Eero Hosiaisluoma 2026

The EDGY Fast Track

Your quick start to the EDGY Language:
Facet Model & Visual Notation.

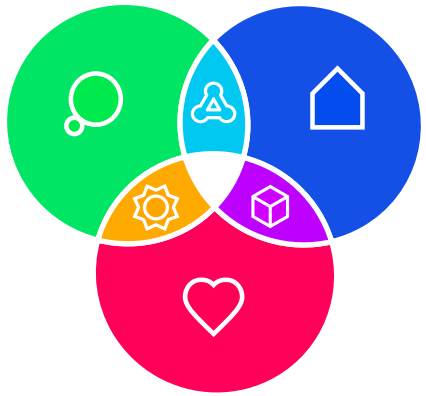
EDGY is a holistic, human-centric approach that provides an analysis model and a collaborative visual language for creating better enterprises.

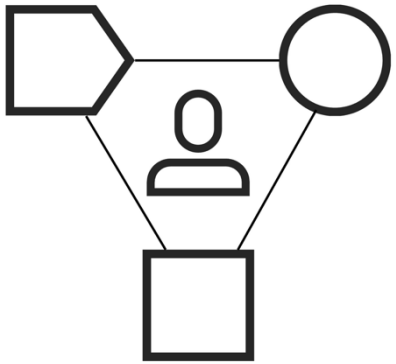
This fast track is designed to get you up to speed quickly. You will learn how to navigate enterprise complexity and use a shared language that connects everyone, from strategy to execution.

Eero Hosiaisluoma 2026

The Two Pillars of EDGY

EDGY is built on two core components that work together.





EDGY Fast Track

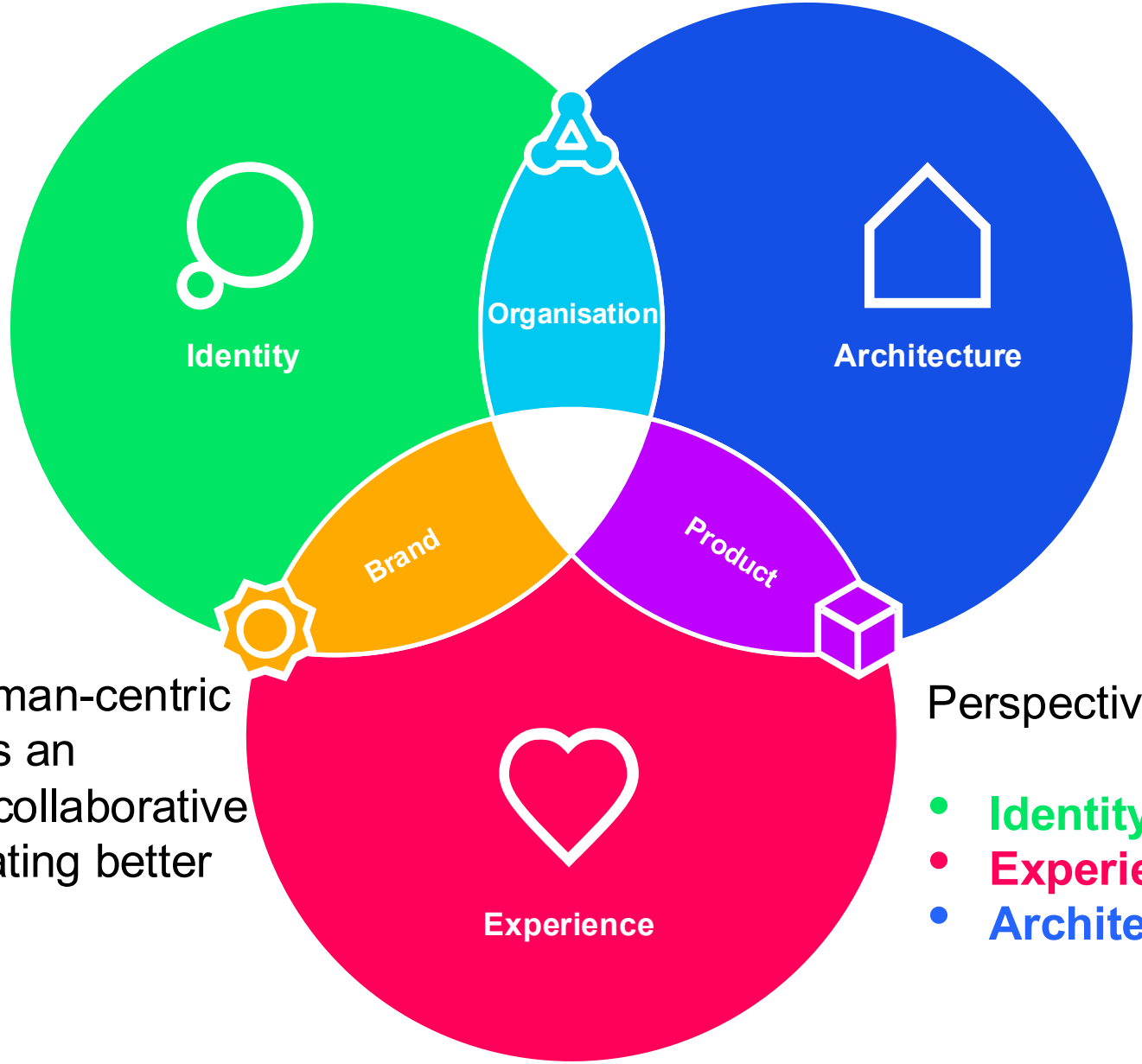
1 **The Facet Model** (the Analysis Model)

The Facet Model acts as a map for navigating enterprise complexity. It provides three distinct perspectives - *Identity, Experience, Architecture*, and their intersections *Brand, Organisation, Product* - to help you analyse how different parts of the enterprise relate to one another. It ensures you ask the right questions to uncover hidden insights.

2 **The Notation** (the Visual Language)

The visual notation is a set of simple, standardised visual elements used to describe and design the enterprise. It provides a shared vocabulary for cross-functional teams, making complex structures easy to see, understand, and communicate.

Eero Hosiaisluoma 2026



EDGY is a holistic, human-centric approach that provides an analysis model and a collaborative visual notation for creating better enterprises.

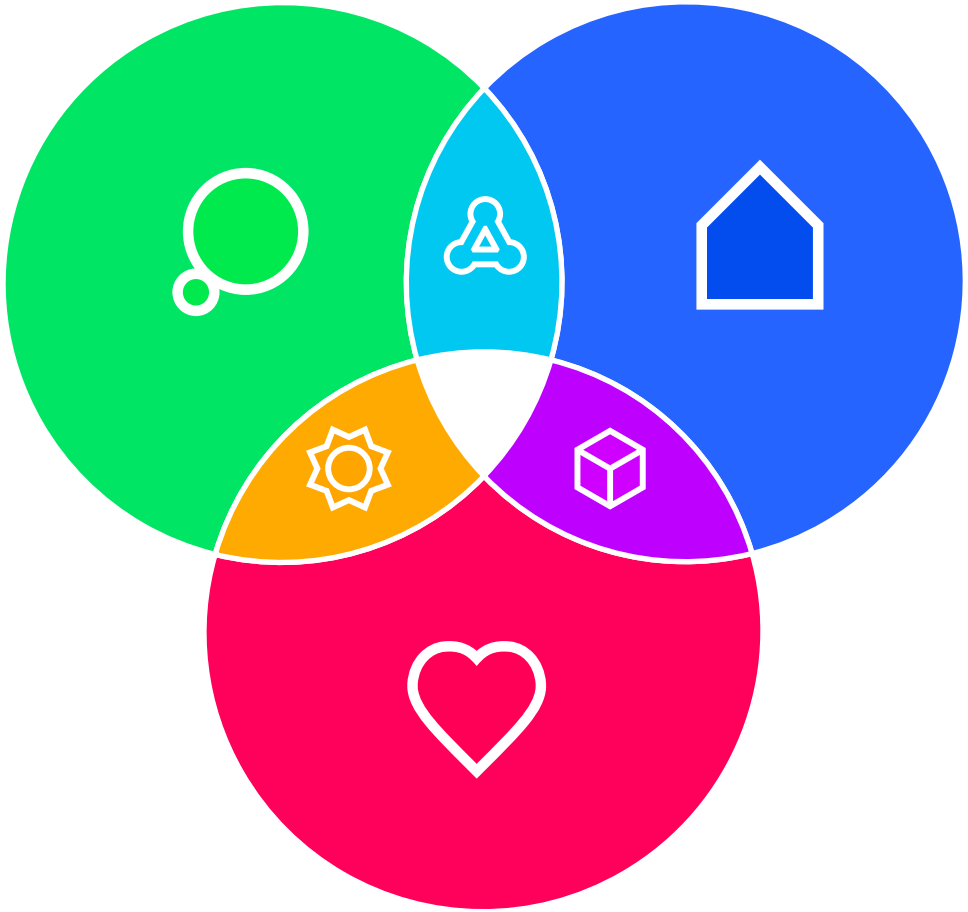
Perspectives:

- **Identity** (*why*)
- **Experience** (*what*)
- **Architecture** (*how*)

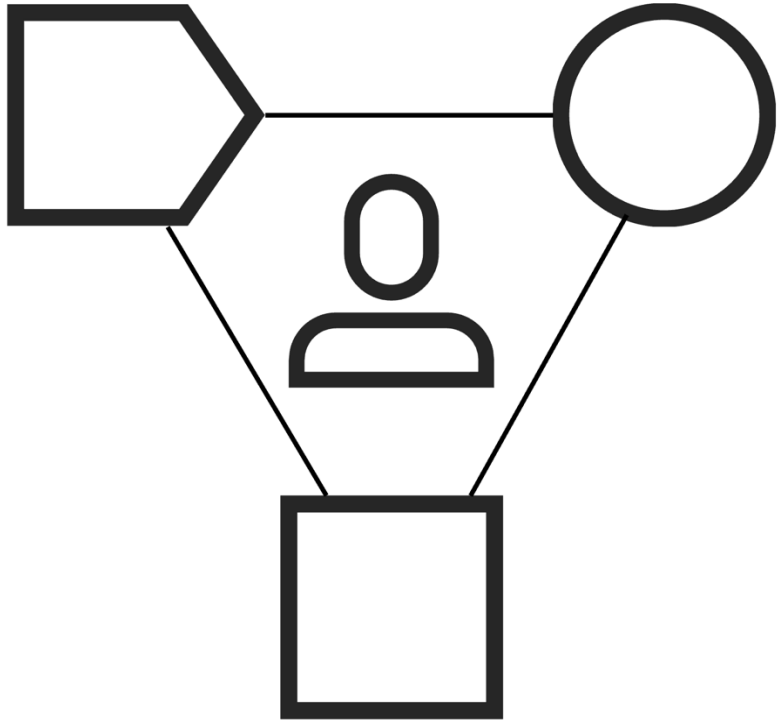
EDGY

Enterprise **D**esign **G**raph Interpla**Y**

1 Facet Model



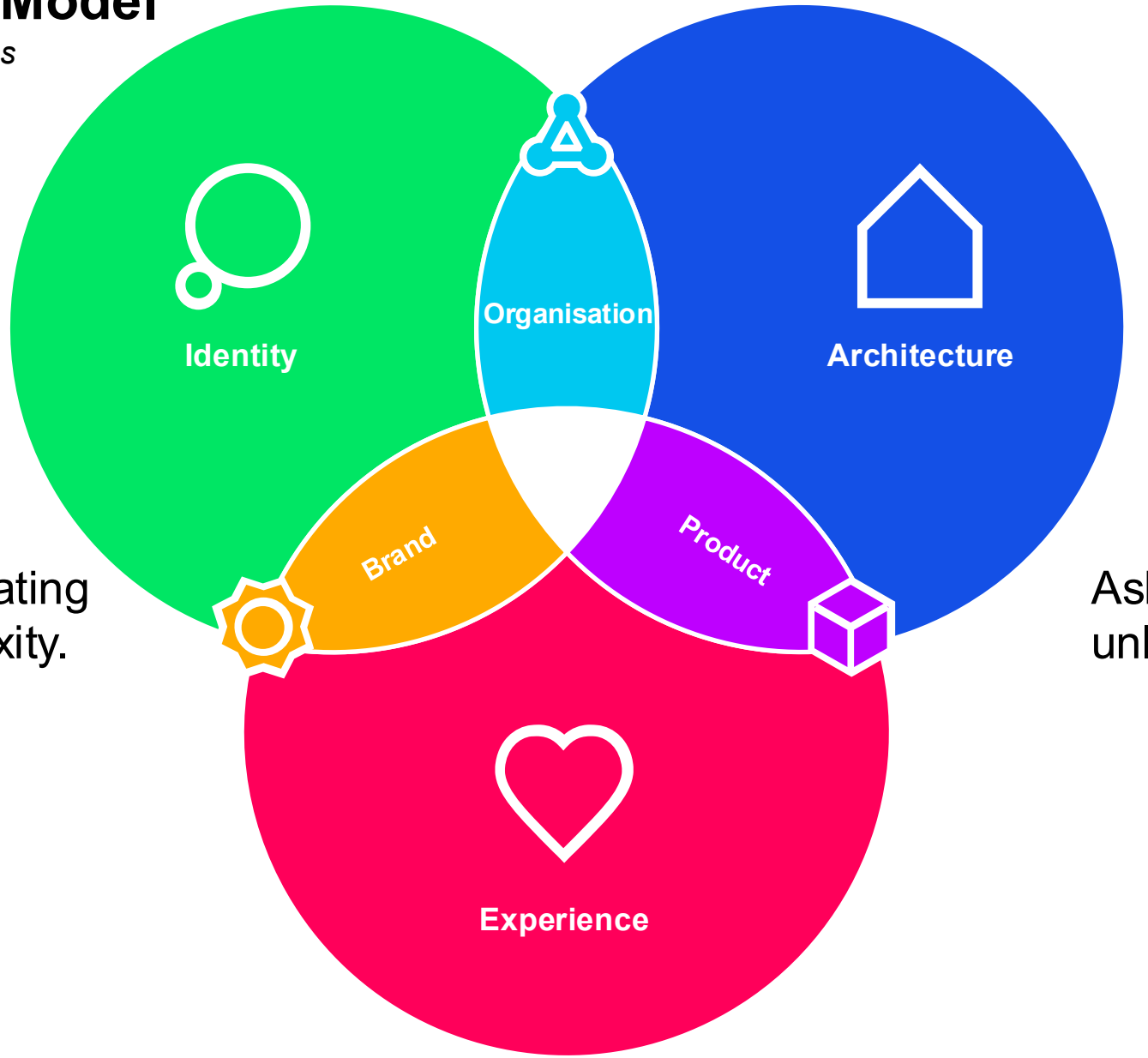
2 Notation



EDGY

The EDGY Facet Model

Facets & Intersections



Your Map for navigating enterprise complexity.

Asking the right questions unlocks new insights.

WHY?

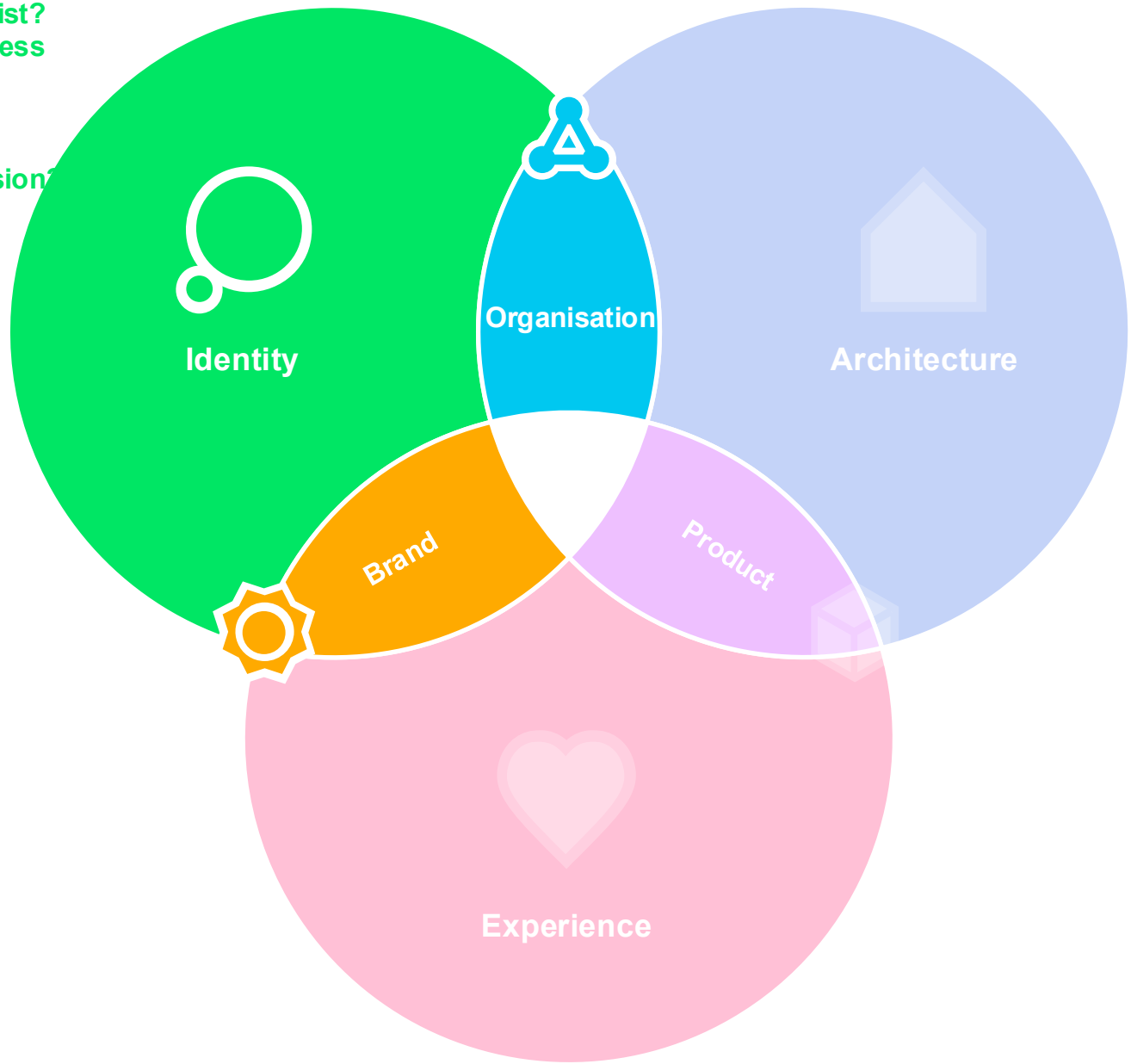
Why does our enterprise exist?
Why is our behavior / business meaningful?

