Why EDGY?

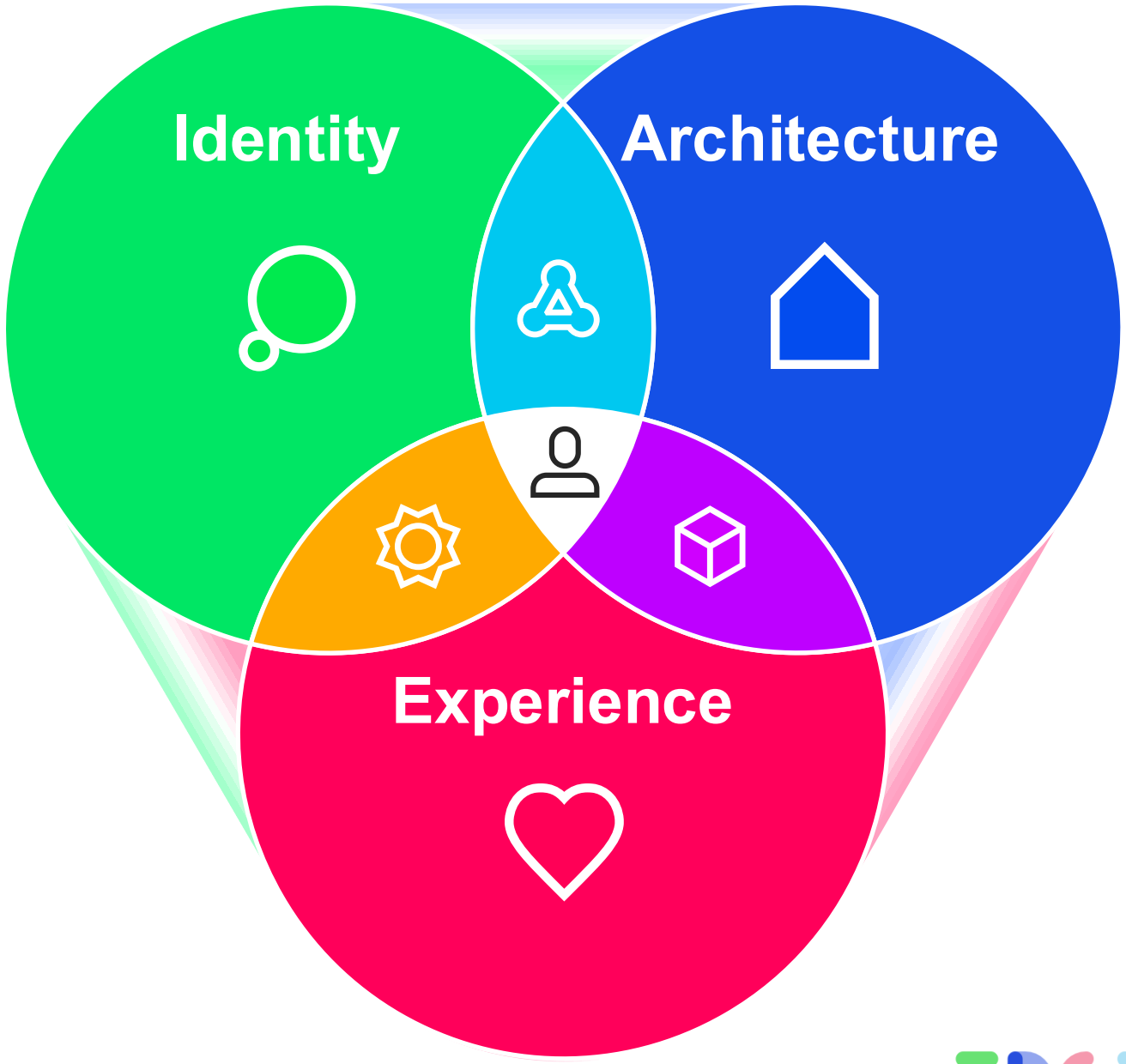
EDGY

E**nterprise **D**esign **G**raph Interpla**Y

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

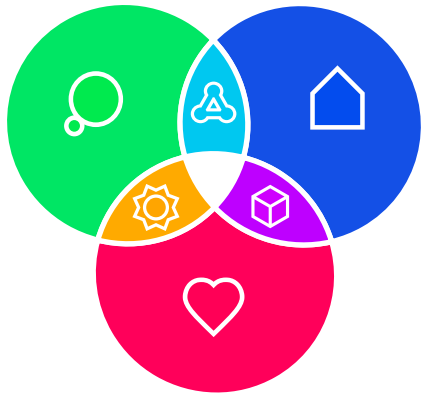
A holistic approach connecting enterprise perspectives:

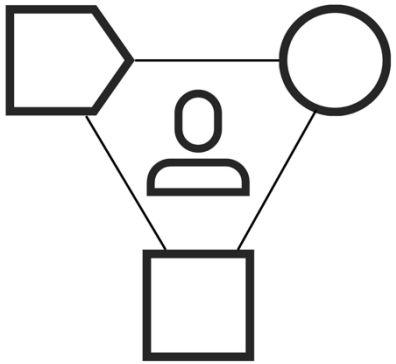
- Business **Identity** (*why*),
- Operational **Architecture** (*how*),
- Customer **Experience** (*what*).



The Two Pillars of EDGY

EDGY is built on two core components that work together.





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 Notation)

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.

