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## Word of the Day – Plateau

### Transcript

Hi everyone, this is Paul. Today's word of the day is **plateau**. **Plateau** is a noun or you can use it as a verb as well. It's used formally and is neutral. Now when you use it as a noun, it's originally used to describe a type of land or geography that's relatively flat after going very high. But we don't really use it to describe land anymore but usually patterns or growth or trends. So you can use it as a time or period of little growth or decline or reaching a state or level that is not growing or declining. It's just staying the same after rising very quickly. For example,

**“The amount of traveling, a person does reaches, a plateau when they get married and settle down.”**

So in this sentence you are trying to say, before you get married you travel a lot but once you get married and settle down you don't travel very much. You can use it in business as well. For example,

**“Our sales are starting to plateau after we stopped advertising on TV. We should start advertising again if we don't want our sales to drop.”**

So what you're saying here is that your sales were rising very quickly but then they started to slow, but they aren't dropping but they're just slowing. But if you want to keep your sales up you have to advertise. Now if you have more questions or you'd like the full transcript you can go to [Practicus.co.kr](http://Practicus.co.kr). Thank you very much and take care.