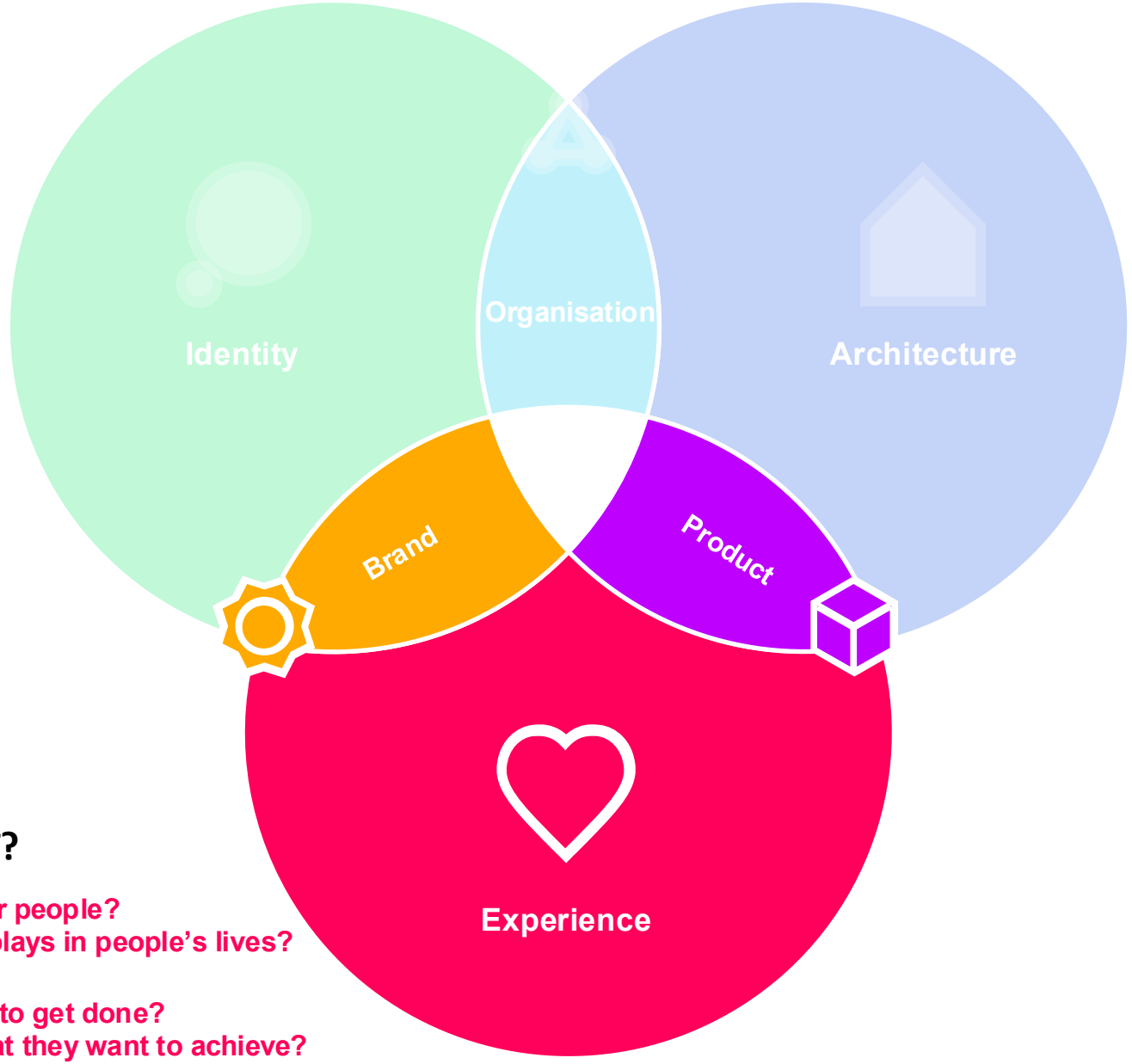
What is our purpose?
What are our mission and vision?
What is our strategy?

What is our story?

What are our goals, values and principles?

Who are we?
What matters to us?

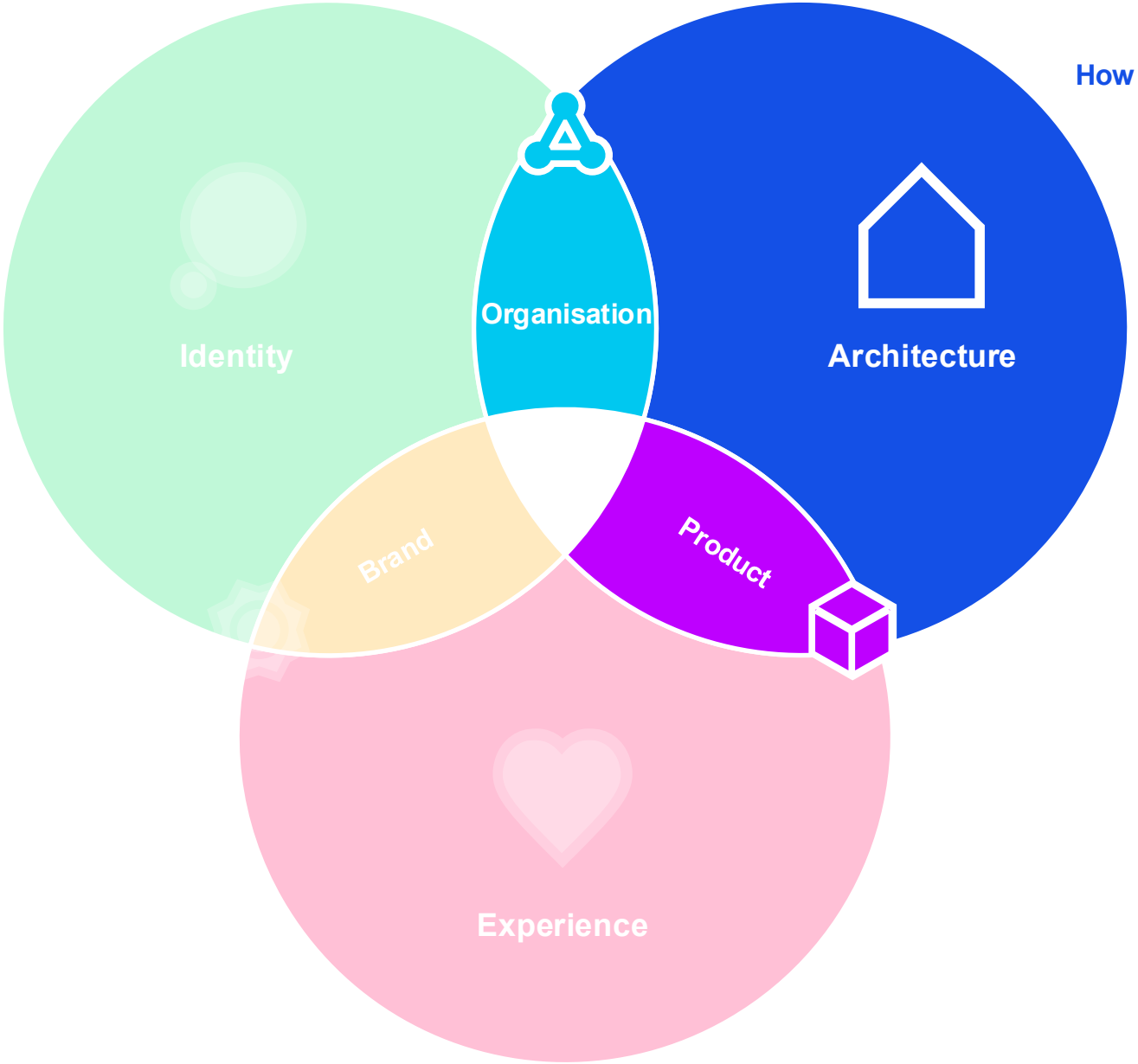




WHAT?

What can we do for people?
What is the role our enterprise plays in people's lives?

What people want to get done?
What are people's needs, what they want to achieve?



HOW?

How do we operate?

How are we running our enterprise, and with what resources?

How do we realise our products and services?

How does everything work together? What are we capable of doing?

WHY?

Why does our enterprise exist?
Why is our behavior / business meaningful?

What is our purpose?
What are our mission and vision?
What is our strategy?

What is our story?

What are our goals, values and principles?

Who are we?
What matters to us?

How do we organise ourselves?
How do we work together?

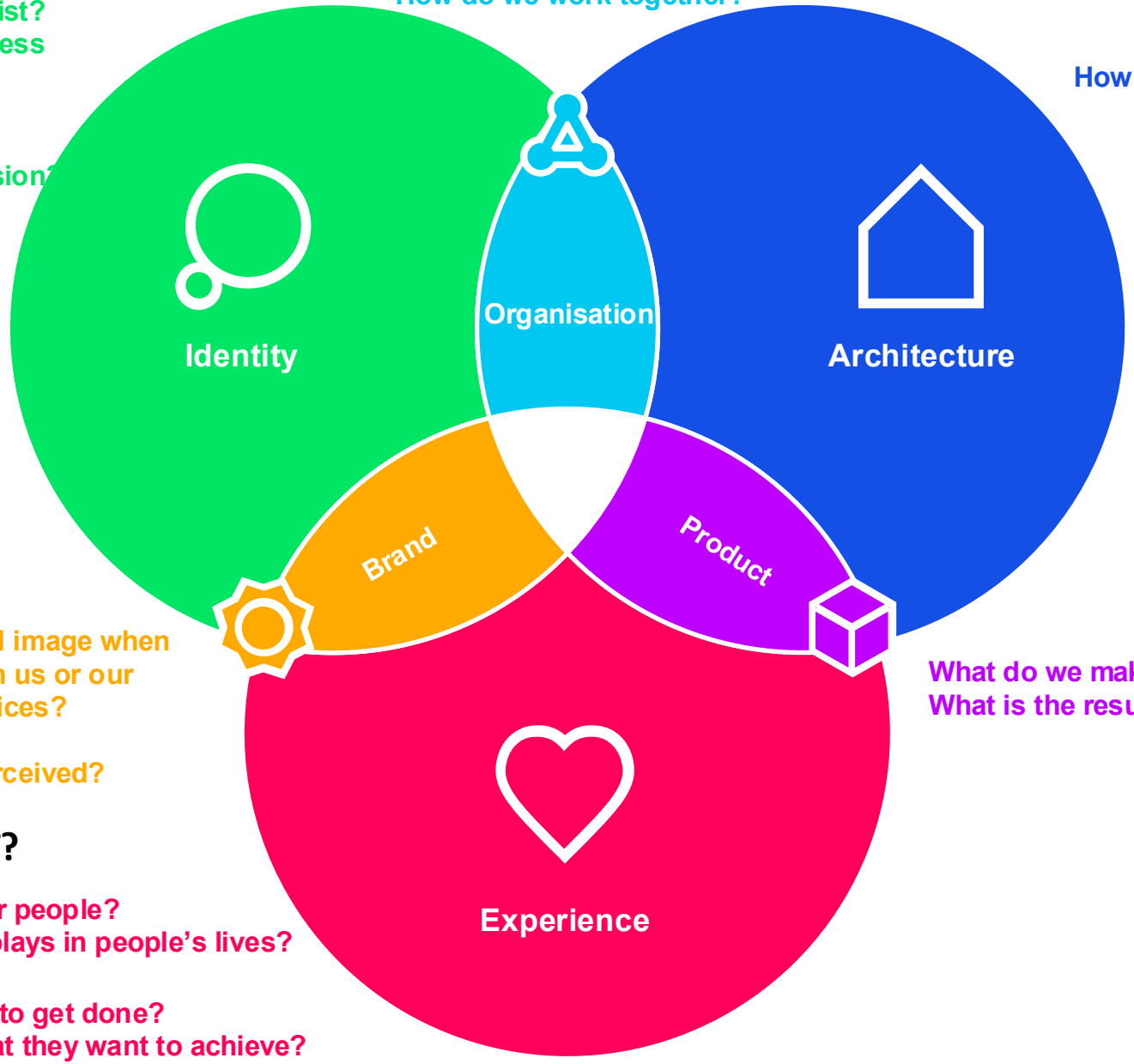
HOW?

How do we operate?

How are we running our enterprise, and with what resources?

How do we realise our products and services?

How does everything work together?
What are we capable of doing?



What is our reputation and image when people are in touch with us or our products and services?

How are we being perceived?

What do we make and offer to people?
What is the result of our work?

WHAT?

What can we do for people?
What is the role our enterprise plays in people's lives?

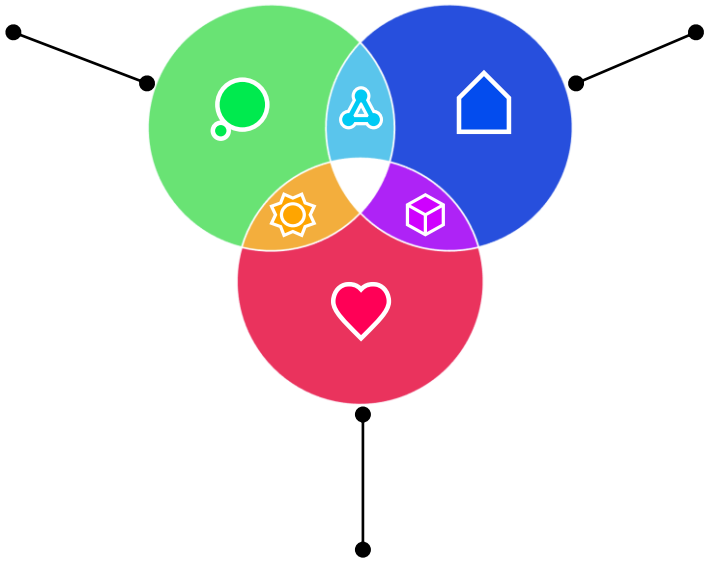
What people want to get done?
What are people's needs, what they want to achieve?

Identity

Why do we exist, and
what is our purpose?

Architecture

How do we operate and run our
enterprise?



Experience

What do people want to achieve, and
what can we offer to help them get their jobs done?

Organisation

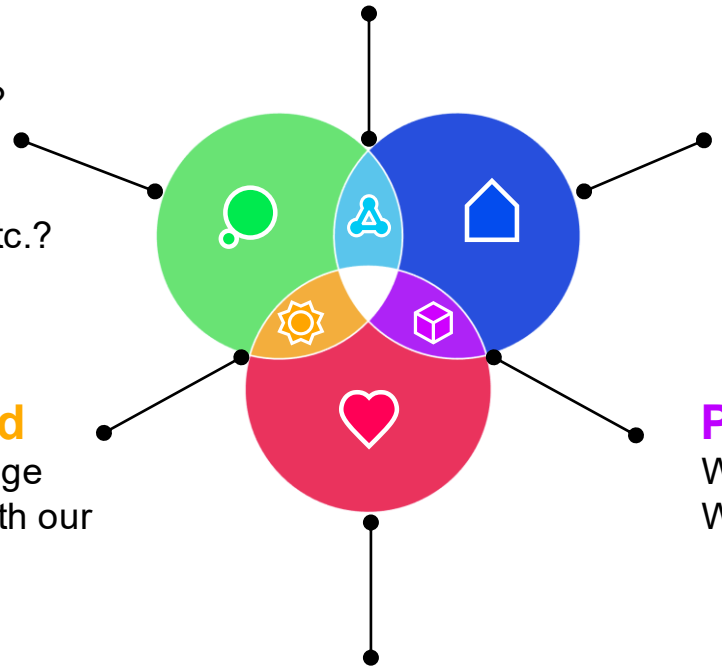
How do we organise ourselves?

Identity

Why does our enterprise exist?
What are our purpose,
mission, vision, strategy,
values, principles, promises, etc.?

Architecture

How do we operate?
How we realise our products and services?



Brand

What is our reputation and image when people are interacting with our offerings?

Product

What do we make and offer to people?
What are our offerings?