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EDGY Facet Model as an analysis model

Organisation

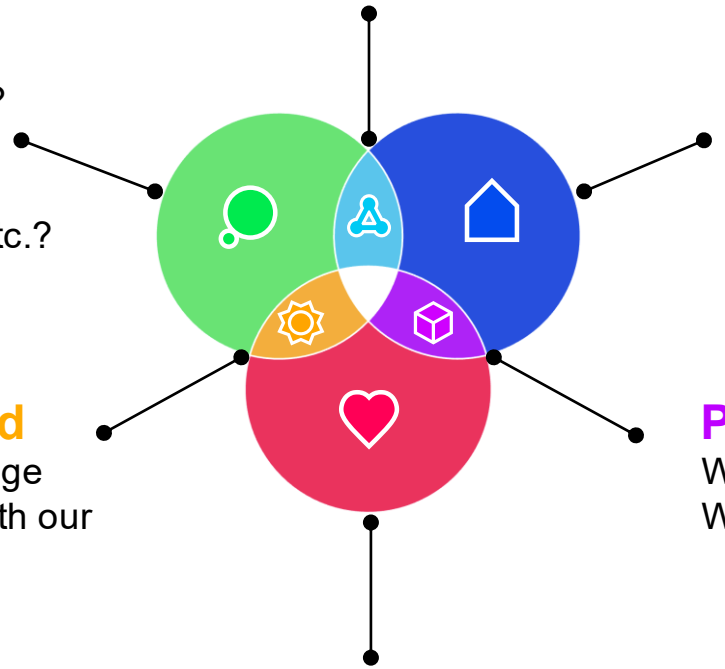
How do we organise ourselves?

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?

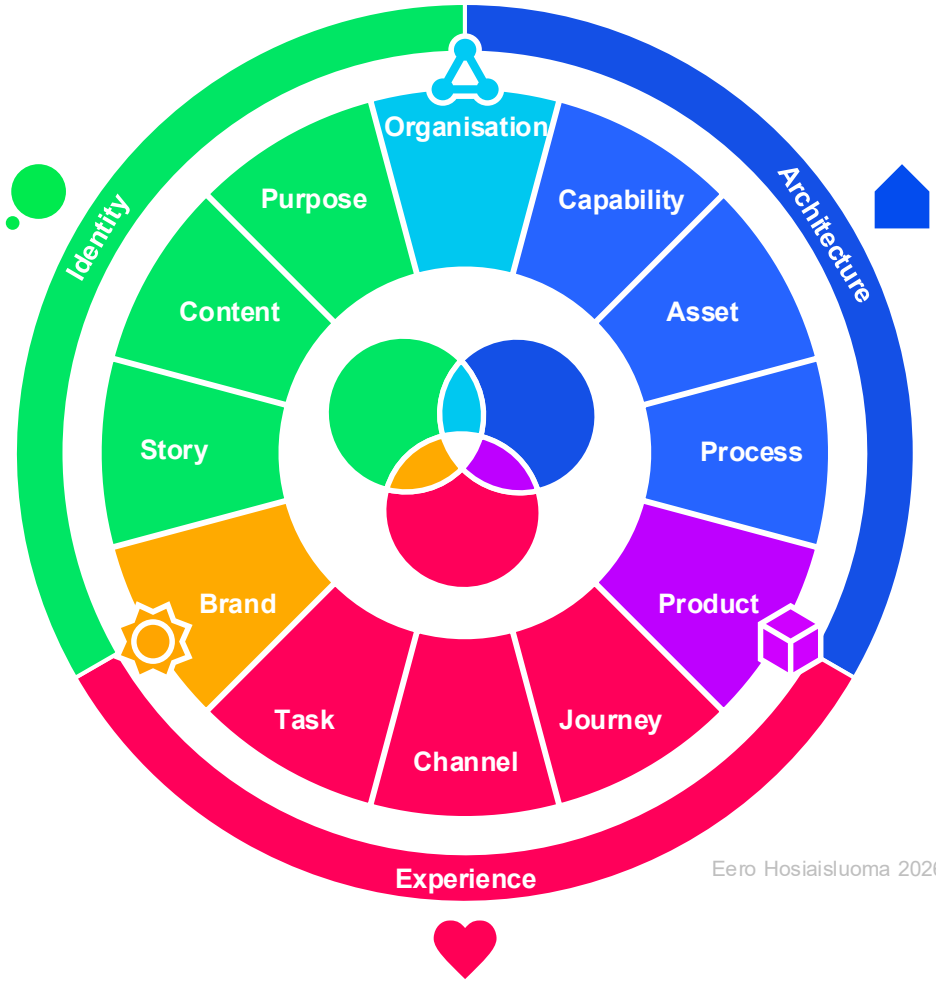
The Enterprise Wheel

The 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.



