Words and Phrases AI Ruined *(for now)*

The She Leads AI running list of words and phrases AI overuses. Cut them from your drafts, or ask your AI to cut them for you. Updated October 31, 2026. The live list is at sheleadsai.ai/words-ai-ruined.

Advanced AI Writing Intensive with Anne Murphy
Wednesday, December 9, 2026, 10:00 am to 1:00 pm Pacific, live online.

REGISTER FOR THE INTENSIVE

- actively (as a filler prefix)
- actually / actual (both forms)
- Actually work
- ADD (as verb)
- Aficionados
- alongside
- Ample
- amplify
- anchored in community
- and we'll talk (1:1)
- Applied AI Report
- Argue
- ask the follow-up questions (hosts facilitate the Q&A)
- Astonishing
- At the forefront of
- authentic
- Avoider
- Beacon
- beat
- beyond X / beyond social media (contrast that names what a thing is not)
- Bigger + abstract noun stand-in
- bigger language
- bipolar (as adjective for a situation)
- blacklist / whitelist
- Bleeding edge
- Blend
- blind to
- Boasting
- Boiling the ocean
- Boots on the ground
- Bridging the gap
- Bring your X, leave with your Y
- brought (as a summary or filler verb)
- brutal truth
- Buckle
- Build what's next
- Build With AI / build with AI
- Captivate
- Capture
- carry / carries / carried / carrying
- carrying around
- Catalyzing change
- Charting a new course
- cheesy / cheese
- Cinematic anticipation
- circle the wagons
- circling / circle (as hesitation framing)
- Closure-and-rotation framing
- Compadre
- Comprehensive
- Conquer
- container (as coaching jargon for a cohort)
- Conveying
- Crafting compelling narratives
- crazy
- crippled by
- Cutting edge
- Delegator
- Delve into the intricacies of
- Democratizing access
- Digital age
- Digital ecosystem
- Diminutive-poetic
- Discover
- Dive in
- doing the work
- Driving impact
- Dynamics
- Eat our own dog food
- EF Consulting (the abbreviation)
- Elevate
- Elevate your experience
- Embark
- Embody
- Embrace
- Emerge
- Empowering individuals
- Enhance
- Ensure
- Enthusiast
- Escape
- Excels
- Exciting news!
- Explore
- fall on deaf ears
- Figure
- finished asset in hand
- first-world problems

- fluff
- Forward-thinking
- Foster / Fostering
- founding fathers
- Future-proof
- Game-changing / Game-changer
- garden (as a noun for a content collection)
- Gather to build
- "gathering place for women in human-centered AI" (CREATE and gatherings)
- genuine
- Get it
- ghetto (as adjective)
- girls (for adult women)
- Global Prosperity
- Gone are the days of...
- grandfathered
- grandfathered / grandfathered rate / grandfathered member
- Groundbreaking
- Groups of three (#226)
- guru
- guys / you guys
- gypped / gyp
- hands it to / hand it to / hands the [X] to (as a transfer verb in event or outcome copy)
- happened
- Harness
- Harnessing the power of
- hear me out
- Helping you navigate
- Here's why that matters.
- Highest-leverage
- hit the ground running
- hold / holding / holds (as a verb in hook or outcome language)
- hold / holds
- Holistic approach
- honest / honestly / honesty
- Human-Centric
- Hyper-focused on
- I hope you are doing well / I hope you are well
- I run
- I want you to... / I need you to... / I am here to
- Ignite innovation
- Illuminated
- Imagine
- Imagine a world where...
- Immerse
- Imperative + time-pressure
- Important to consider
- In conclusion
- in plain sight
- In the dynamic world
- In the realm of
- In the XYZ world
- In these unprecedented times
- incredibly
- Inflection point
- Innovative breakthrough solutions
- insane
- Inside your AI
- Inspiring the next generation
- Interactions
- Intricate
- Intriguing
- Introducing the future of...
- Isn't X, it's Y (any variant of this construction)
- It's not just A, it's B
- Italic flourish line above a section title
- Join the movement.
- Join us on this journey
- Keen
- lame
- land (bare verb)
- landing for you
- lands hard
- Landscape
- Leading the charge
- Learn to lead (positions audience as not-yet-there)
- leave with / leaves with / you'll leave with (outcome framing)
- Let that sink in.
- Level up
- Limitless potential
- listen up
- look at it this way
- Lose yourself
- low-class
- Making waves
- man hours
- man up
- manic (as adjective for hectic)
- manpower
- master / slave (in tech)
- Mastering
- matter
- matters
- Maximizing potential
- Meta-CTA cuteness
- Mission-driven
- Mix and match
- Move beyond code
- Move the needle
- Mystery
- name / names (as a rhetorical action verb)
- naming
- Navigating the [landscape] / [complexities of]
- Nestled
- New heights
- Next-gen
- ninja (as job descriptor)
- not where / not X (any contrast that names what a thing is not)
- Notably
- Now more than ever...
- nuts
- OCD (as verb)
- off the reservation
- on your feet
- Once you X, you cannot un-X