Experience

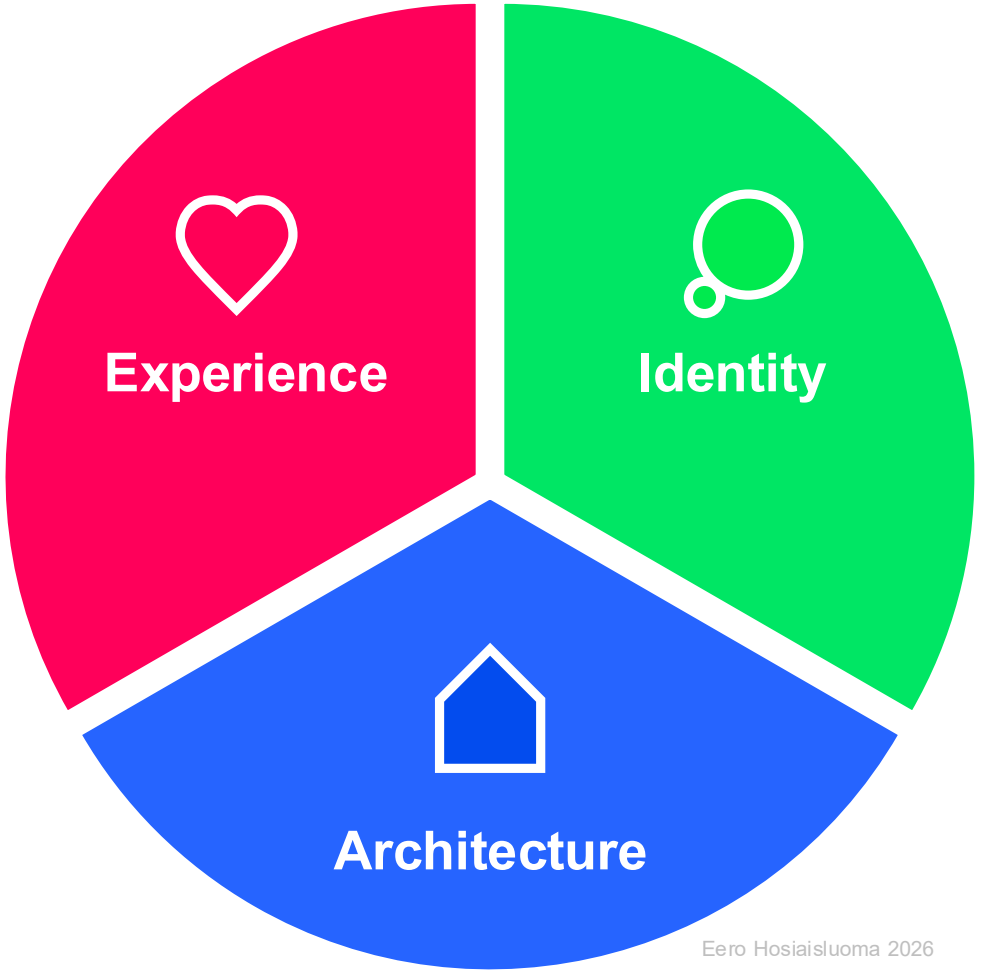
What do people want to achieve,
and how can we help them with our offerings?

The Enterprise Wheel

The 360-degree Navigator

A shared tool that guides us through the complexity of enterprise development.

Like a navigator on a shared journey, it helps us find our way together, ensuring that no matter which direction we start from, we always see the full landscape and understand how our choices affect the rest of the enterprise.



Eero Hosiaisluoma 2026

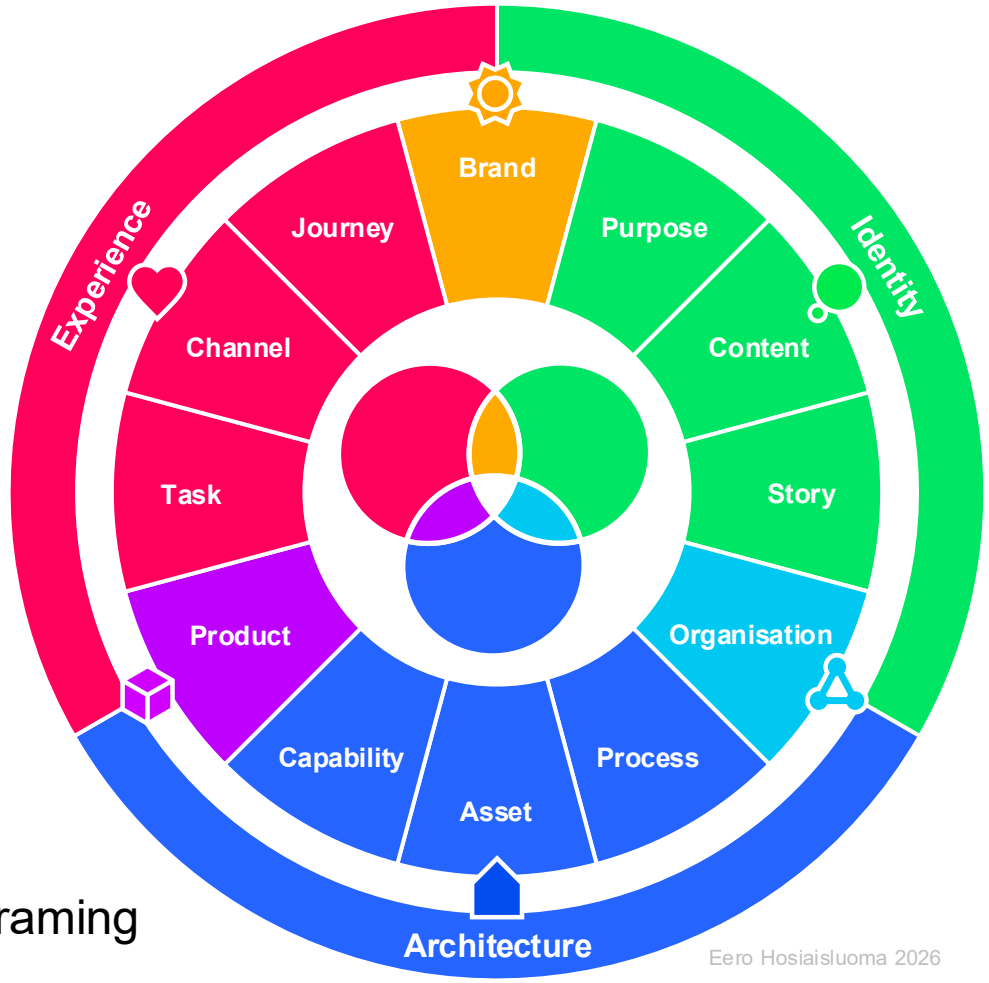
A tool to challenge your thinking about enterprise development.

The Enterprise Wheel

The Navigator

A dynamic navigation tool that allows us to enter the design & development process from any perspective.

By "rotating" the wheel, we can zoom in on specific elements.



The Enterprise Wheel is the visual "interface" of the EDGY Facet Model.

- A Shared Tool for All Roles
- Perspective Switching & Reframing
- 360-Degree Impact Analysis

The Enterprise Wheel

Navigating Complexity

1. A Shared Tool for All Roles

- Provides a single tool for collaborative enterprise design and development for everyone involved, that eliminates "lost in translation" moments by replacing jargon with a universal vocabulary.

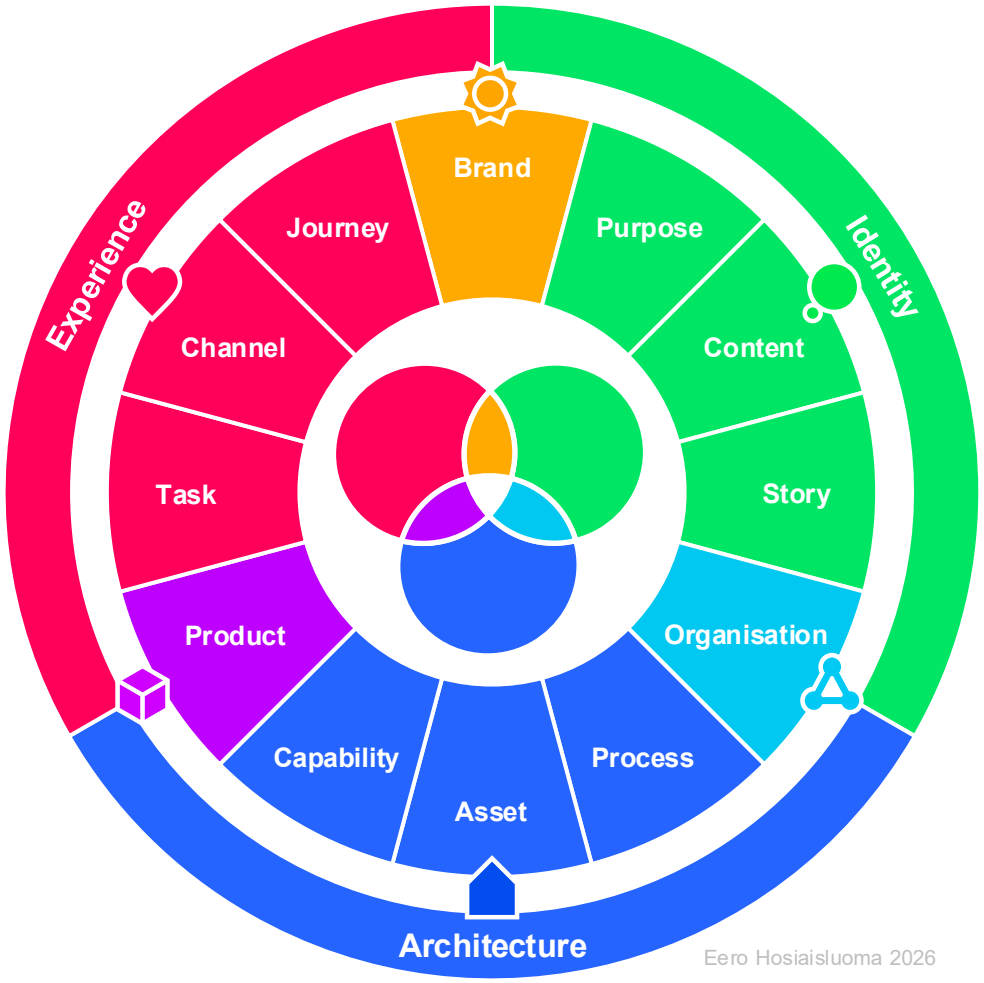
2. Perspective Switching & Reframing

- Enables perspective switching by rotating through *Identity*, *Experience*, and *Architecture* - allowing stakeholders to see the big picture from different viewpoints and step into each other's shoes.

3. 360-Degree Impact Analysis

- Enables stakeholders to take a holistic view of the enterprise by looking beyond their own area to see how every detail impacts the enterprise as a whole, preventing 'tunnel vision'.

Get the free PowerPoint templates from here:
https://hosiaisluoma.fi/design/edgy-templates/



Eero Hosiaisluoma 2026

How to Use the Wheel?

- **Any Point of Entry**: You can start your analysis from any perspective depending on your current challenge: Identity (Why?), Experience (*What? Who?*), or Architecture (*How?*).
- **Dive into the Elements**: Once a perspective is chosen, you "zoom in" to the specific EDGY elements to address details.
- **Turn the Wheel** (Clockwise & Anti-clockwise): Rotating the wheel allows you to see the non-obvious connections, to make the invisible visible.

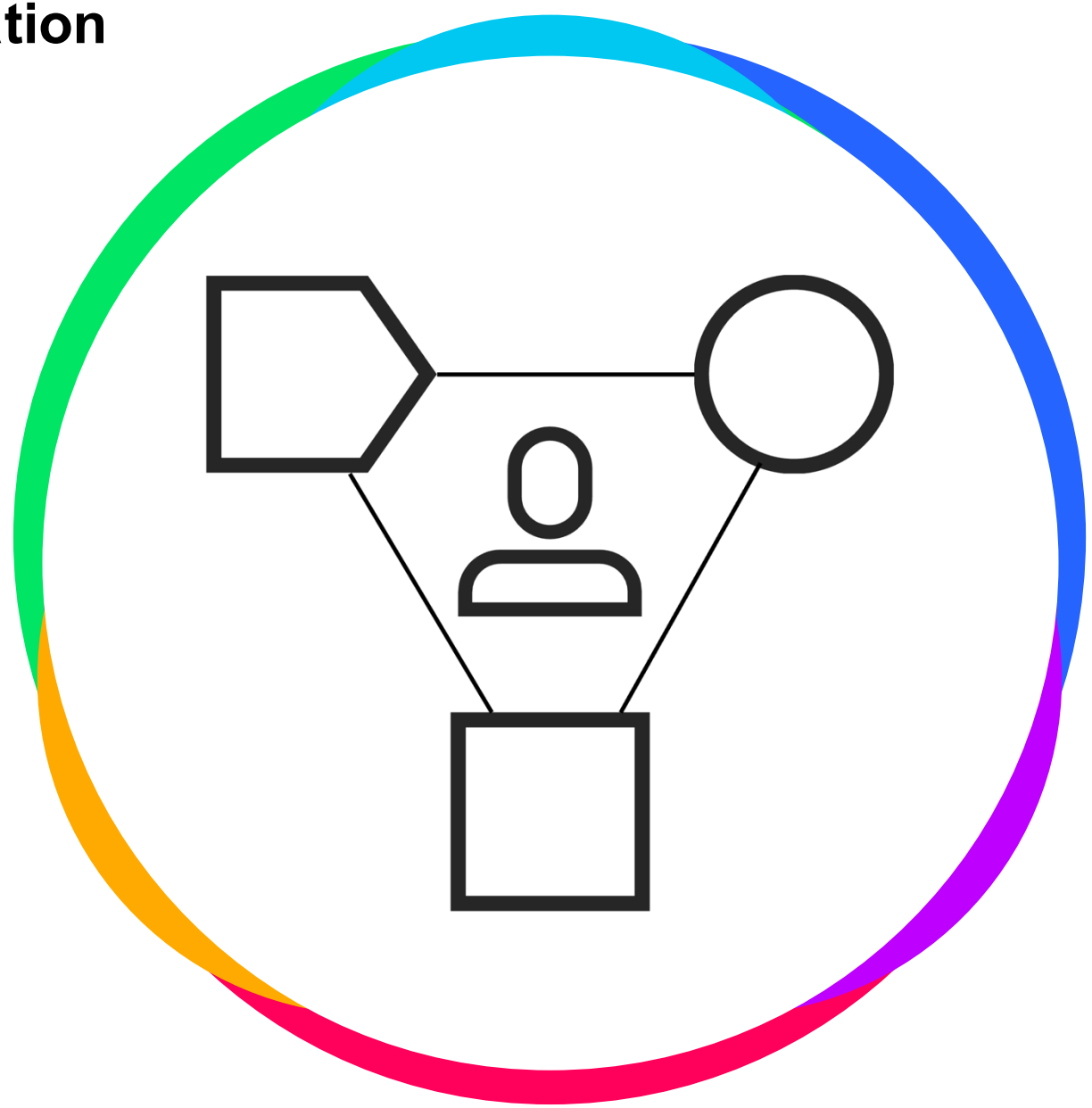
Why It Makes Things Easier?

- It breaks down silos.
- Invites stakeholders to "step out" of their specialised, comfort zones - to see the forest from the trees.
- It clarifies the interdependencies between elements, showing how everything affects everything else.

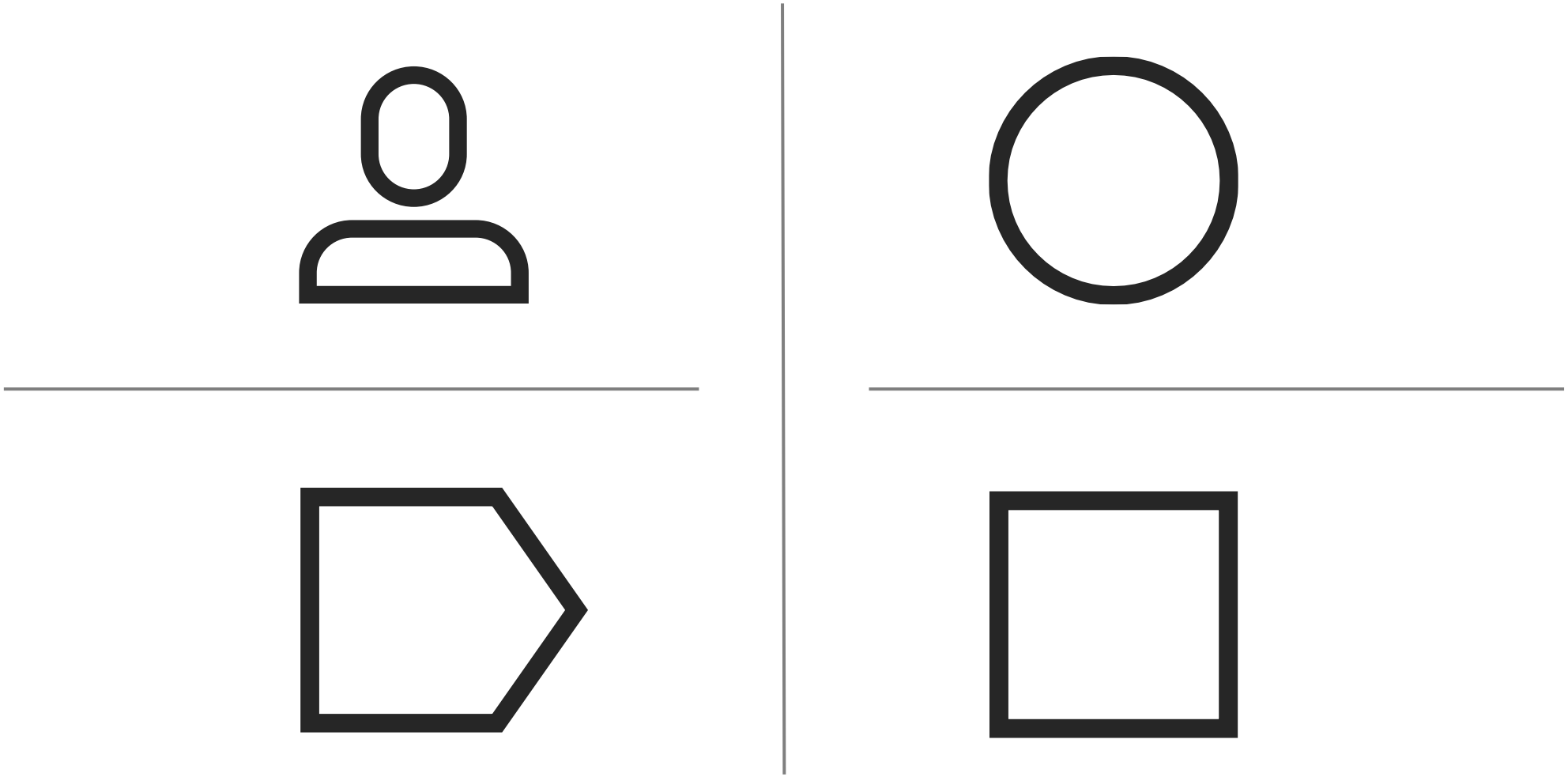
Eero Hosiaisluoma 2026

The Enterprise Wheel

EDGY Visual Notation



Four elements only!