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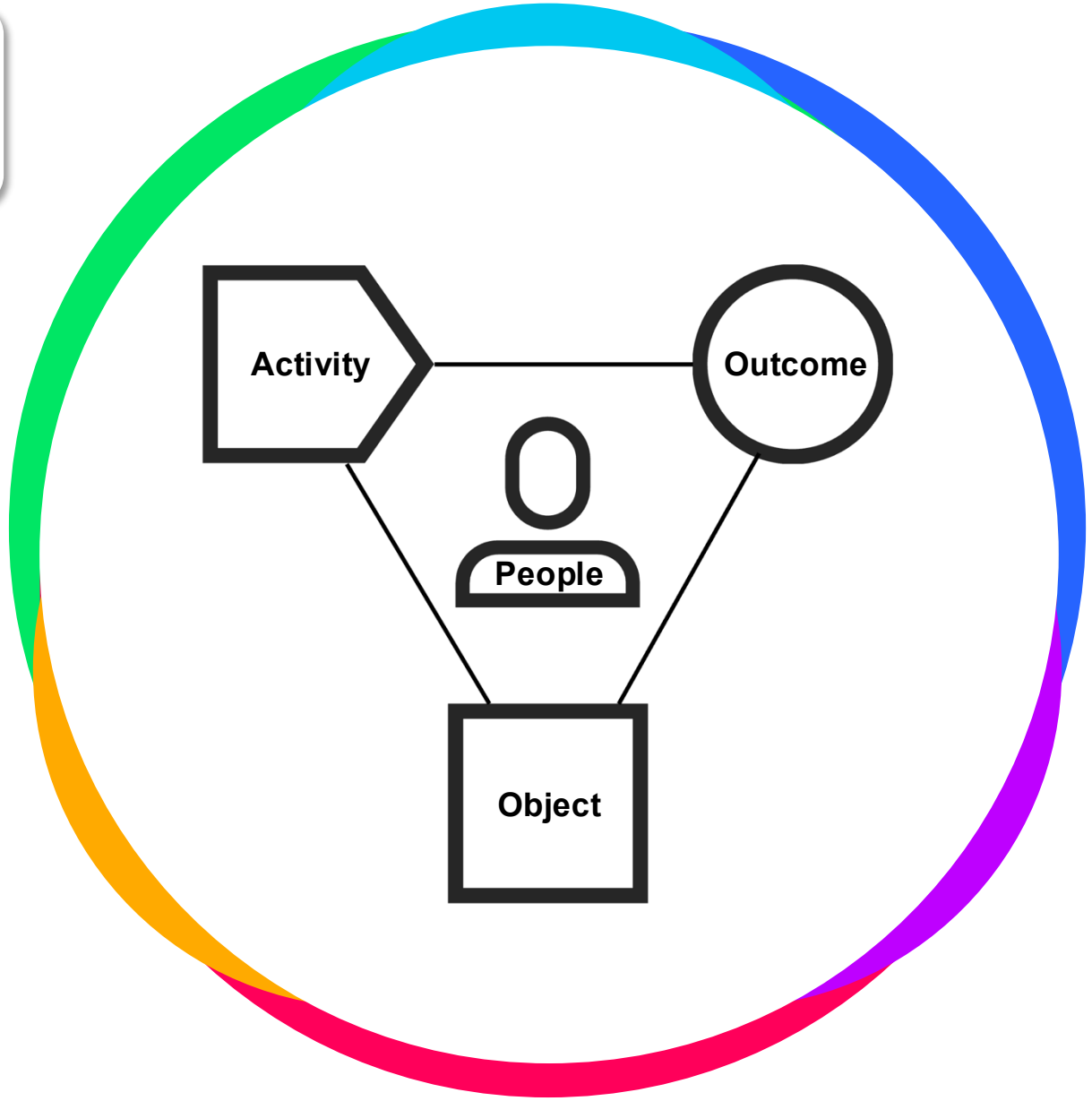
Turn the Wheel
Rotating the Wheel (clockwise and anti-clockwise) allows you to discover non-obvious connections - making the invisible visible.

The Enterprise Wheel

EDGY Visual Notation
Graphical, simple, flexible approach, easy for all to understand.

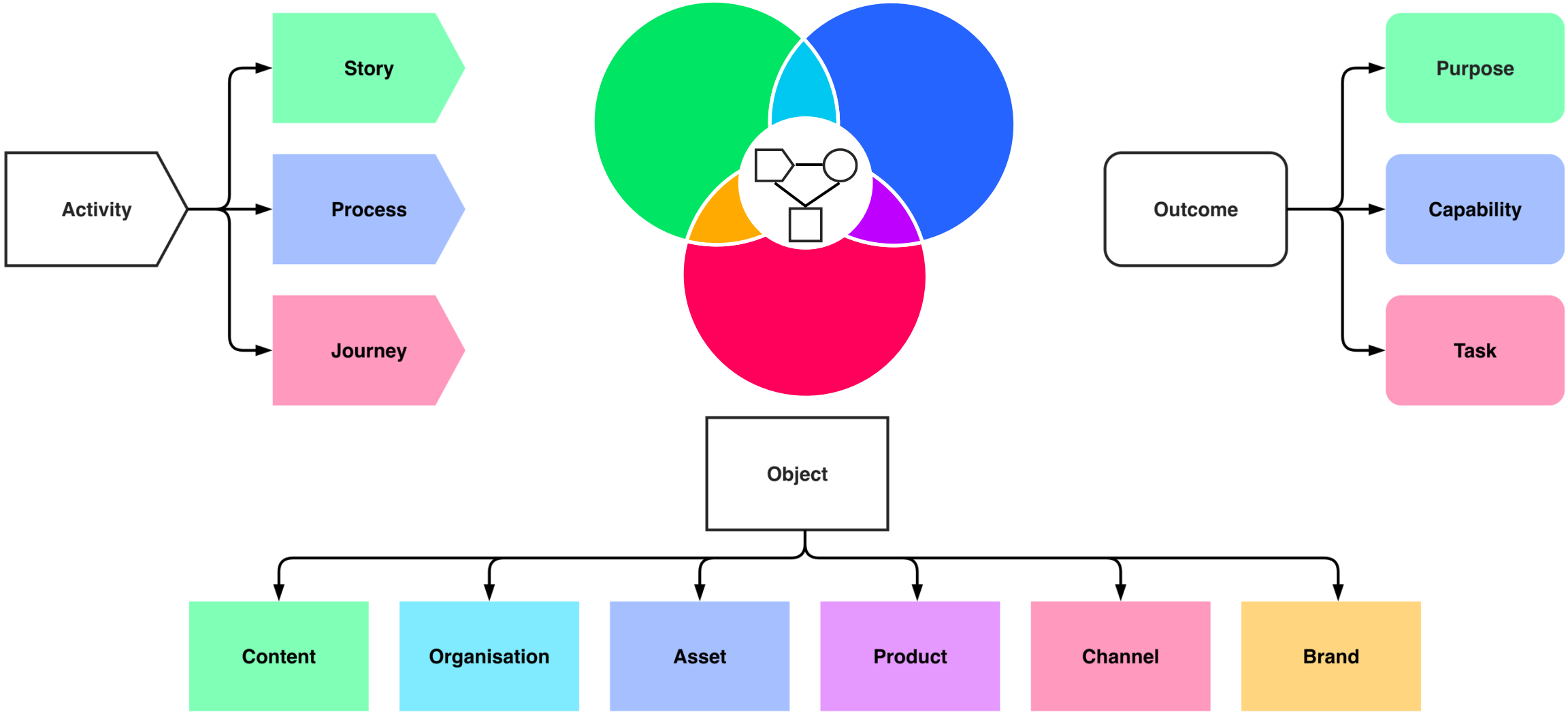


Benefit:
Faster problem-solving, fewer misunderstandings, higher engagement.

