

THE RIGHT TIME \ thē \ rIt \ tIm \

phrase

1. A common phrase used to describe the intersection of unlimited resources, ideal talent and perfect opportunity. Although often mistaken for an actual time/place, it is mythical. (Compare to “unicorn” or “Atlantis”)
2. Almost always expressed in the negative (e.g., “this isn’t the right time,” or “the timing isn’t right”), the phrase becomes an all-purpose excuse for maintaining the status quo and suggests the speaker is a skilled bureaucrat.
3. Ironically, when the word “right” is removed, the phrase “It’s time” is used as a positive statement meant to initiate change and suggests the speaker is a leader and innovator.