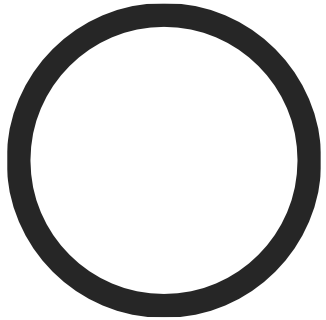


Based on:

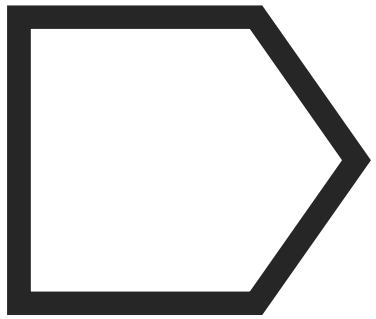
FBS

Function
Behavior
Structure

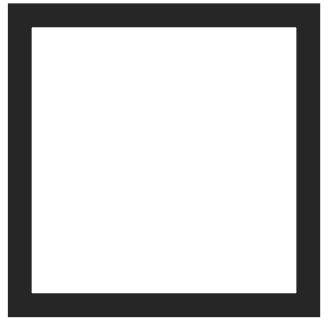
Ontology



Function

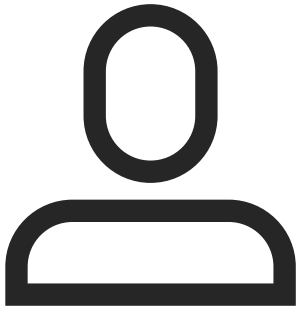


Behavior

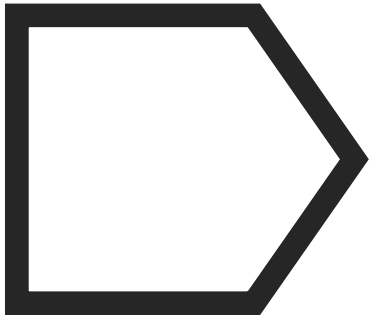


Structure

EDGY Base Elements

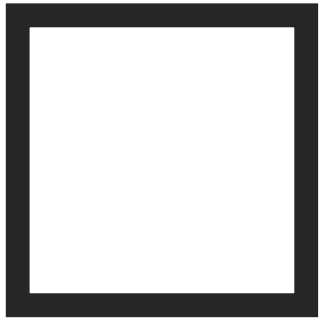


People



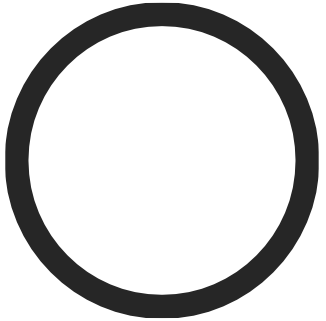
Activity

Behavior



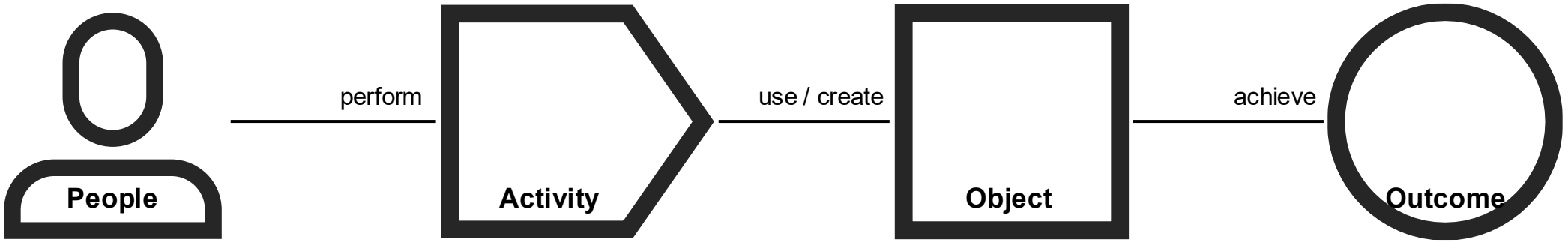
Object

Structure



Outcome

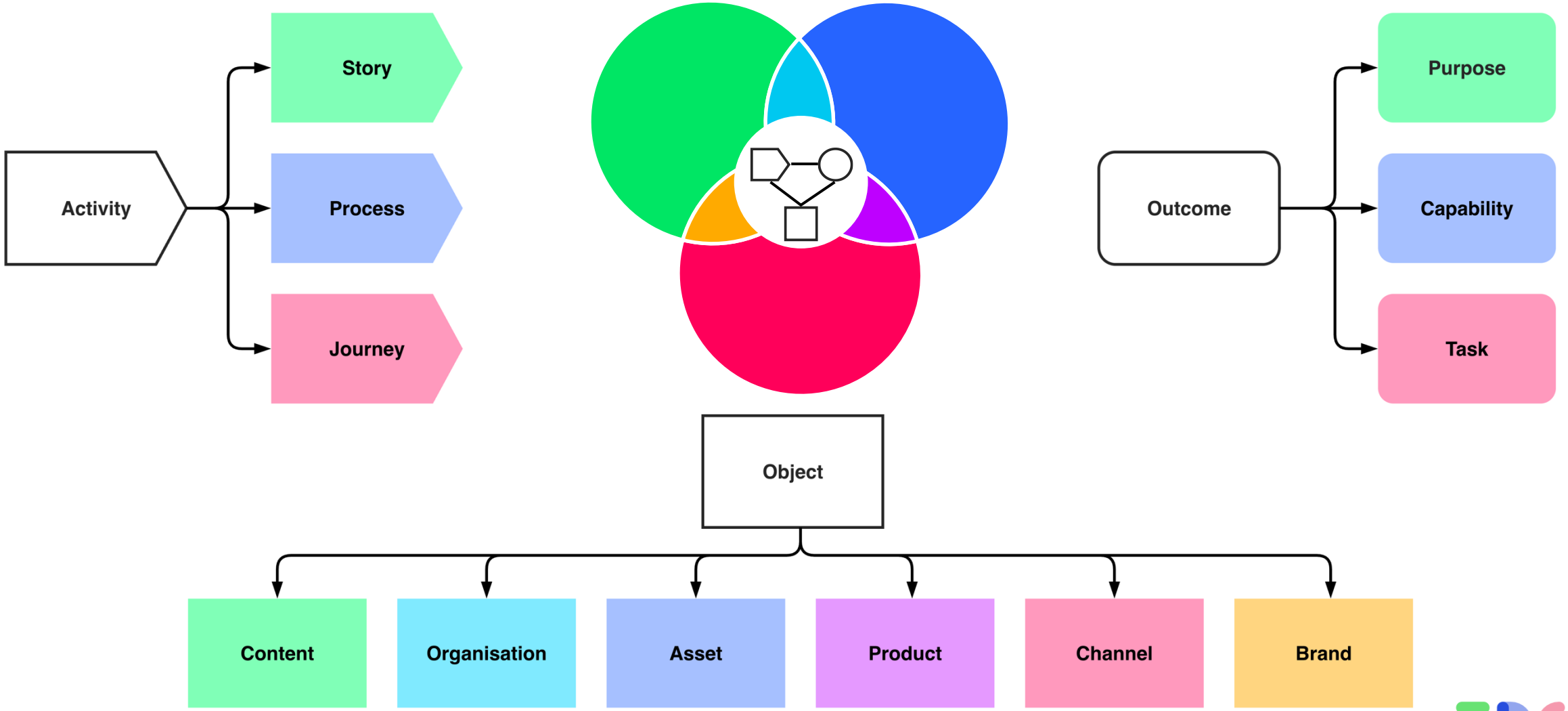
Function



People perform **activities,** using and creating **objects** to achieve **outcomes.**

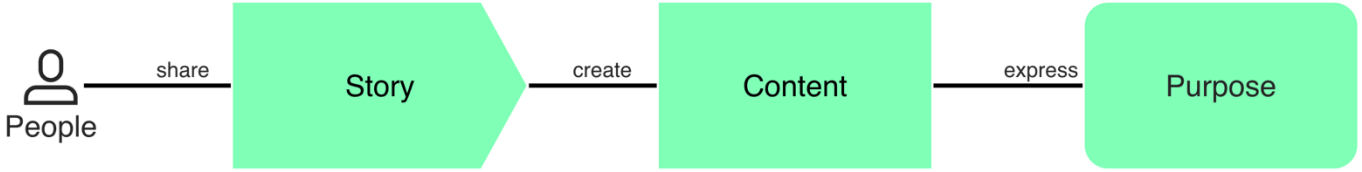
EDGY Language

Specialisations



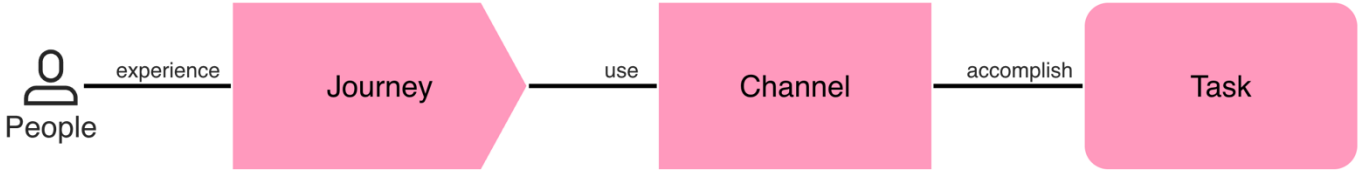
EDGY's conceptual foundation

The **Identity** of an enterprise



People share stories, creating **content** to express and realise shared **purposes**.

People's **Experience**



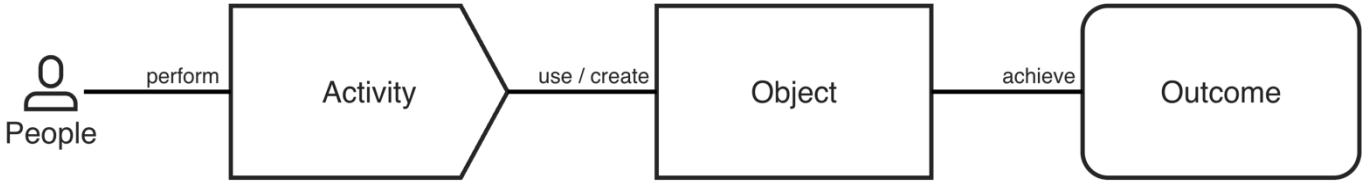
People experience **journeys,** using **channels** to accomplish **tasks.**

The **Architecture** of enterprise operations

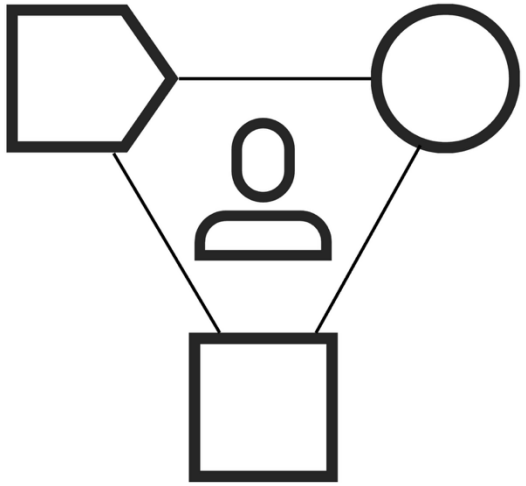
People perform **processes**, using and creating **assets** to enable **capabilities**.

The four base elements form EDGY's conceptual foundation, from which the elements of the **Identity**, **Experience**, and **Architecture** facets are derived.

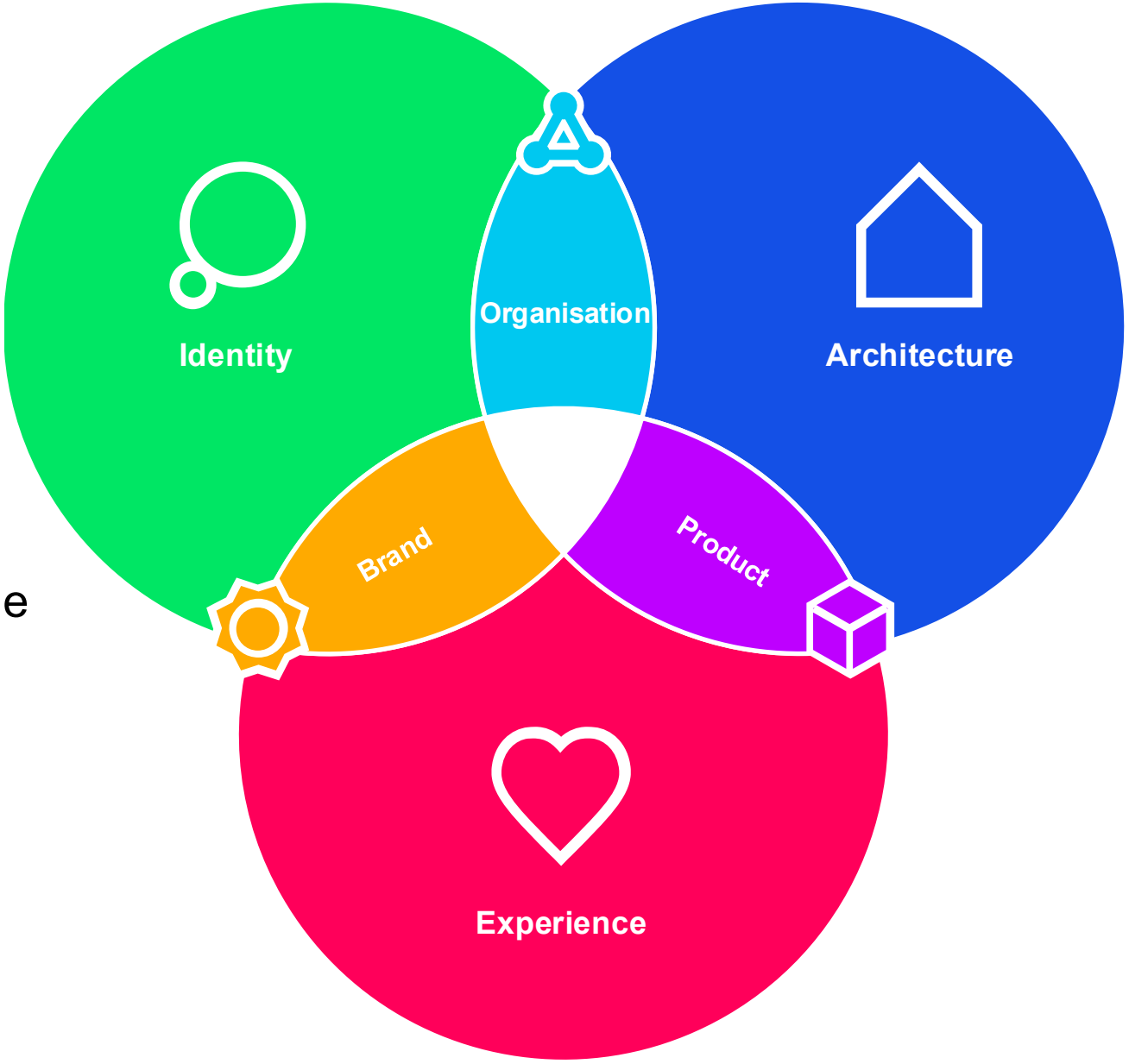
Base level: generic elements



People perform activities, using and creating **objects** to achieve **outcomes.**



EDGY is a holistic, human-centric, and collaborative language for creating better enterprises.



Challenges in development activities

Siloed expert groups

Service Design

Enterprise Architects

Organisation designers

Strategic planning

Etc.

Various methods and tools

Different perspectives

Lack of cross-functional collaboration

Absence of a common, shared language.

EDGY
Common Language needed for:
Cooperation,
Co-Design,
Collaboration

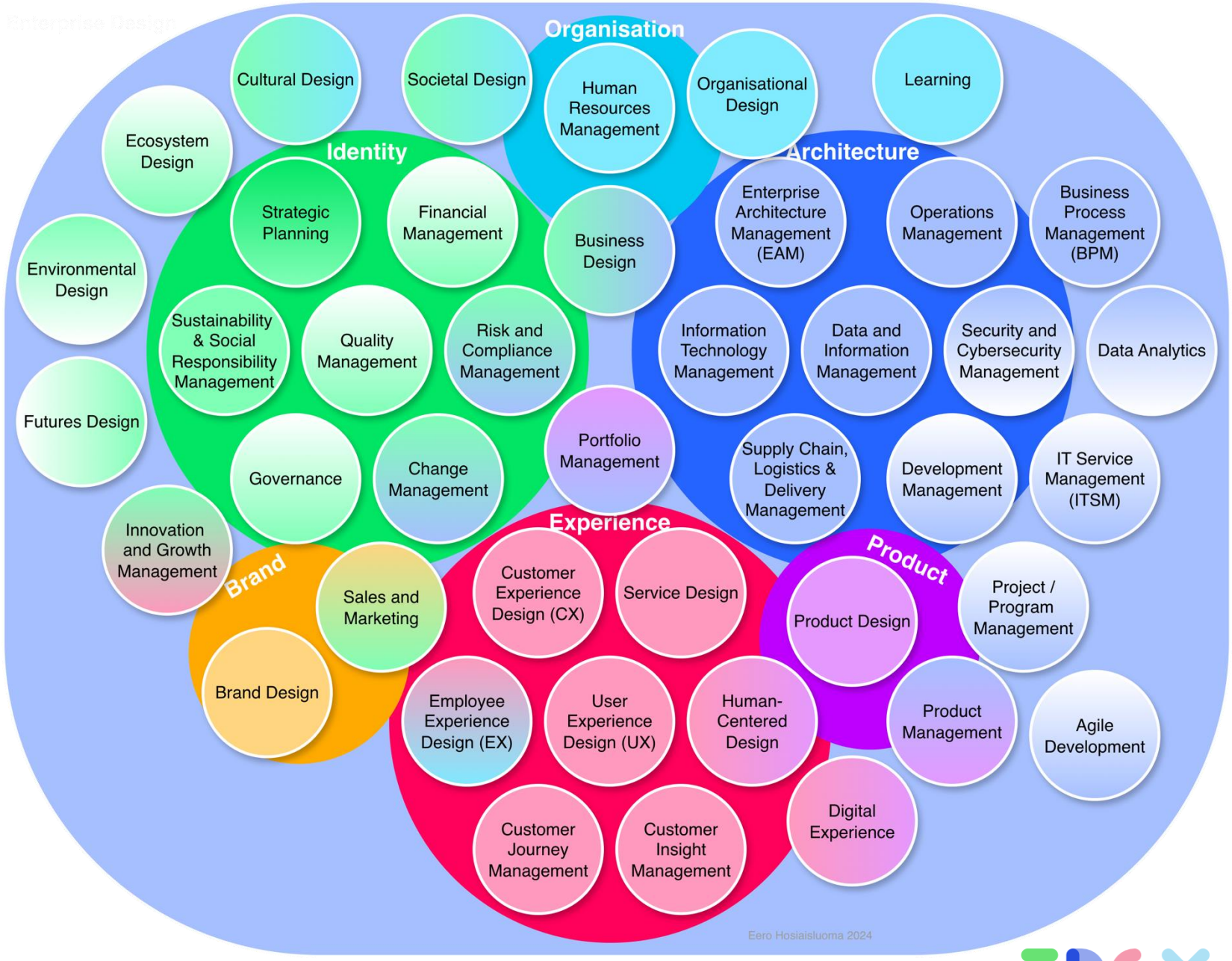
EDGY:
The tipping point for holistic, human-centric, and collaborative enterprise design.