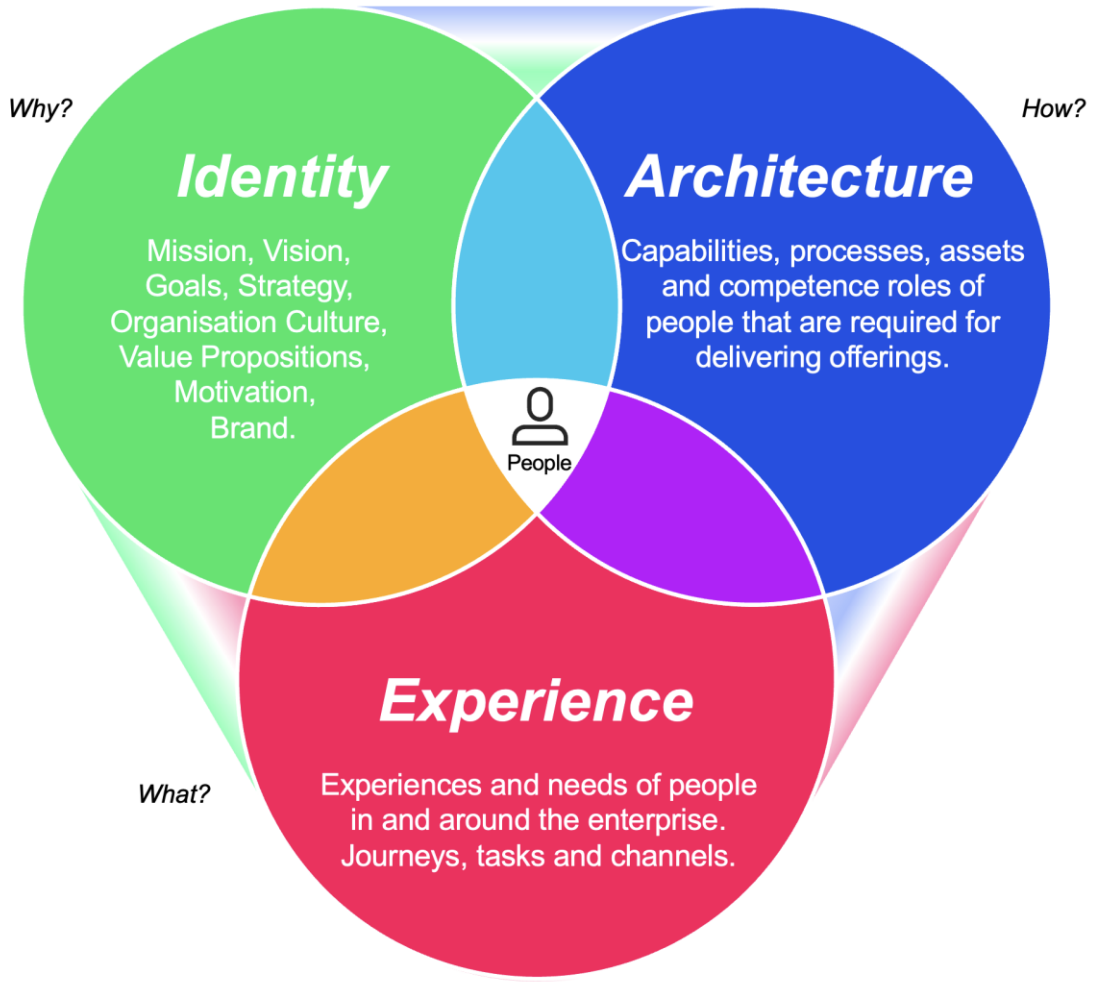
Four elements only!

EDGY Language

Specialisations



EDGY (***E**nterprise **D**esign **G**raph Interpla**Y***) - Overview



What is EDGY?

- A holistic approach connecting **identity** (*why*), **architecture** (*how*), and **experiences** (*what*).
- Bridges gaps across disciplines and teams.

Why Use It?

- Ensures strategic alignment, fosters innovation, and enhances collaboration.
- Simplifies complexity in organisational design and change.

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What Challenges Does EDGY Address?

Breaking Down Silos

- Aligns Business and IT, development, marketing, finance, etc. under a shared framework.

Strategy–Execution Gap

- Connects drivers/goals to capabilities/processes, improving follow-through.

Customer-Centricity

- Maps journeys, integrates customer needs into operations.

Complexity Management

- Visualises interdependencies; clarifies priorities.

EDGY addresses the fragmentation of the modern enterprise.

It turns disconnected departments into a coherent whole by providing a shared map that aligns the enterprise's heart (Identity), its engine (Architecture), and its impact on people (Experience).

What problems does EDGY solve?

Communication Gaps (The "Language Barrier"):

Different disciplines and departments like often use their own jargon. EDGY provides a simple, shared visual language so everyone can understand each other and make decisions together.

Organizational Silos:

Experts often work in isolation (e.g., designers focus only on customers, architects only on systems). EDGY forces these "silos" to connect by showing how internal structures affect the external brand and customer experience.

Strategic Failure (Broken Promises):

Many enterprises make big promises (Brand) but may lack the internal capabilities (people, processes and assets) to support them. EDGY highlights these "friction points" so enterprises can align what they say with what they actually do.

Hidden Complexity:

Modern enterprises are often fragmented and hard to see as a whole. EDGY uses simple shapes and colors to map out these connections, making it easier to connect the dots and spot missing pieces.

Unclear Purpose and/or Goals:

Without a clear 'Why,' different disciplines and initiatives can easily drift apart. EDGY's Identity facet anchors every design choice to the enterprise's core values & principles, goals, and reason for being – the purpose, keeping everyone moving in the same direction.

Disconnected Methods and Tools:

Instead of using dozens of different methods and a variety of visualisation tools that don't talk to each other, EDGY acts as a "bridge" that sits on top of specialised technical maps to give a clear, high-level overview.

EDGY puts the *Heart and Soul* back into work. By connecting every task to the Identity (the "Why"), people understand how their work helps the enterprise succeed.