- out loud
- Out of the box
- own / owns / owned / ownership
- Paired emotion + access
- Paradigm shift
- Paramount
- Passionate go-getter
- peanut gallery
- Permission/choice softener
- Physique
- Picture this
- Pillars (in public-facing copy)
- Pioneering solutions
- Pivotal
- pivoted / pivot
- powwow
- Print-vs-practice parallel
- producing
- Protector
- Prowess
- Push the envelope
- quiet argument
- rather than (contrast that names what a thing is not)
- Read the Latest (as a CTA)
- real
- Redefining the future
- Registration is open / Registration Is Open (as email or page framing for CREATE)
- Reinventing the wheel
- reinvention / reinvent
- Relax
- Researcher
- Revolutionary
- Revolutionizing the industry
- Rhetorical questions (any question asked for emphasis instead of inquiry)
- Roam
- room
- run, don't walk
- sat / held / hold the space
- sat with / sitting with / sit with
- Save My Seat / Save My Spot (as a CTA)
- Say hello to...
- school
- Seamless integration
- seat (as a word)
- Secret weapon
- See the Program (as a CTA or link label)
- see what I mean
- Shaping the future
- Share this with every woman you know who's building something
- Sharp
- Sharp skills and strong ideas (generic flattery)
- She Adopts AI (retired name)
- Shifting landscape
- show up / shows up / showed up / showing up
- sit down with
- Sitting on
- sitting with
- Sitting with (fake-reflective filler)
- Skeptic
- Soft skills
- spaz / spastic
- spirit animal
- stand up for
- starts here / launch-pad variants
- Stay in the Effect (not a thing)
- Stay With Us / Connect With Us + framing line
- Staying ahead of the curve
- Step back in time
- Step into
- step up
- still sitting with
- still thinking about
- Storybook
- supported / support (as vague coaching filler)
- surface-level
- Synergy
- system (when used generically)
- Take it to the next level
- The best part?
- "the membership that keeps women alongside you all year"
- the most concentrated expression of
- the parts most events forget
- The power of AI
- the whole point
- the word too small / too small for what happens
- the work (as tagline)
- Think outside the box
- This changes everything.
- Thought leader
- Three-beat tagline
- tone-deaf
- Touch base
- Trailblazing
- trailer trash
- "train / training"
- trained / train / training
- trained / training (in metric or outcome copy)
- trainer
- Transform
- tribe
- True potential
- truly
- Trusty sidekick
- turn a blind eye
- Two-beat fragment tagline
- Unleash
- Unlock
- Unlocking new possibilities
- Unveil
- upskilled / upskill / upskilling
- Ushering in an era
- Vibrant
- vision (as goal-setting)
- Vital
- Vulnerable
- walk / walked / walking

- walk / walked / walking (as a metaphor for action or movement)
- Wander
- Want to... / Ready to... subheadings
- watch what happens / dramatic cinematic phrasing
- We will tell you the moment...
- We're on a mission to...
- Weekend bootcamp
- were already belonging / "were already [gerund]" as state
- What if I told you...
- What matters
- Why it matters
- Women building at the intersection
- Women who are building something
- Women who are doing the work
- won't say out loud / mind-reading framing
- worth doing / worth keeping
- X is here to stay.
- "Yah, Let's SLAI"
- You deserve...
- You'll never believe...
- your own / their own / her own (the "own" is filler; cut it)
- zone of genius



Take Back *Your Voice*

The Advanced AI Writing Intensive with Anne Murphy. For people who refuse to sound like AI.

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Build your Voice DNA, set up the context nests AI draws from, and write brand and editorial guidelines AI can follow. Replay and playbooks included.

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