Applying Enterprise Design with EDGY

An enterprise involves many disciplines, leadership and management practices across both change and operational activities.

Each discipline has its own purpose and specific focus.

Enterprise Design and EDGY can be applied across these disciplines to enable holistic collaboration and shared understanding.



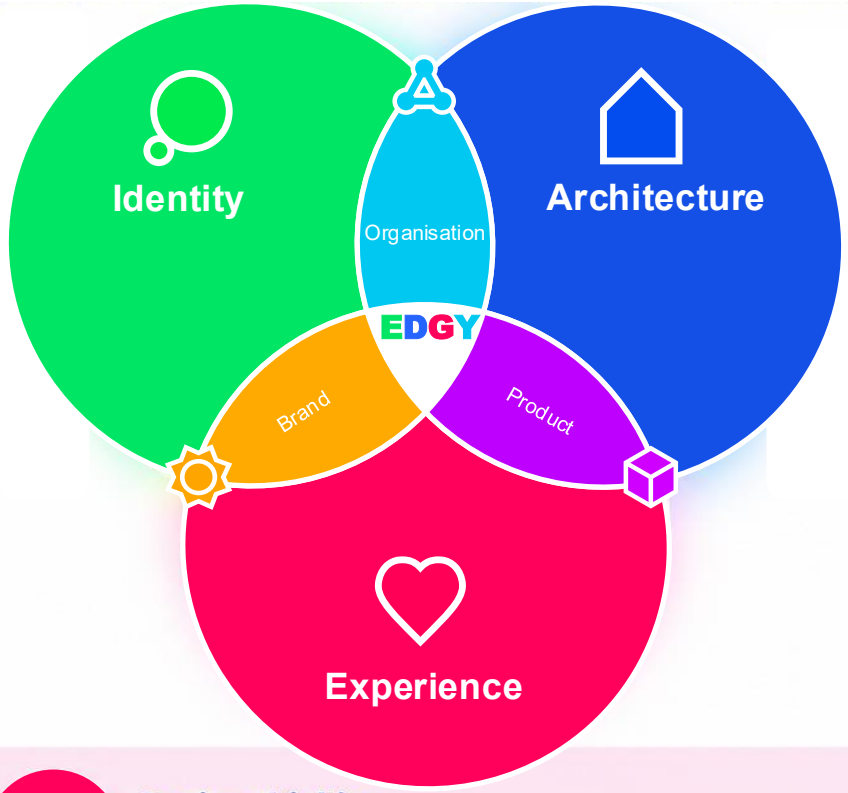
Where strategic, systems and design thinking convergence

Three complementary ways of thinking, one holistic approach

Strategic thinking

Direction and choices

- Understand the operating environment and anticipate change
- Set long-term goals and make informed choices
- Align goals, resources and operations



Systems thinking

The bigger picture and interdependencies

- Look at the whole, its parts and their relationships
- Understand interdependencies and systemic effects
- Assess how changes in one part affect the whole

Design thinking

People and value

- Understand people's needs and experiences
- Co-create and test solutions together
- Find desirable, feasible and viable solutions

Eero Hosiaisluoma 2026

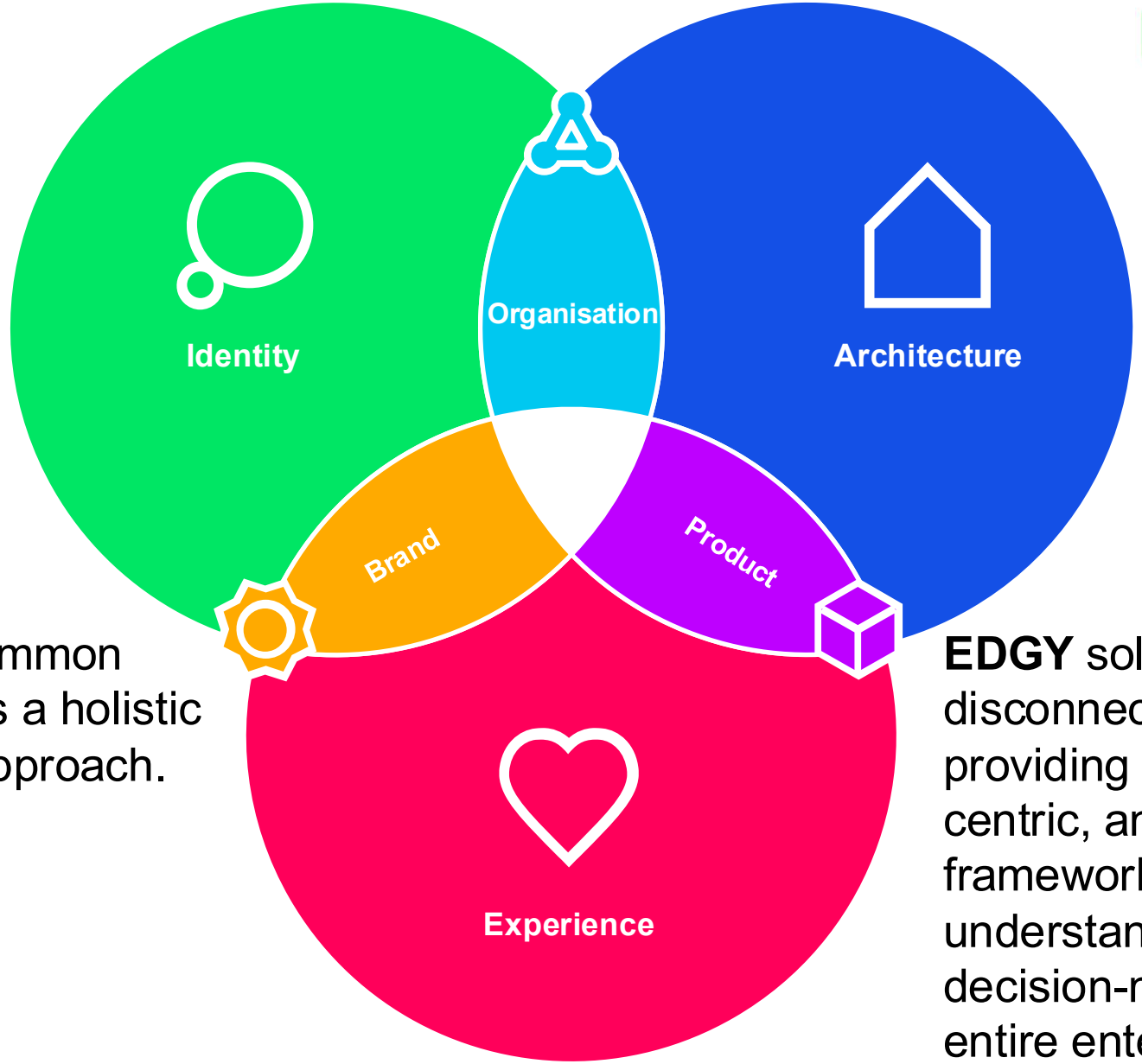
Shared understanding
Strategy, people and operations as one coherent whole

Better solutions
Alignment of goals, customer needs and operational capabilities

More sustainable business
Value for customers, the organisation and society

Eero Hosiaisluoma 2026

ENTERPRISE DESIGN



EDGY serves as a common language that enables a holistic ***Enterprise Design*** approach.

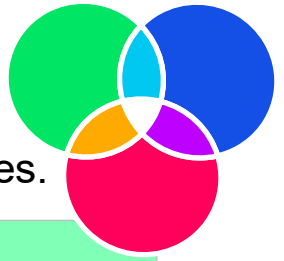
EDGY solves the problem of disconnected disciplines by providing a holistic, human-centric, and collaborative framework that enables shared understanding and better decision-making across the entire enterprise.

EDGY

The EDGY Way:
From Silos to Clarity

The shift from traditional, heavy methods to the lightweight, human-centric approach.

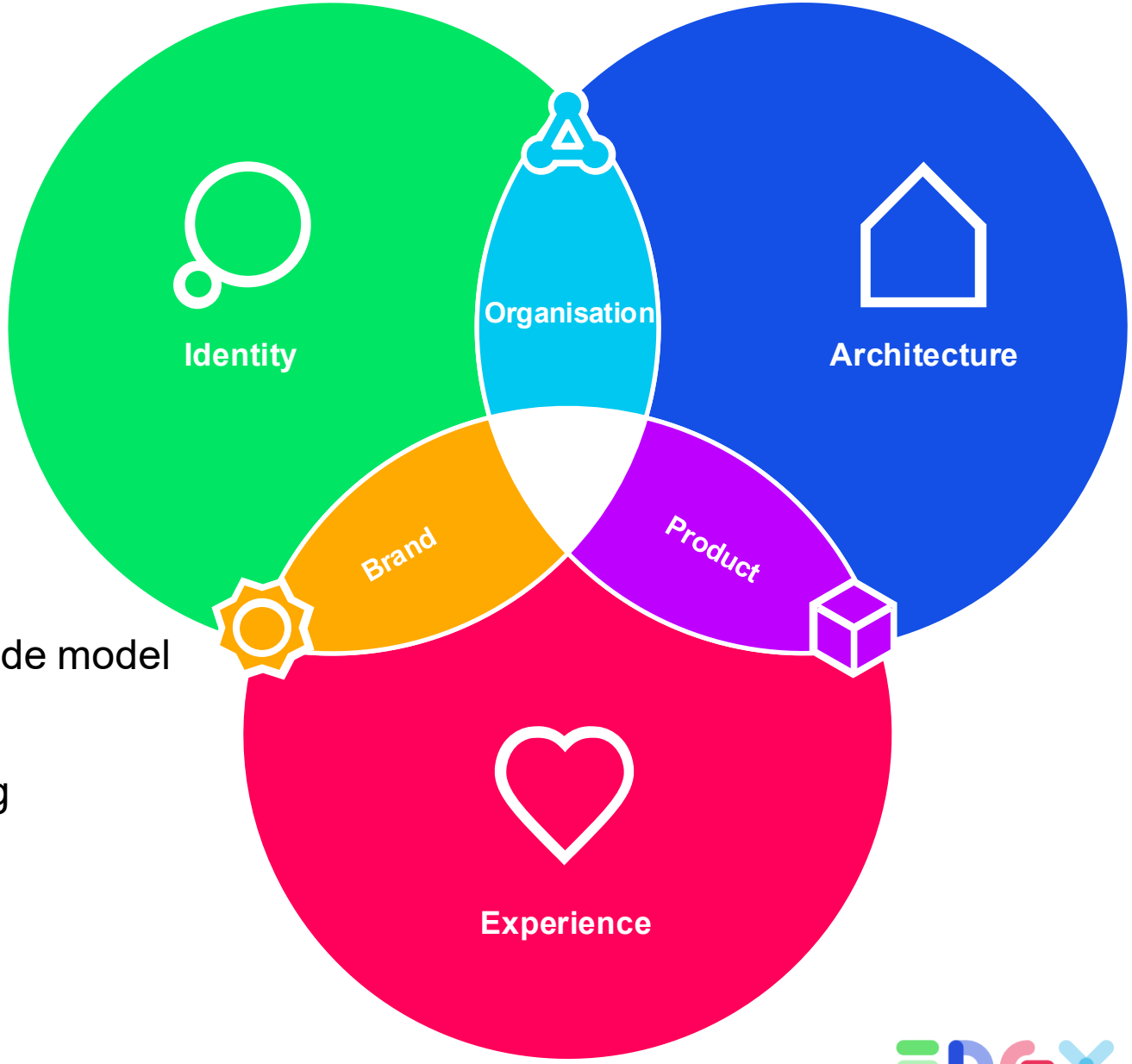
EDGY changes the way we analyse and design enterprises.



Feature	The Old Way	The EDGY Way
Perspective	**Siloed:** People focus only on their own area (BIZ vs. IT, or product development etc.).	**Holistic:** The Facet Model connects *Identity*, *Experience*, and *Architecture* - all the perspectives at once.
Communication	**Jargon-heavy:** Complex documents that few people actually read.	**Visual Language:** A simple, shared vocabulary that connects everyone.
Analysis	**Static:** Rigid and cumbersome frameworks that struggle with change.	**Dynamic:** An analysis model built for shifting perspectives and navigating complexity.
Design Process	**Exclusive:** Expert-led and difficult for others to influence and understand.	**Collaborative:** Human-centric design that involves every stakeholder.
Focus	**Notation-driven:** Spending time on how to draw the diagram - and how to understand them.	**Outcome-driven:** Focusing on the design problem to create better enterprises.

EDGY

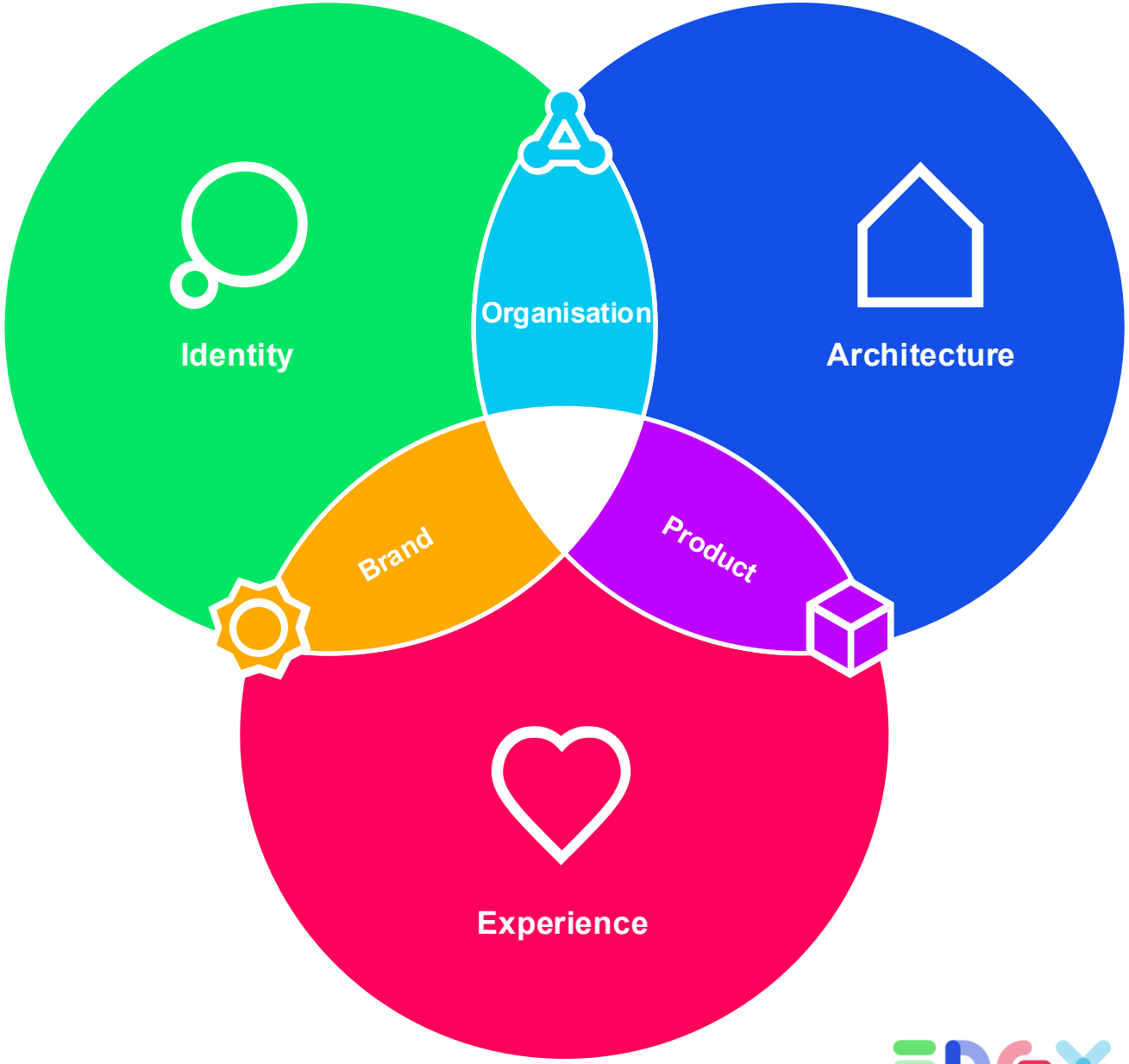
EDGY



Benefits:

- Provides a structured approach and a ready-made model
- Helps in asking the right questions
- Supports the creation of a shared understanding

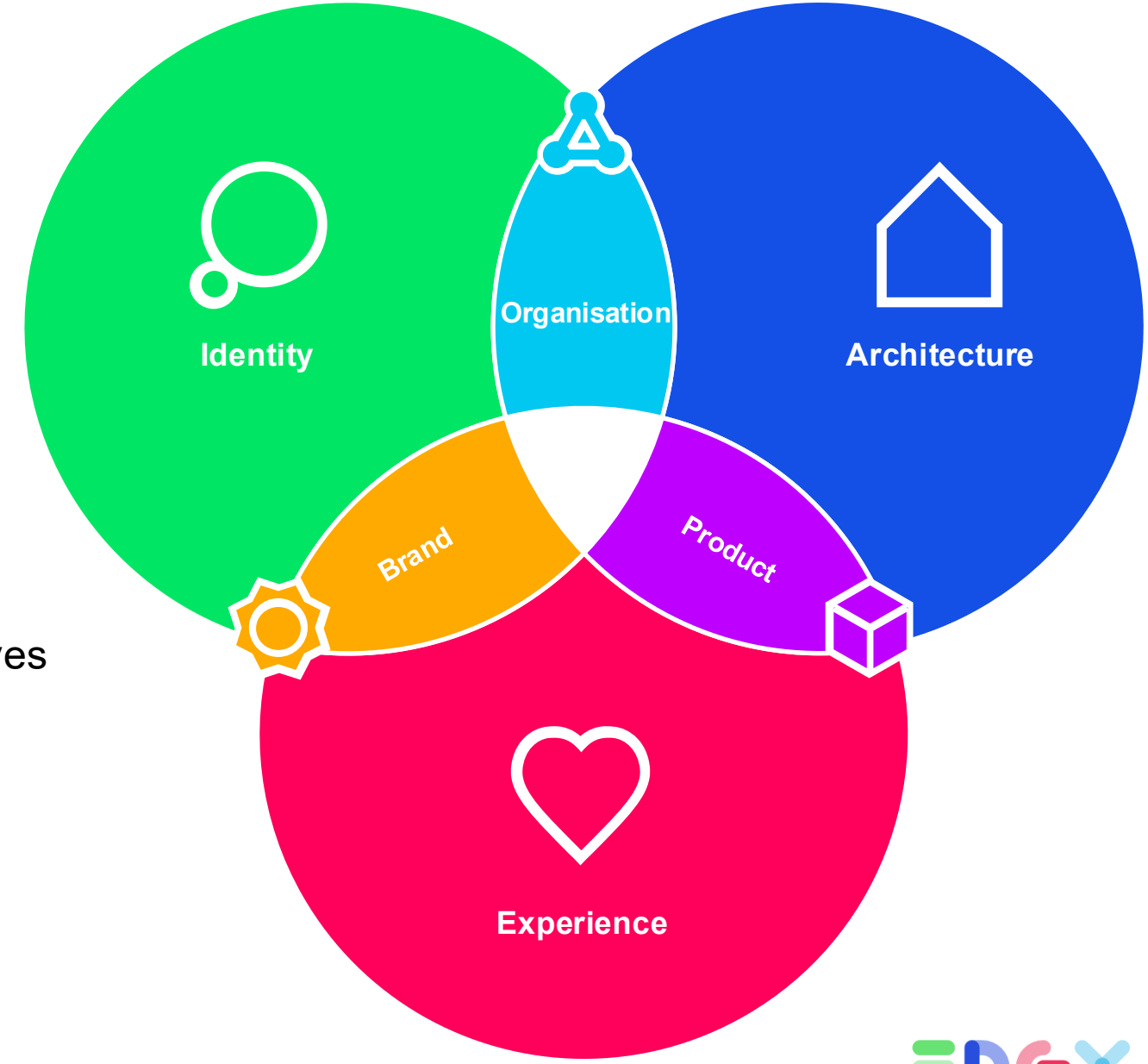
EDGY



Suitable for:

- Business and organisational transformation and implementing change
- Collaboration and facilitating discussions
- Visualisation and documentation

EDGY



Use cases:

- Reframing challenges and switching perspectives
- Business development (*BizDev*)
- Co-design (*Collaborative design*)

Perspective switching

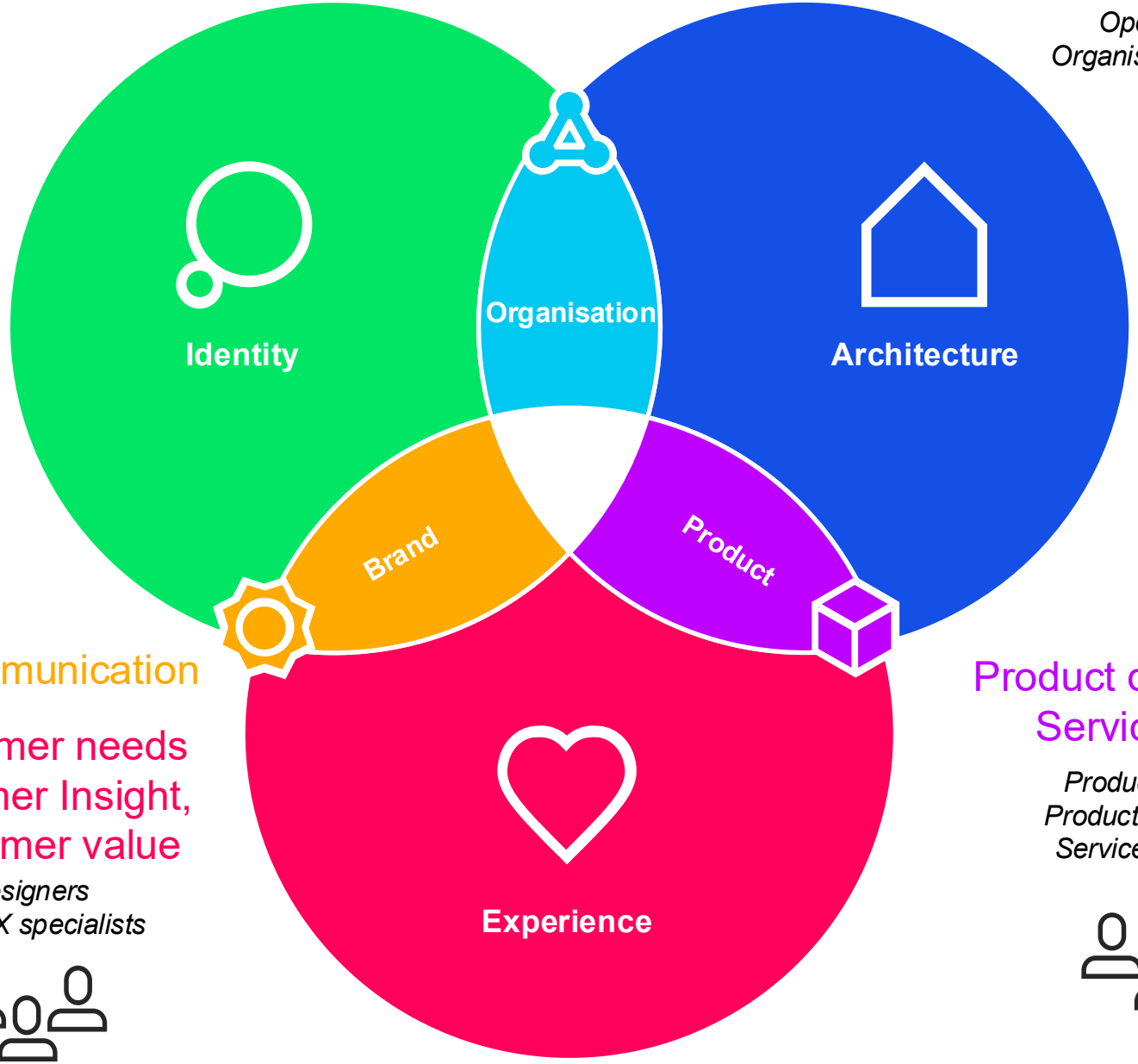
Reframing

Organisation development, renewal, transformation, cooperation

Operational staff,
Organisation developers,
leaders

Mission, Vision,
Values, Principles,
Strategy,
Biz transformations,
Change Initiatives…

C-level, Management,
Business owners,
Business analysts & -specialists,
Business developers



Business- &
operational changes

Enterprise Architects,
Information-, Security-,
Procurement-, Infra-,
Technology- etc. specialists,
Risk Analysts,
Developers, Testers

Communication

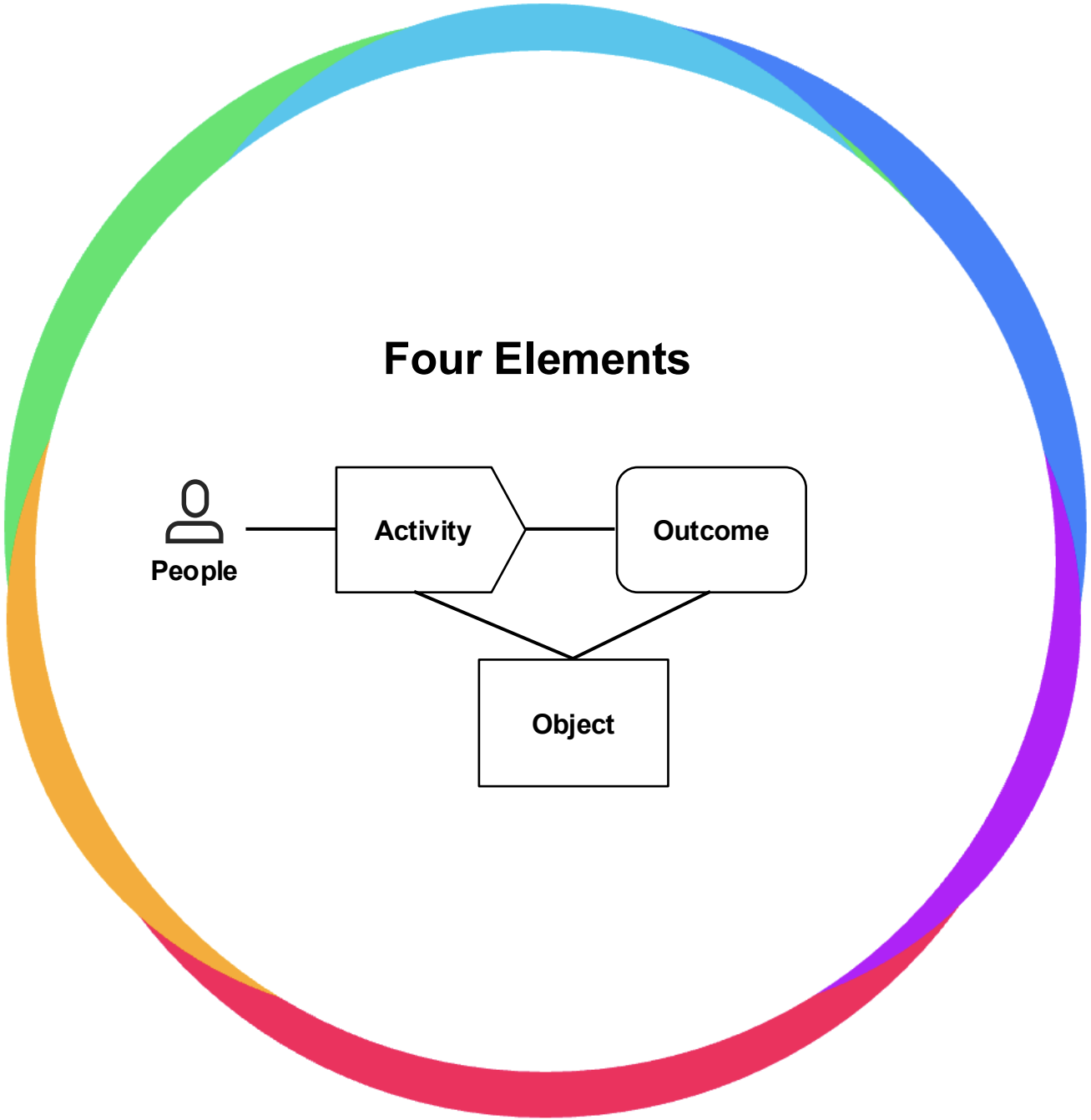
Customer needs
Customer Insight,
Customer value