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Bridging the Gaps:
How EDGY Creates a Coherent Enterprise?

From Confusion to Clarity:

It replaces professional jargon with a shared visual language. It turns messy meetings into clear, visual conversations that everyone can follow.

From Silos to Synergy:

It stops disciplines from working in bubbles. By aligning the Identity (purpose and goals) with the Architecture (the engine) and Experience (the human side), it turns isolated teams into a single, synchronised force.

From Broken Promises to Trust:

It aligns our Identity and Brand (the promise) with our Organisation and Architecture (the ability to deliver), ensuring that all disciplines work together to actually "walk the walk.

From Complexity to Clarity:

It clears the "fog" of complex details by making it easier to map and visualise all the connections. This helps every discipline simplify processes and see where to improve without breaking the whole system.

EDGY is the key for the fragmented enterprise. It bridges the gaps between strategy, design, and technology, transforming a collection of parts into a coherent, meaningful, and high-performing whole.

Why do we need EDGY?

To speak the same language:

It stops different disciplines and teams from talking past each other. With a shared set of simple symbols, departments can finally understand one another.

To break down walls:

It connects "silos." It helps experts see how their specific work affects the whole enterprise and the final customer experience.

To keep our promises:

It shows if our internal tools and people (Architecture) actually support what we promise to our customers (Brand). It fixes the gap between talk and action.

To see the big picture:

Modern enterprises are complex. EDGY makes this complexity visible and simpler to manage, helping us spot missing pieces or slow processes.

To stay focused on our "Why":
It keeps the enterprise's purpose and goals (Identity) at the center of every decision, so we don't lose our way as we go.

How Does EDGY Simplify Enterprise Collaboration?

Unified Language

- Graphical, flexible approach, easy for all to understand.

Holistic Integration

- Merges “why” (motivations), “how” (operations), and “what” (experiences).

Broad Applicability

- Works for designers, architects, strategists - everyone sees the same big picture.

Creative Co-Design

- Visual symbol-driven methods spark innovation and dialogue.

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Benefit: Faster problem-solving, fewer misunderstandings, higher engagement.

How the EDGY language is common to everyone?

Simple and easy to learn:

EDGY uses only a few basic elements and visual shapes (people, activity, object, outcome) that are quick for anyone to understand and adopt, without a long learning curve or specialised training.

Shared vocabulary:

By deriving all specialised concepts from the same base elements across Identity, Experience, and Architecture, EDGY ensures everyone uses consistent terms and meanings across disciplines.

Visual notation:

The colourful, intuitive diagrams are understandable by diverse stakeholders (designers, analysts, architects, business leaders, etc.), making complex ideas visible and easier to discuss together.

Bridges disciplinary silos:

EDGY provides a general-purpose language that all groups can hook into, so people with different expertise can communicate insights and designs in a shared way.

Supports co-design:

With the same foundational syntax and symbols, teams across functions can co-design enterprise solutions, shifting perspectives and reframing challenges together.

Benefit: EDGY is a common language because it is simple, visual, and grounded in a shared set of core elements and relationships, making it easy for all disciplines and stakeholders to understand, communicate, and collaborate in enterprise design.

How the EDGY Facet Model can be used as an analysis model?

As three analytical lenses:

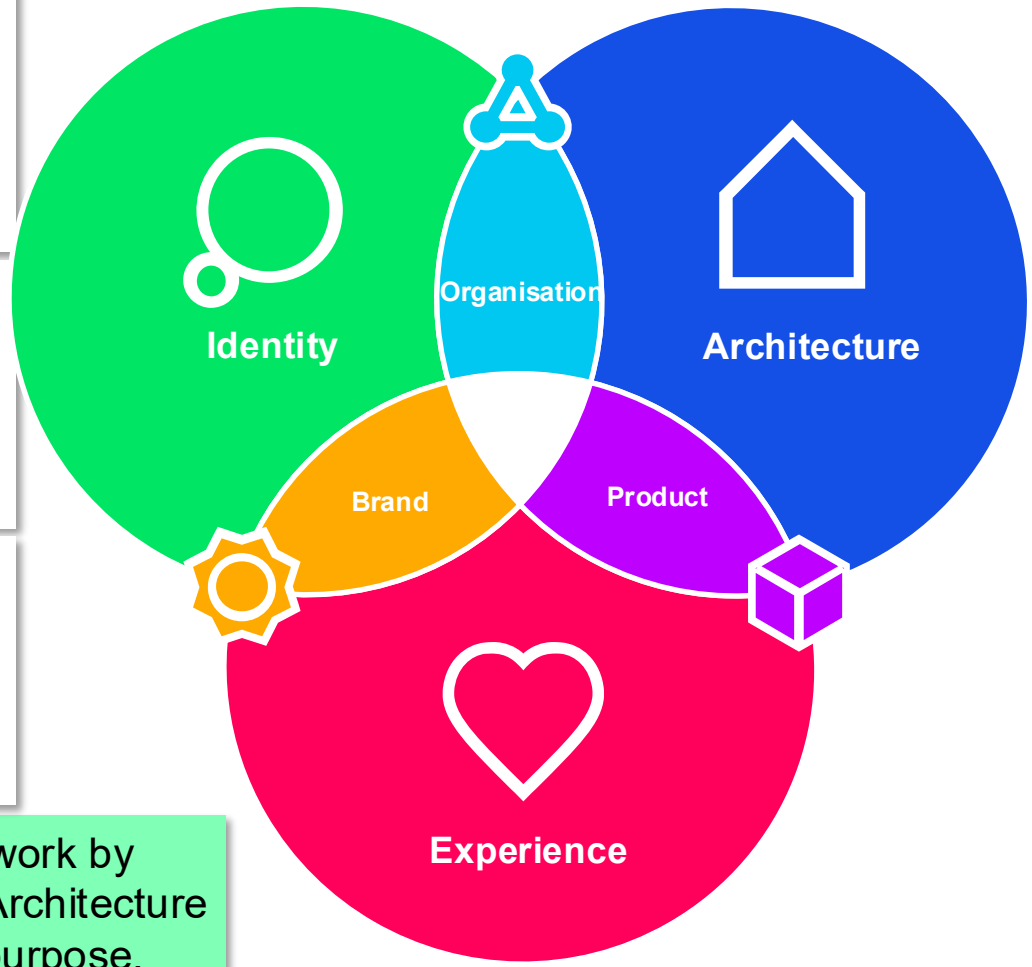
The Facet Model provides three complementary perspectives for analysing any enterprise situation - purpose and meaning (Identity), human interaction and value realisation (Experience), and operational behavior and structure (Architecture).

