

COMPANION DOCUMENT

Glossary

The language of Curated View

Words carry assumptions. When we use a term in a specific way, it matters that you understand what we mean by it—not just what it means in general. This is our working vocabulary.

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Core Terms

The foundational vocabulary of the practice.

Alignment

The condition that exists when separate elements are brought into clear relationship without being merged. Alignment is not agreement or uniformity. It is the functional connection between distinct parts that allows them to support each other.

In CV's practice, alignment is always structural—achieved through design, not force.

Coherence

The quality of a system in which the parts feel like they belong to the same whole. A coherent business is one where the client experience, the backend operations, and the brand identity are visibly connected—where nothing feels like it was bolted on from the outside.

Curation

The practice of deliberate selection. In operational terms: choosing which tools, processes, and workflows belong in a system—and removing or reorganizing what doesn't serve the whole. Not minimalism for its own sake, but precision in service of clarity.

Flow

The movement of information, tasks, and decisions through a system. Healthy flow means things move from origin to destination without unnecessary stops, loops, or manual transfers. Friction is the disruption of flow.

Friction

Any point where movement through a system slows, stops, or requires unnecessary effort. Friction is not always visible—it often manifests as time loss, mental overhead, or the feeling that something is harder than it should be.

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System & Process Terms

How we describe what we observe and what we build.

Integration

The connection of two or more tools or systems so that data passes between them without manual intervention. Integration is not about adding new tools—it is about making existing tools aware of each other.

Intersection

The point where two separate elements overlap. In CV's practice, the intersection is where the work happens—the space between the creative and the operational, the vision and the execution, the frontend and the backend. Structure is built at these points.

This concept has deeper roots in the philosophical thinking behind the practice.

Leverage

A point in a system where a small change produces a disproportionately large effect. CV targets leverage points rather than attempting to restructure everything at once. The highest-leverage change is usually at a connection point, not within a single tool.

Restructure

The process of redesigning how a system operates—not by replacing its parts, but by changing their relationships. A restructure changes how things connect, how information flows, and where decisions are made. It is structural surgery, not replacement.

Structure

The underlying architecture of how a system's parts relate to each other. Structure is not rigidity—it is the invisible framework that allows things to move reliably. Good structure is felt as ease. Missing structure is felt as friction.

In CV's view, structure is not imposed. It is revealed through understanding.

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Delivery & Methodology Terms

The language around what we produce and how we think.

Structural Reading

The primary deliverable of a Curated View engagement. A document interpreting what a client's system reveals about how it operates—where coherence exists, where it's missing, and what the friction patterns mean structurally. Not a list of problems, but a reading of the system's architecture. Implementation follows from and demonstrates the reading.

Relational Intake

The second layer of the intake process, capturing how a client perceives and relates to their own system—not just operational data. Questions in this layer surface the gap between what the client believes is happening and what the system reveals, which is diagnostic data the structural reading requires.

System Audit

A comprehensive analysis of a business's current operational state. The audit maps tools, workflows, data flow, and communication patterns—identifying where the system works, where it breaks, and where the structural gaps are.

The Clarity Model

Curated View's internal term for the complete architecture of how the practice operates: a generative source layer, an applied execution layer, and an intermediate product layer between them. Each maintains its own function while contributing to the whole.

Translation

The process of converting abstract understanding into functional structure. In CV's practice, this means taking observations about how a system operates and converting them into concrete changes—workflows, automations, integrations—that a client can use and maintain.

View

The practiced perspective that allows a system to be seen whole. Not a tool or a method, but a way of looking—one that sees relationships between parts rather than the parts in isolation. This is the foundational skill of the practice.

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Methodology Terms

The language around the research dimension of the practice.

Research Methodology

Curated View operates as a practice-based qualitative research methodology. Every engagement produces both client-specific deliverables and anonymized structural observations that contribute to a growing body of understanding about how systems operate. This dual purpose is inherent to the practice, not an add-on.

Informed Consent

The process by which participants in CV engagements are made aware of the research dimension before work begins. Consent covers how anonymized structural patterns are captured, stored, and used. No identifiable details enter the research archive without explicit permission. Consent is voluntary and does not affect the scope or quality of the engagement.

Methodology Archive

The internal repository where structural findings, cross-domain bridges, and abstracted patterns from engagements are documented. The archive is the practice's memory—it captures what each engagement reveals so the methodology compounds over time.

These terms are not jargon. They are precision. Each one describes something specific about how we see, think, and work. When we use them, we mean exactly what is written here.

This vocabulary will grow as the practice grows. It is a living document.

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