Designers
CX-, UX specialists

Product development,
Service Design

Product Owners,
Product developers,
Service Designers

EDGY
Base Elements

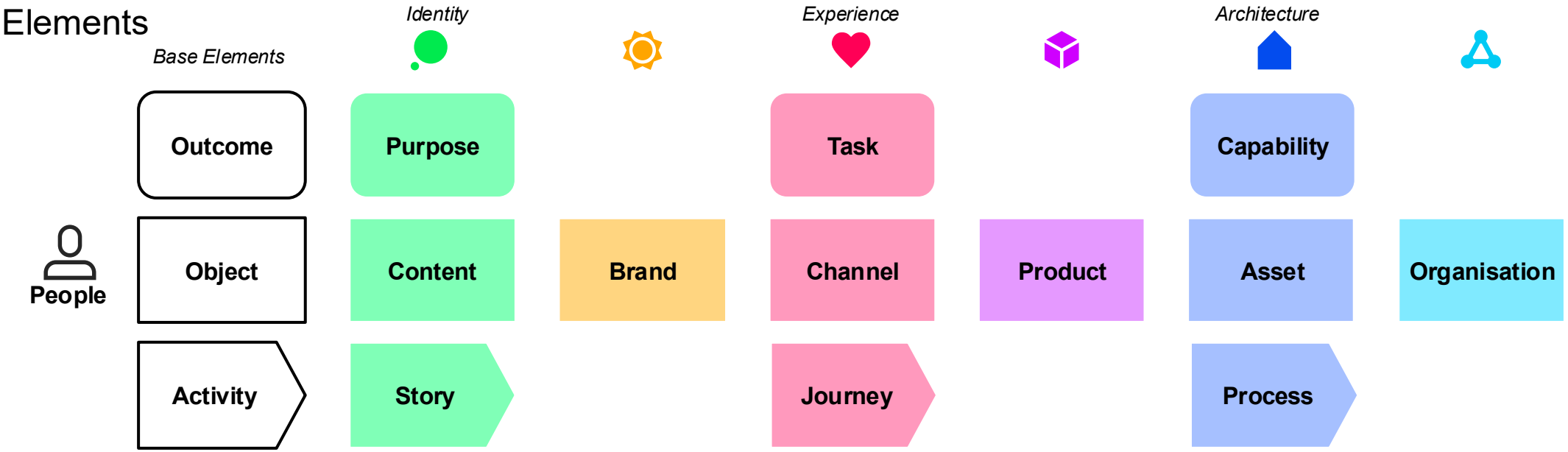


***People** perform **activities**, using and creating **objects** to achieve **outcomes**.*

EDGY

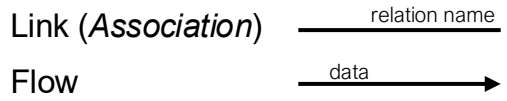
Elements, Connections, Labels

Elements

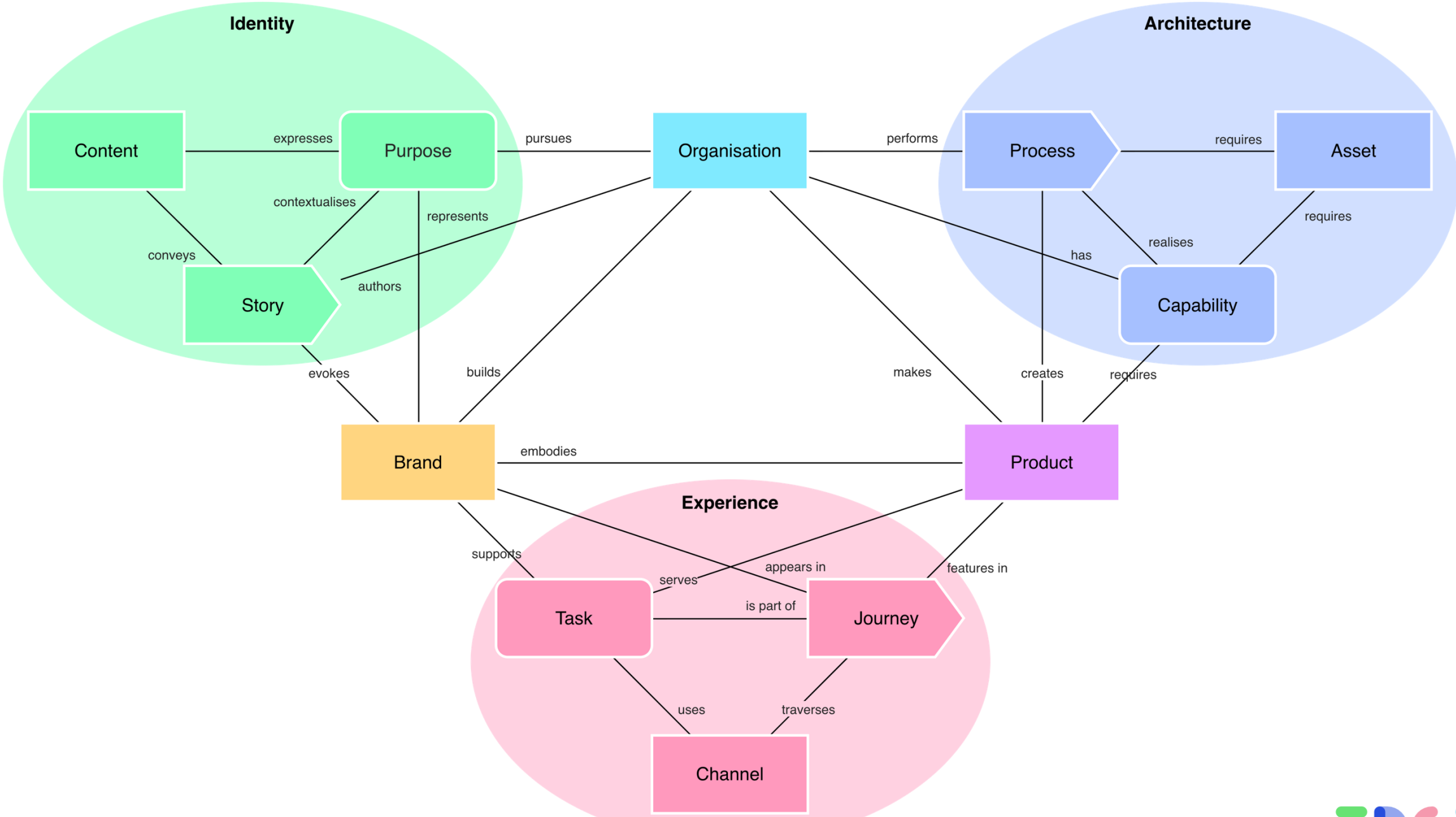


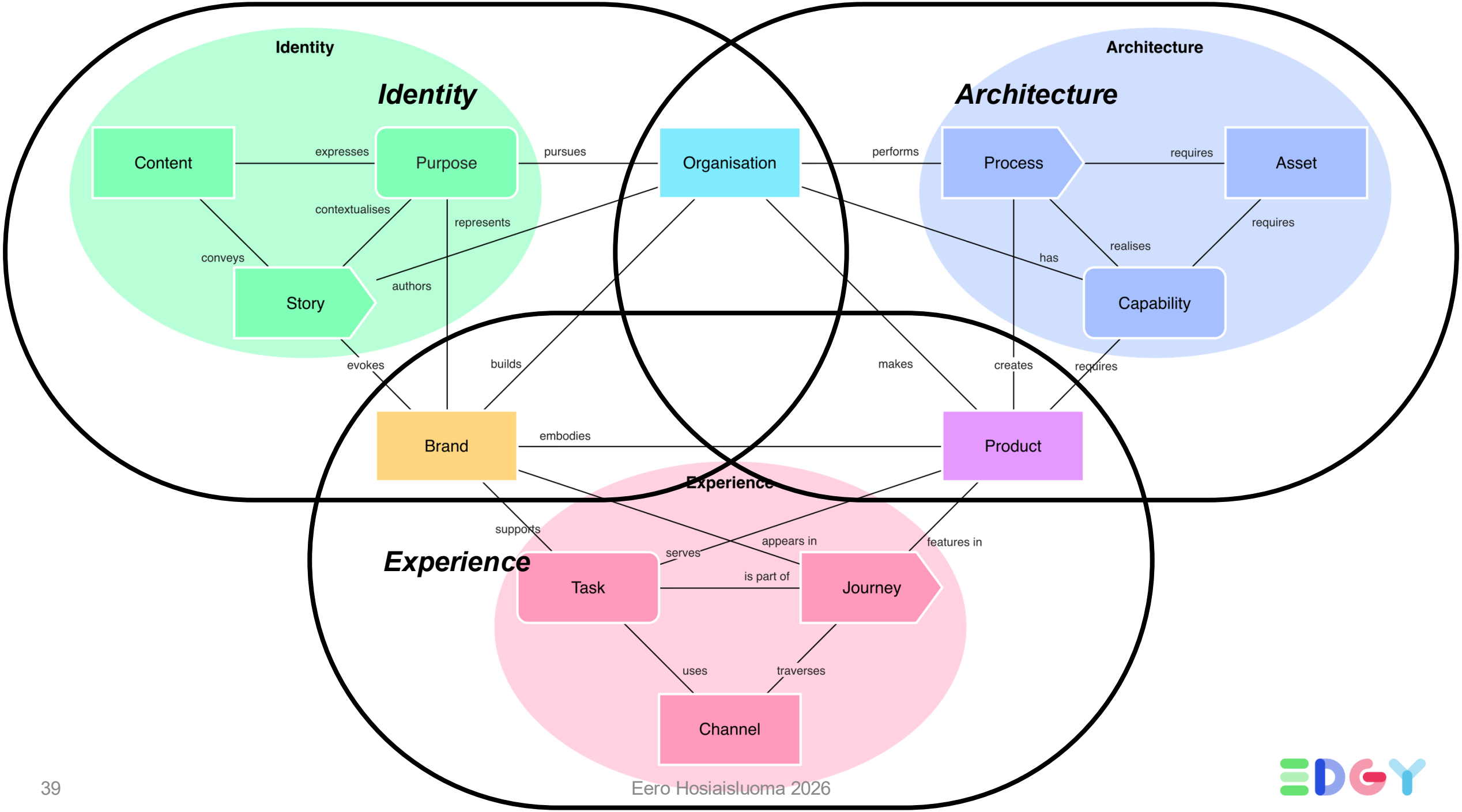
- **Outcomes** are round-edged.
- **Objects**, representing structural elements, are square-edged.
- **Activities** are arrow-shaped.

Connections

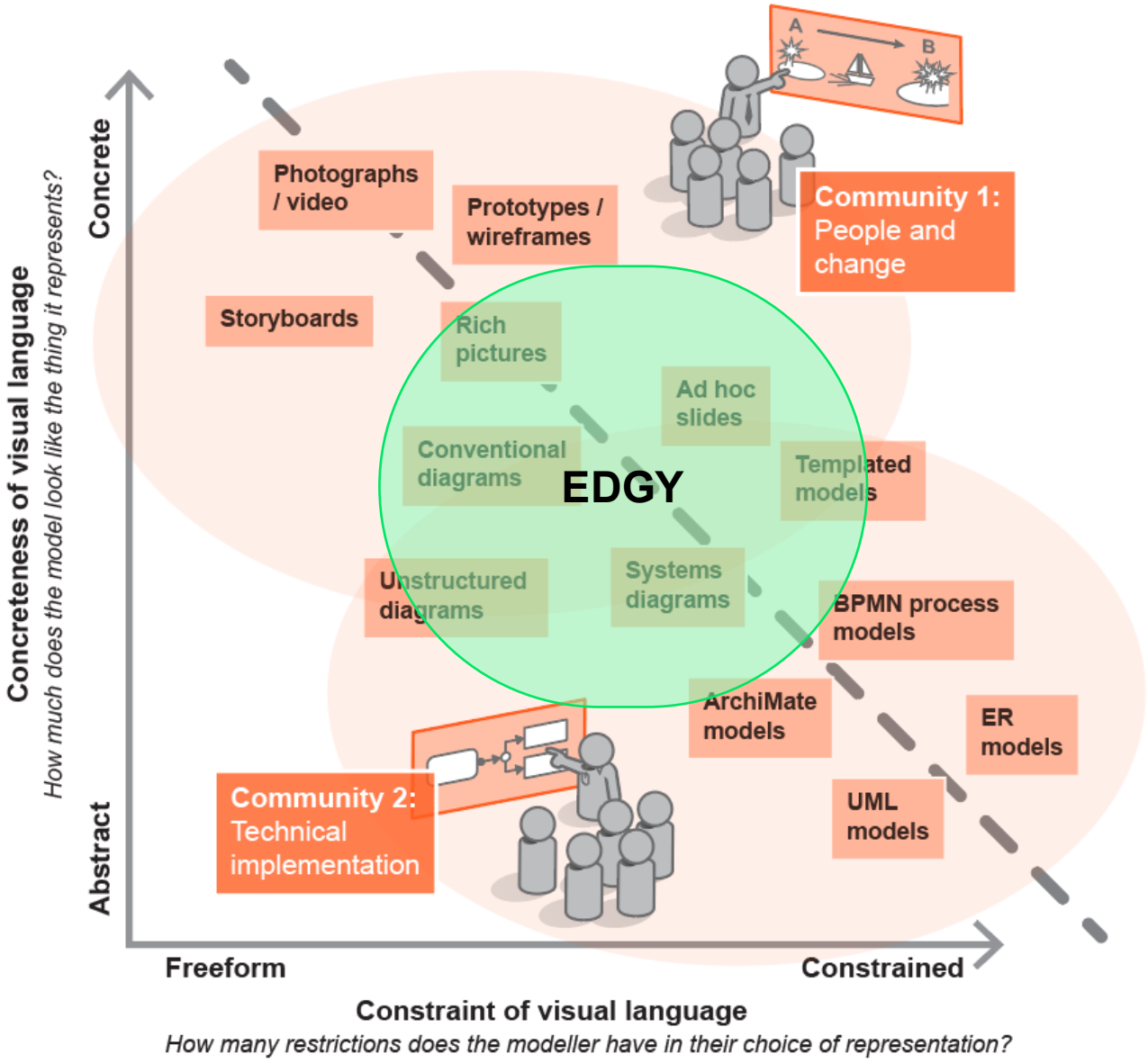


Labels


Identity
Architecture
Experience
Content
expresses
Purpose
pursues
Organisation
performs
Process
requires
Asset
contextualises
represents
conveys
Story
authors
has
realises
requires
Capability
evokes
builds
makes
creates
requires
Brand
embodies
Product
supports
appears in
features in
serves
Task
is part of
Journey
uses
traverses
Channel


Identity
Identity
Content
expresses
Purpose
pursues
Organisation
performs
Process
requires
Asset
contextualises
represents
requires
conveys
realises
has
authors
Story
Capability
Architecture
Architecture
evokes
builds
makes
creates
requires
Brand
embodies
Product
Experience
Experience
supports
appears in
features in
serves
is part of
Task
Journey
uses
traverses
Channel

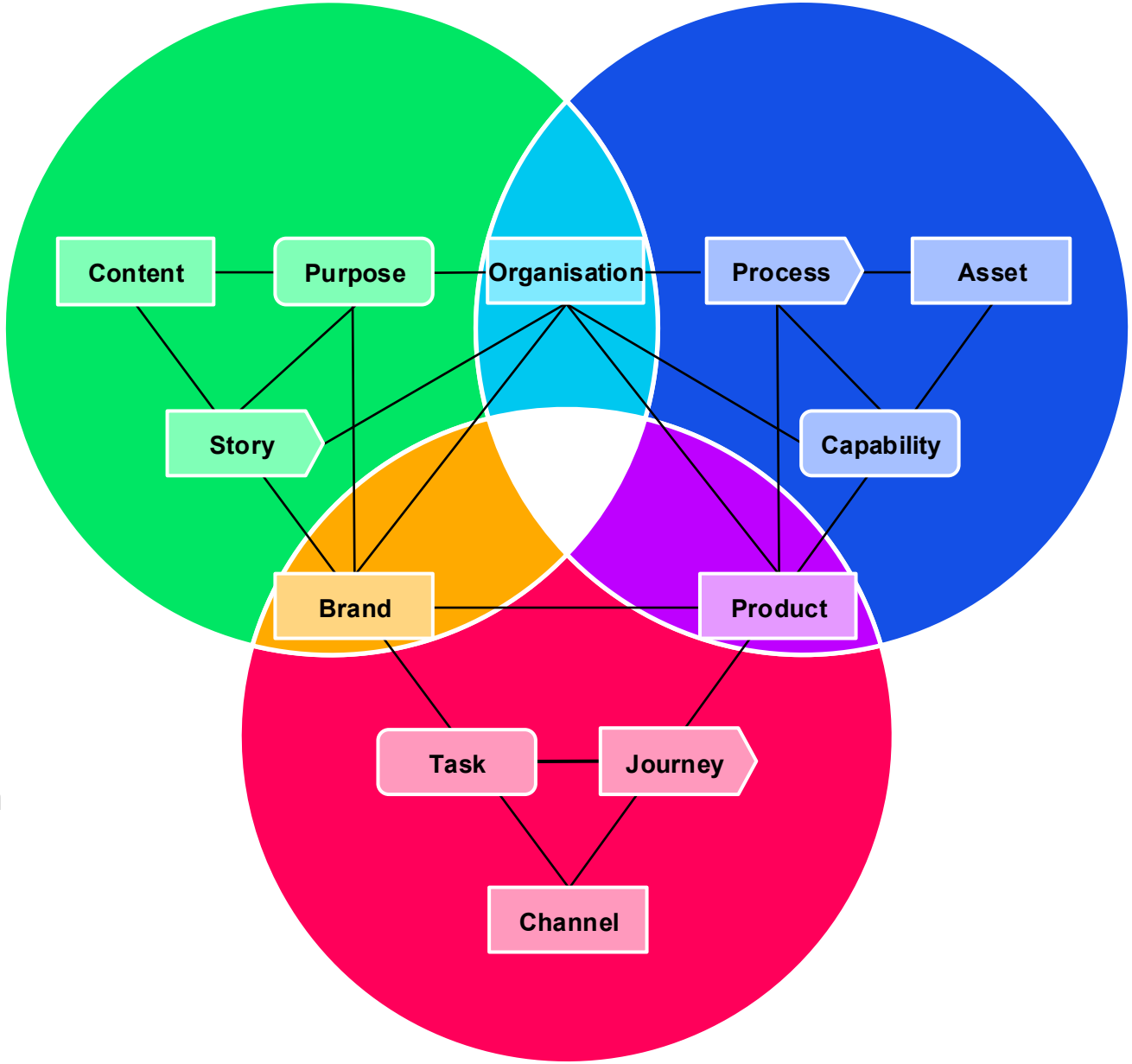
Visualisation



EDGY

- **High-level modeling language**
- **Complements other languages**
- **A common language for everyone**

EDGY



Suitable for everyone

A common language for cross-functional teams

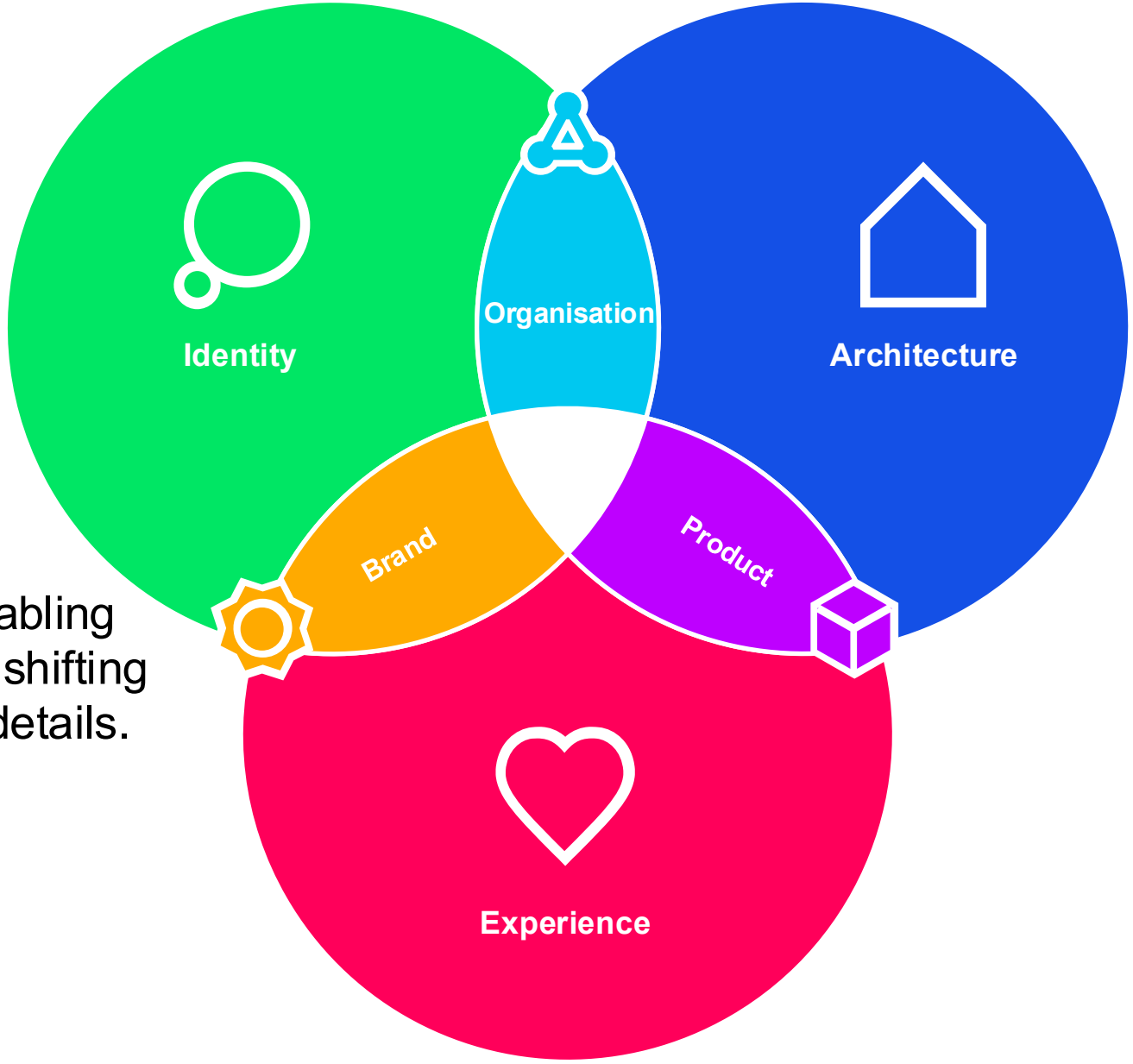
Visually clear and simple

Easy to learn, easy to understand

Productive

Allows focusing on the design problem, not the notation

EDGY



A high-level map for navigating complexity, preventing silos by enabling seamless perspective shifting from holistic views to details.

Your Kickstart: First Steps

1. **Identify your "Anchor"**: Pick a challenge. Is it a brand identity issue, a broken customer experience, or a technical architecture bottleneck?

2. **Shift Perspectives**: Use the EDGY Facet Model to look at your challenge through the other lenses. For example, if you started with Architecture (e.g. with specific process or application), ask: "*How does this impact the Experience?*" "*Is this aligned with our Identity, our purpose, our goals*?"