To structure complex discussions:

The model helps break down complexity by organising analysis into clear categories: stories and purpose, journeys and tasks, processes and capabilities. This prevents conversations from becoming fragmented or purely technical.

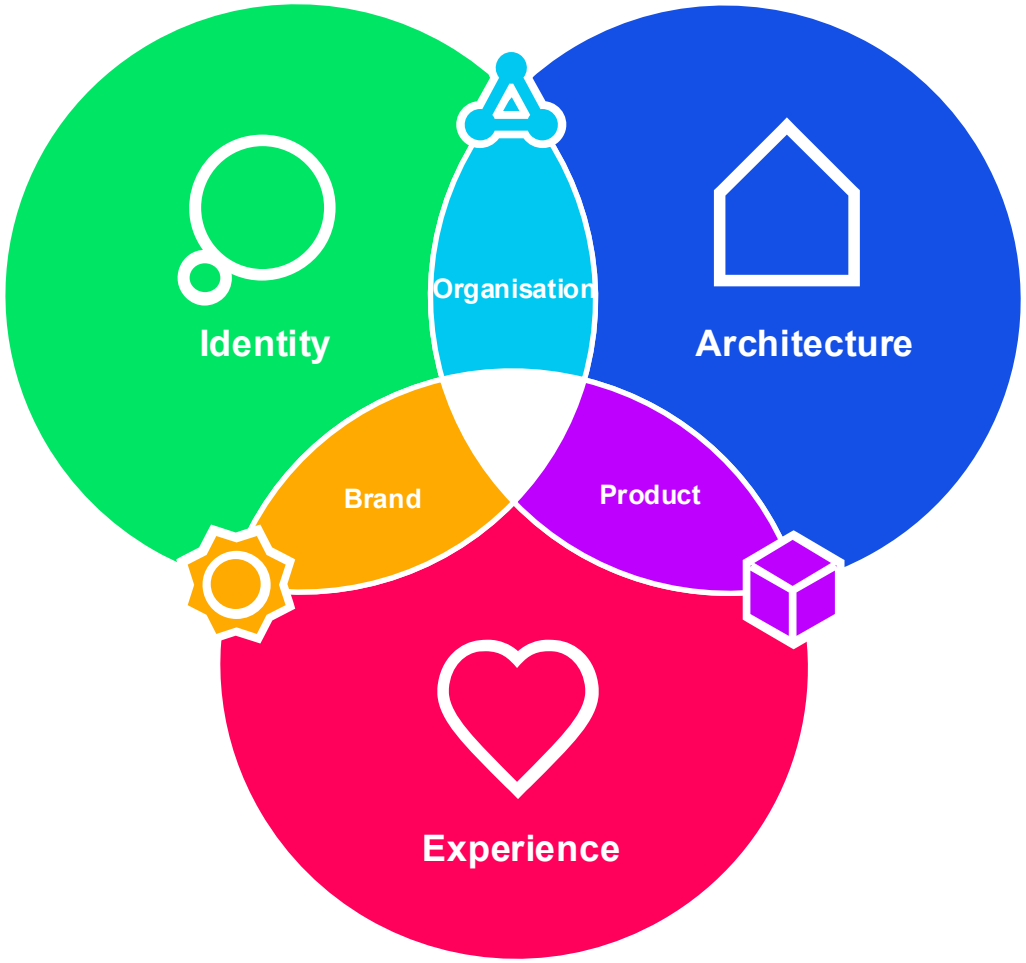
To support systemic thinking:

Because the facets are interconnected, the model encourages examining how changes in one area affect the others - enabling cause-effect reasoning within the whole enterprise system.



Benefit: The EDGY Facet Model serves as an analysis framework by providing three interconnected lenses - Identity, Experience, and Architecture - that structure understanding, reveal alignment, and connect purpose, value, and execution within the enterprise system.

How the EDGY Facet Model is a Practical Tool?



To reveal alignment or misalignment:

By examining the same topic through all three facets, you can identify gaps - for example, when stated purpose (Identity) does not match customer journeys (Experience), or when journeys are not supported by capabilities (Architecture).

To connect strategy and operations:

Identity links to strategic intent, *Experience* to value delivery, and *Architecture* to execution. Analysing across the facets helps trace how strategic goals translate into operational reality.

To guide design decisions:

The Facet Model is not only descriptive but evaluative - it helps assess whether an enterprise is coherent, meaningful, and capable of delivering on its promises to achieve intended outcomes.

How does EDGY improve collaboration between distinct disciplines?

Standardises communication:

It replaces the unique jargon of each discipline with a single, shared visual language. This ensures that everyone, from IT to Marketing, understands the same symbols and terms.

Forces cross-functional dialogue:

The model's intersections (Brand, Organisation, Product) cannot be designed in isolation. They require experts from different disciplines to sit at the same table and align their views.

Visualises the "Big Picture":

By mapping how different parts of the enterprise relate to one another, it helps specialists see how their specific work impacts the whole system and the final customer outcome.

Reduces friction in decision-making:

When the enterprise structure is drawn out visually, it is easier for diverse teams to reach a common understanding and spot gaps without long, confusing meetings.

Balances perspectives:

EDGY ensures that no single discipline dominates the conversation, as the Facet Model gives equal weight to Identity, Experience, and Architecture.

Identity

Why is *Identity* the "Core" of Enterprise Motivation?

