To survive, a community must have a stable relationship with the context it faces. A convention establishes a relation between the community and its context, and it is maintained through the processes of insight, recognition, preparation, and demonstration. Over time, new members join and existing members depart, leading to an innovation.

**Community**

- A community is a social formation that shares common interests. They may be related by birth or may come together through shared social practice.

**Convention**

- A convention is a set of rules that establishes a relation between a community and its context. It is maintained through the processes of insight, recognition, preparation, and demonstration.

**Context**

- The context is the environment in which a community operates. It is shaped by the community and maintained through the processes of insight, recognition, preparation, and demonstration.

**Insight**

- Insight is the process of recognizing an opportunity or problem. It comes from the community and requires preparation through immersion in a field. Insight may create a multiplier effect leading to more ideas.

**Recognition**

- Recognition is the process of defining a problem or opportunity. It comes from individuals who have insight and can articulate it. Recognition is necessary but not sufficient for innovation; it must be coupled with action.

**Preparation**

- Preparation is the process of building the skills and knowledge necessary to respond to insight. It involves learning and developing skills that are relevant to the problem at hand.

**Demonstration**

- Demonstration is the process of proving the value of an idea. It involves testing and validating the concept in a real-world setting. Demonstration proves (or disproves) the insight's value.

**Adoption**

- Adoption is the process of integrating a new idea into the community's practices. It leads to new beliefs and may lead to actions or artifacts.

**Misfit**

- Misfit is the pain that is experienced when there is a disturbance between a community and its context. Misfit manifests itself as pain and can be a motivator for change.

**Variety**

- Variety is the measure of the information content in a system. It is a key factor in the innovation process. A disturbance has variety of its own, and the variety in a disturbance will overwhelm the community if it is not managed properly.

**Resisting Entropy**

- Resisting entropy requires energy and variety. Innovation is a process of creating and destroying ideas, moving them from one stage to the next. Improvement requires energy and variety, and provides a basis for improvement. Demonstration proves (or disproves) the insight's value.

**Misfit**

- Misfit is the pain that is experienced when there is a disturbance between a community and its context. Misfit manifests itself as pain and can be a motivator for change.

**Change**

- Change is the process of adapting to a new environment. It involves the processes of insight, recognition, preparation, and demonstration. Change is inevitable and leads to new ideas and innovations.

**fit (gain)**

- Fit is the degree to which a new idea or practice is acceptable to the community. It is reflected as increased value.

**Relaxation**

- Relaxation is the process of letting go of old ideas and practices that no longer fit. It involves adapting to a new environment and creating new relationships.