount of effort and hard work.

1) I have put my **blood, sweat, and tears** into this presentation. It has to go to well. Failure is simply not an option.

2) This software is the result of three years' worth of **blood, sweat, and tears**. I know it will be a tremendous success.

F) Disconcerting: If something is disconcerting, it causes you to feel unsettled or troubled.

1) I find the recent reports regarding the economy **disconcerting**. The creation of new jobs keeps decreasing while the cost of products continues to rise.

2) The most **disconcerting** news is that Jim mentioned they were looking at other suppliers. They were always a reliable customer, but now it seems that they might be looking elsewhere.

G) One's Head On The Chopping Block: If your head is on the chopping block, this means you are ultimately responsible for the failure of a project, presentation, negotiation, etc.

1) It is easy for you guys to give up, isn't it? Well, it's not so easy for me! If this pitch fails, it is **my head on the on the chopping block**, not yours!

2) When we succeed, I get all the praise, but when we fail, it is **my head on the chopping block**.