Defines the "Why": Identity focuses on the core reason our enterprise exists. Instead of complex technical goals, it looks at your basic purpose and beliefs to explain what truly drives the business.

Acts as a *Moral* Compass: Our beliefs (values) help us make decisions. Identity ensures that everyone knows the "rules of the game" when deciding how the enterprise should act or change.

Matches Promises with Reality: It helps us to check if our inner motivation (who we are) matches our Brand (what you promise). This makes sure the enterprise isn't just "talking the talk" but actually "walking the walk."

Connects People to Purpose: By linking Identity to the Organisation, it helps employees see how their daily work supports a bigger meaning. This is the simplest way to analyse and boost motivation across the board.

Ensures Meaningful Results: Identity allows us to evaluate if the final results (Outcomes) actually reflect what the enterprise stands for. If the results don't match the Identity, we know our motivation are out of sync.

Represents the core business idea: It defines our reason for being, our goals, and our promises. The Identity facet is the common thread that ensures our Brand (the promise we make) is backed up by the enterprise (the way we actually organise ourselves and our work)

EDGY's Identity perspective works as a simple Motivation Model by focusing on the 'Why' behind the work. It makes sure that the enterprise's ***heart and soul*** are visible in every plan, helping different teams stay motivated and move in the same direction.

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Experience

Why is the *Experience* Facet essential?

Focuses on People:

It reminds the business that enterprises are made for humans - both the customers who use the products and the employees who build them.

Shows the Real Journey:

It maps out the actual steps a person takes when interacting with the enterprise. This helps us to see where things are easy and where they are frustrating.

Identifies "Touchpoints":

It highlights every moment where a person meets the business (like an app, a call, or a store). If these moments fail, the business fails.

Measures Success through Feelings:

Instead of just looking at numbers, it looks at how people feel. A great experience creates loyalty, while a bad one drives people away.

Connects Design to Reality:

It ensures that the enterprise's "Why" (Identity) and "How" (Architecture) actually result in something useful and pleasant for the people (end-users, customers).

The Experience facet is the 'Human Side' of the business. It ensures that everything the enterprise builds is actually easy to use, valuable, and meaningful for the people who interact with it.

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Architecture

Why is the *Architecture* Facet the backbone of the enterprise?

Builds the "Engine":

It describes the parts and systems that make the enterprise work. Without it, the business idea is just a dream with no way to actually run it.

Shows the Connections:

It maps out how different Capabilities, Processes and Assets (like data, and applications) fit together. This prevents the enterprise from becoming a mess of disconnected parts.

Ensures Efficiency:

It helps us to design the best "How" for our business. By organising our Processes, we make sure the work is done smoothly without wasting time or resources.

Supports Growth:

A solid architecture acts as a blueprint. It makes it easier to scale the business or change parts of it without breaking the whole system.

Defines the ”How” that delivers the "What":

It provides the foundation for our offerings (the What): Products and/or Services.

It ensures that the internal operations and machinery (the How) are strong enough to produce the Outputs that customers actually need to achieve their desired Outcomes.

The Architecture facet is the 'How' of the business. It provides the behavior and structure needed to turn the enterprise's goals into reality, ensuring everything runs reliably and efficiently.

EDGY

How Does EDGY Improve Customer Experience?

Aligning Goals with Customer Needs

- Drivers/feedback shape enterprise priorities.

Mapping and Optimising Journeys

- Identifies friction points for targeted improvements.

Personalization

- Connects data analytics (AI) to user touchpoints.

Cross-Channel Consistency

- Ensures digital and in-store experiences stay cohesive.

How Can EDGY Improve Customer Experience Design?

Mapping Full Customer Journeys
- Identifies friction, ensures cohesive experiences.

Aligning Touchpoints with Strategy
- Connects user interactions to operational capabilities.

Collaborative, User-Centric Approach
- Rapid iteration based on feedback.

How Can EDGY Boost Team Collaboration?

Shared Language

- Reduces miscommunication between technical and non-technical staff.

Visualising Complex Relationships

- Fosters transparency on how different teams' work interconnects. E.g. how teams interact within *Team Topologies*.

Co-Design

- Everyone contributes insights, ensuring holistic solutions.

Breaking Down Silos

- EDGY clarifies cross-team dependencies and common goals.

How Does EDGY Ensure Business Alignment?

Linking Strategy and Execution
- Goals connect directly to operational processes.

Bridging Silos
- Integrates strategy, design, and operational viewpoints.

Continuous Feedback
- Updates based on business environment shifts and customer feedback.

Visualisation of Dependencies
- Shows how each decision affects broader objectives.

How Does EDGY Support Digital Transformation?

Aligning Strategy with Digital Goals
- Ensures technology investments tie to business outcomes.

Redesigning Processes
- Agile workflows, cross-functional alignment.

Enhancing CX
- Maps user journeys to backend infrastructure.

Managing Risks
- Identifies compliance, security, or operational vulnerabilities upfront.

How Does EDGY Enhance Operational Efficiency?

Linking Processes to Strategy
- Eliminates misaligned operational activities.

Mapping and Optimising Workflows
- Identifies redundancies, streamlines steps.

Leveraging Capabilities
- Ensures the right resources are used effectively.

Continuous Improvement
- Ongoing feedback and adaptation keep operations lean.

How Can EDGY Improve Decision-Making?

Visualising the Big Picture
- Highlights dependencies, risks, and opportunities.

Ensuring Strategic Alignment
- Decisions always trace back to enterprise goals.

Scenario Modeling
- Evaluates outcomes before committing to actions.

Risk Mitigation
- Identifies potential pitfalls, encouraging well-informed choices.

How Does EDGY Improve Strategic Alignment?

Connecting Strategy to Execution
- Drivers/Goals → Operational Capabilities.

Bridging Silos Across Teams
- Unified framework for shared objectives.

Continuous Alignment
- Feedback loops keep strategy current.

Prioritising Initiatives
- Focus on high-impact changes (programs, projects, concepts etc.) that further enterprise goals.