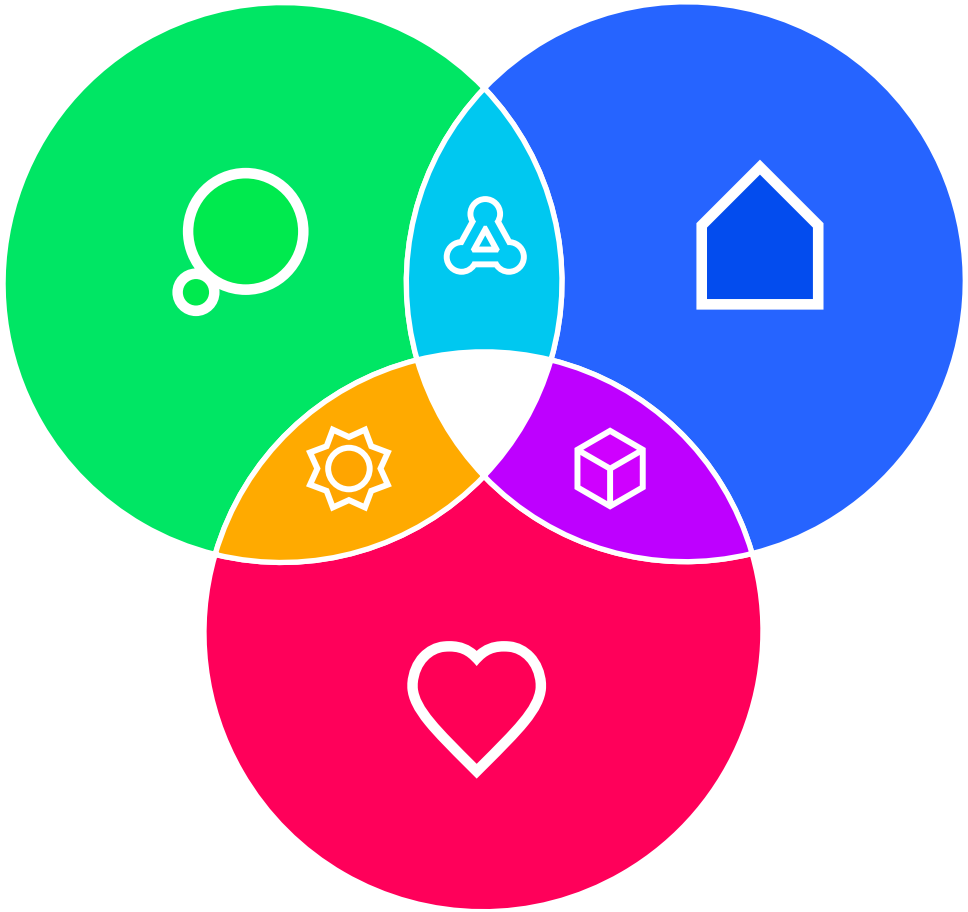
3. **Speak the Language**: Stop using complex jargon and difficult frameworks and notations. Start talking customer- and business value, and start sketching your challenge using the simple EDGY elements (like People, Activities, Objects, and Outcomes).

4. **Connect Everyone**: Don't design in a silo. Invite others from different departments and disciplines to review your map. Use the shared visual EDGY language to find common ground.

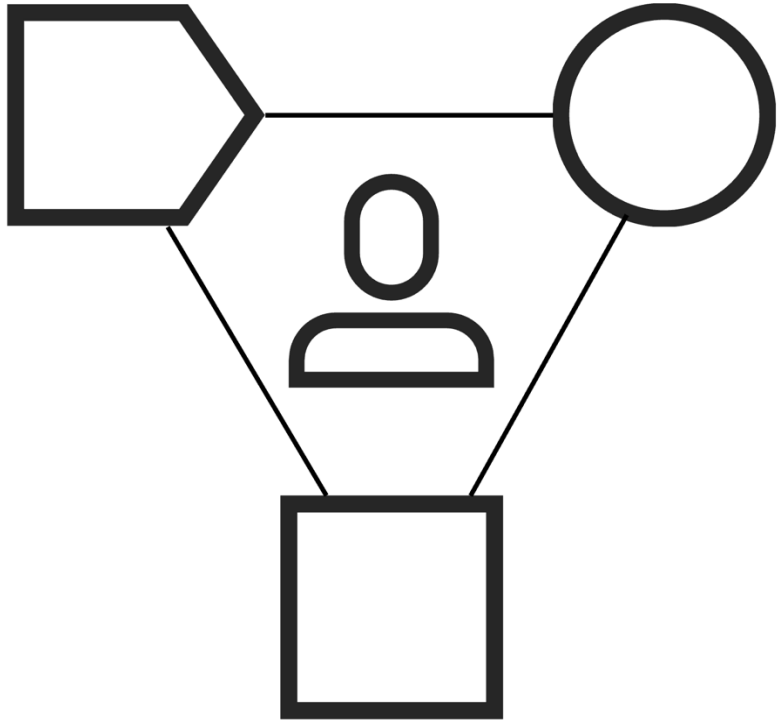
EDGY

Enterprise **D**esign **G**raph Interpla**Y**

Facet Model



Notation



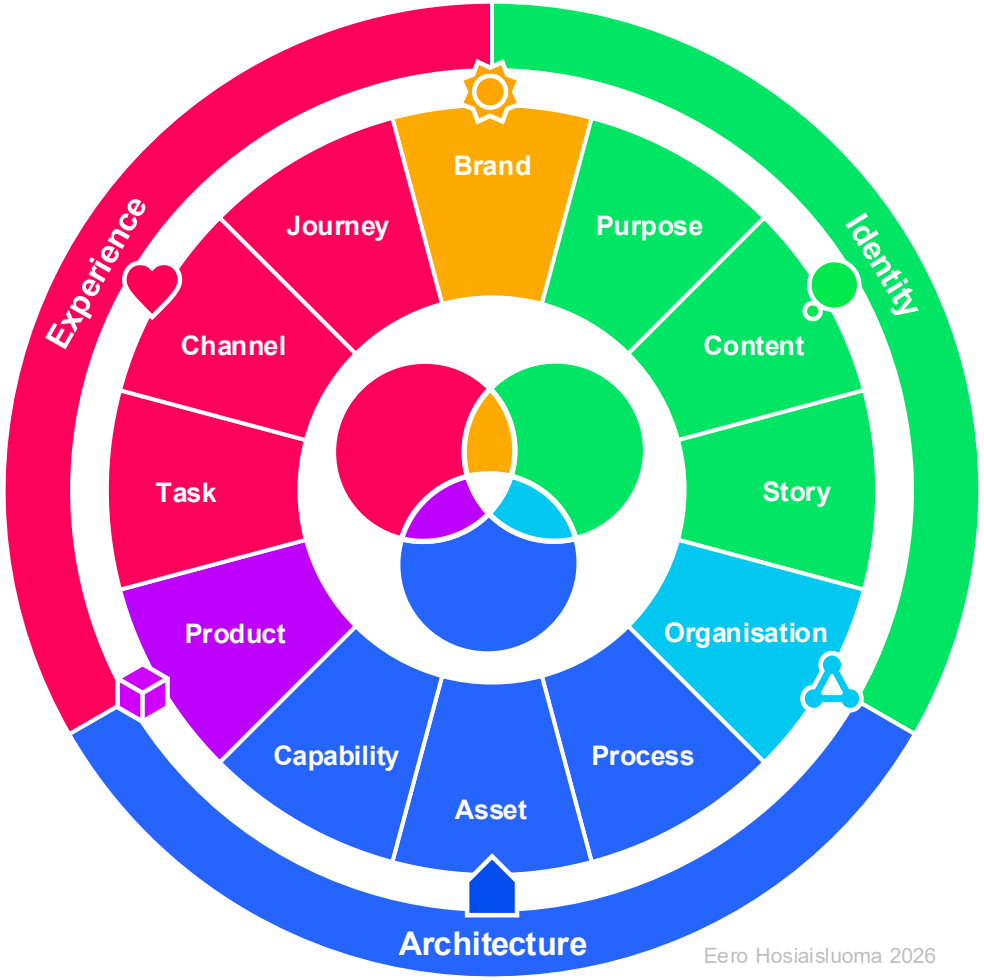
The Enterprise Wheel

The Navigator

A Shared Tool for All Roles
Provides a single tool for collaborative enterprise design and development for everyone involved, that eliminates "lost in translation" moments by replacing jargon with a universal vocabulary.

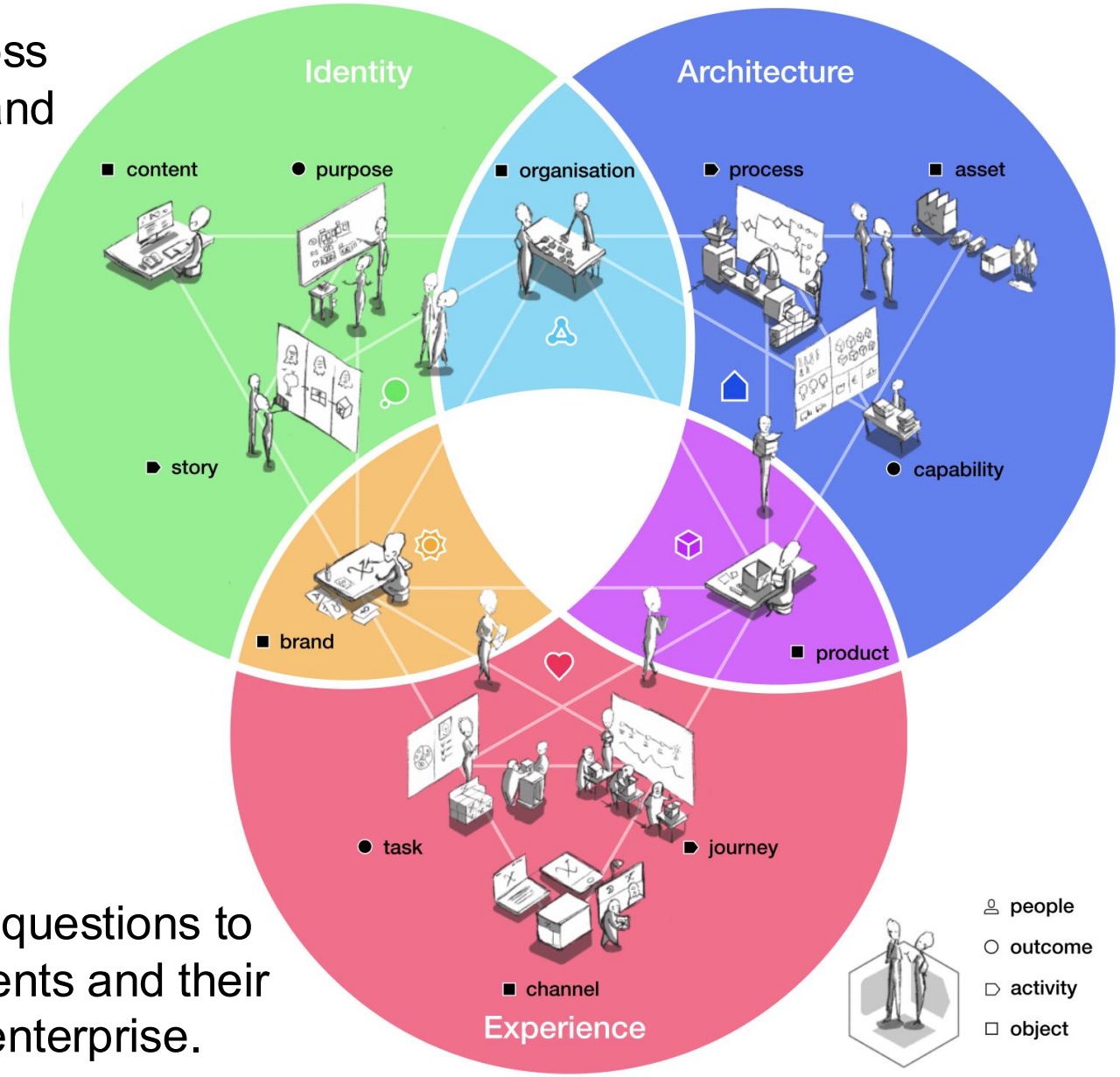
Perspective Switching & Reframing
Enables perspective switching by rotating through *Identity*, *Experience*, and *Architecture* - allowing stakeholders to see the big picture from different viewpoints and step into each other's shoes.

360-Degree Impact Analysis
Enables stakeholders to take a holistic view of the enterprise, to look beyond their own area and see how every detail impacts the enterprise as a whole.



Turn the Wheel
Rotating the Wheel (clockwise and anti-clockwise) allows you to discover non-obvious connections - making the invisible visible.

EDGY
facilitates analysis across design, development, and innovation initiatives.



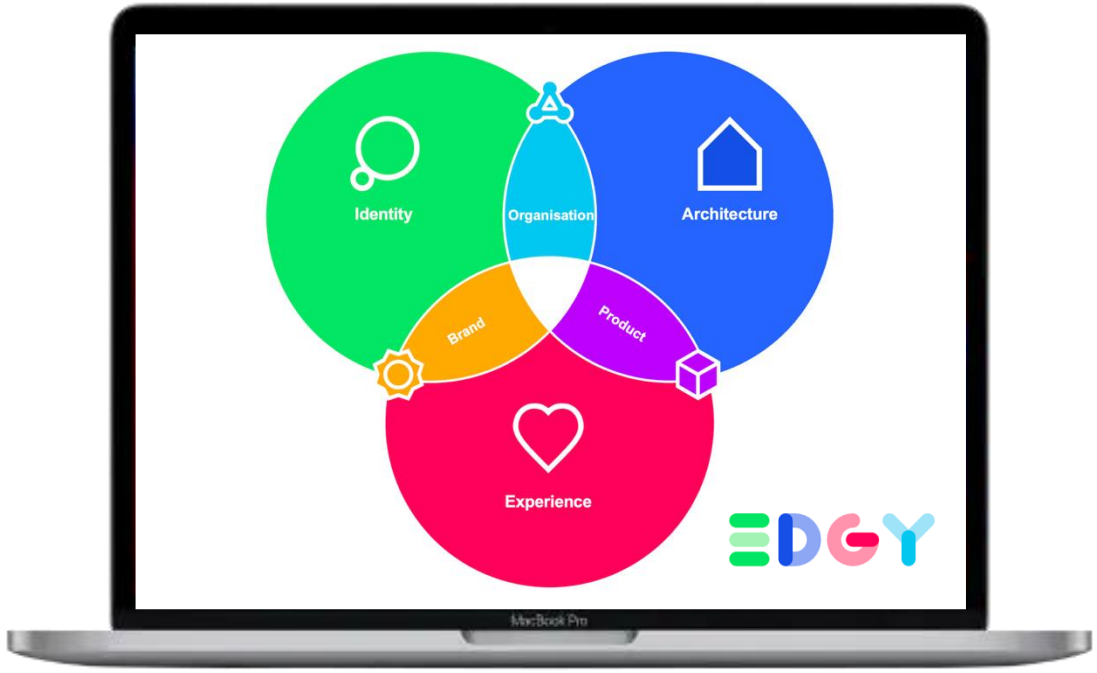
ENTERPRISE DESIGN

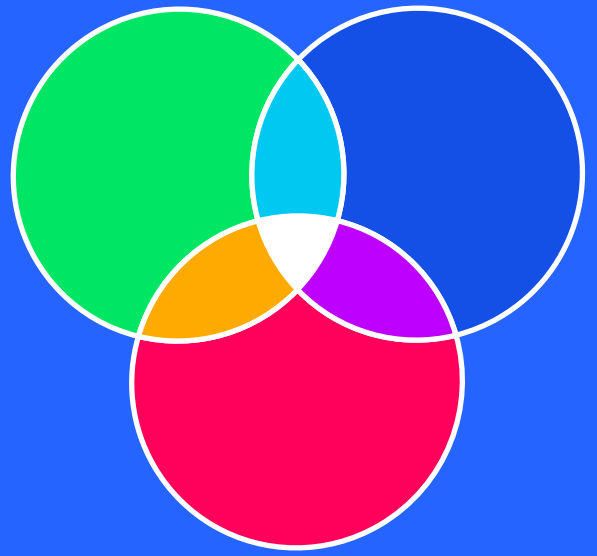
EDGY
helps you ask the right questions to find the essential elements and their connections within an enterprise.

EDGY

EDGY

Language

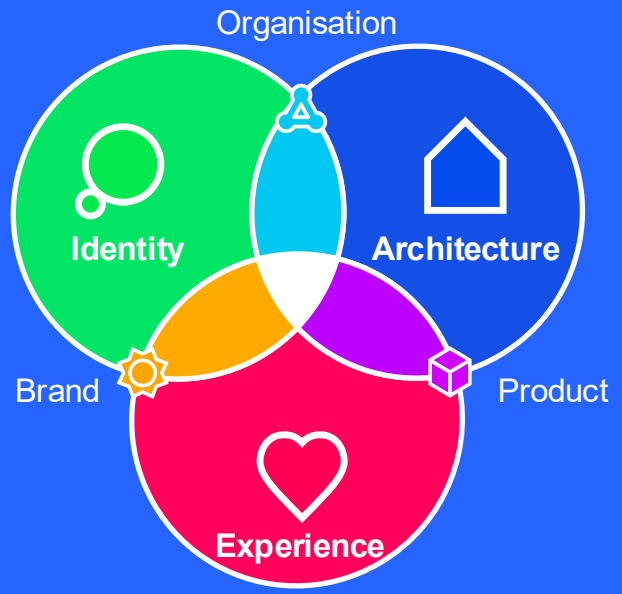




EDGY
Fast Track

Material:

- Enterprise Design & EDGY Cookbook
- *EDGY Cookbook* (pdf)
- Enterprise Wheel
- EDGY Motivations



INTERSECTION GROUP

Intersection Group pages:

- Enterprise Design with EDGY (open-source tool)
- Intersection Group (not-for-profit organisation)

EDGY by INTERSECTION GROUP