How Does EDGY Impact Organisational Culture?

Collaboration
- Breaks silos, invites multiple voices.

Adaptability
- Embeds continuous learning and agility.

Customer-Centric Values
- Ensures user experiences guide decisions.

Transparency
- Makes goals, processes, and outcomes visible to all.

How Does EDGY Enable Cultural Change?

Aligning Culture with Strategy
- Embeds values (innovation, inclusivity) into daily operations.

Promoting Collaboration
- Shared language reduces friction among teams.

Driving Employee Engagement
- Links personal/team contributions to enterprise goals.

Continuous Feedback
- Encourages iterative shifts in culture and processes.

How Can EDGY Help in Change Management?

Scope & Impact Visualisation
- Identifies how changes ripple through the enterprise.

Aligning Initiatives with Goals
- Keeps transformations on track.

Risk Identification
- Mitigates negative outcomes proactively.

Stakeholder Engagement
- Fosters buy-in through co-design.

How EDGY Supports Rapid Enterprise Changes?

By aligning strategy, operations, and customer experiences in a flexible and collaborative framework

Aligns Rapid Changes with Strategy

- Ensures new initiatives or pivots are connected to long-term goals.

Visualises Enterprise-Wide Impacts

- By mapping processes, capabilities, and touchpoints, EDGY clarifies how rapid changes affect different departments and customer experiences.

Fosters Cross-Functional Collaboration

- Shared framework and language breaks down silos and encourages co-design, making it easier for diverse teams to collaborate.

Supports Agile & Flexible Execution

- Integrates well with iterative methods (e.g., Agile, Scrum, SAFe, Lean, Six Sigma), enabling iterative and incremental planning of resources, processes, or capabilities.

Aligns Customer Journeys with Rapid Changes

- Maps customer journeys and ensures that rapid changes enhance the customer experience.

Scales Changes Across the Enterprise

- Ensures that changes in one department or process align with enterprise-wide capabilities and goals.

Benefit: Provides a top-down and bottom-up perspective for scalable implementation.

How Does EDGY Support Enterprise Agility?

Alignment with Changing Environments

- Realigns goals quickly as markets shift.

Rapid Adaptation of Operations

- Modular approach to capabilities/processes.

Cross-Functional Co-Design

- Quick iteration and pivoting.

Scenario Modeling

- Anticipates impacts before major decisions.

Benefit: Faster response to disruptions, sustained customer value.

How Does EDGY Improve Innovation?

Cross-Disciplinary Collaboration

- Encourages shared insights from diverse teams.

Simplifies Complex Systems

- Frees teams to focus on creative solutions, not tangled processes.

Promotes Rapid Prototyping

- Links high-level strategy to quick testing of new ideas.

Aligns with Strategic Goals

- Innovations are purposeful and high-impact.

How Can EDGY Support Continuous Innovation?

Linking Innovation to Strategy
- Avoids random ideas, focuses on value creation.

Cross-Team Co-Design
- Silo-busting approach fosters creativity.

Rapid Prototyping
- Iterative design with quick feedback.

Culture of Experimentation
- Encourages all stakeholders to contribute ideas.

How Does EDGY Handle Enterprise Risks?

Risk Identification

across motivations, operations, experiences.

Visual Mapping

of vulnerabilities and interdependencies.

Holistic Mitigation

planning linked directly to strategic outcomes.

Collaboration

from multiple teams to proactively address risks.

How Does EDGY Support Risk Management?

Enterprise-Wide Risk Visibility

- EDGY diagrams show where risks occur (products, services, processes, assets such as applications, data, devices, facailities etc.).

Alignment with Strategy

- Mitigation strategies reinforce broader goals, not just short-term fixes.

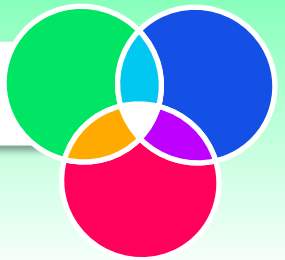
Collaboration

- Cross-functional co-design of solutions (biz units, IT, HR, legal, ops).

Iterative Updates

- Regular reviews ensure risk management evolves with changing conditions.

How Does EDGY Support Enterprise Risk Management?



Holistic risk visibility

EDGY supports enterprise risk management by making risks visible across Identity, Experience, and Architecture - linking strategic intent, customer impact, and operational capabilities.

Cross-disciplinary alignment

It provides a shared language that connects risk management with business, technology, and operational disciplines, reducing silos and improving coordinated decision-making.

Embedded risk thinking

By modelling journeys, processes, assets, and capabilities, EDGY enables risks and controls to be identified early and integrated into enterprise design - not treated as separate compliance activities.

How Does EDGY Support Security Management?

Holistic view

EDGY helps see security as part of the whole enterprise system - connected to purpose, experience, and operations.

Shared language

It provides a common visual and conceptual language that enables security, business, and technology teams to collaborate effectively.

Early integration

Security considerations can be embedded early when defining journeys, processes, assets, and capabilities - not added afterward.

Facet perspectives

Identity ensures security aligns with values and purpose; Experience highlights secure customer and user interactions; Architecture embeds controls into processes, assets, and capabilities.

Visibility and traceability

Security requirements become visible and traceable within enterprise models, improving analysis and decision-making.

Cross-disciplinary alignment

EDGY reduces silos by connecting security management with strategy, operations, and development activities.

Result: Clear alignment between strategy, operations, and customer experiences.

How Does EDGY Support Security Management?

By making security systemic.

EDGY models the enterprise as an interconnected whole (Identity, Experience, Architecture), ensuring security risks are assessed in relation to purpose, customer journeys, processes, assets, and capabilities - not just IT systems.

By embedding security into design.

Security considerations can be identified and addressed when defining journeys, processes, assets, and capabilities - integrating controls early instead of adding them afterward.

By enabling shared understanding.

EDGY provides a common language that connects security professionals with business, operational, and leadership disciplines, improving risk awareness and decision-making across the enterprise.

Result: EDGY supports security management by embedding risk and control thinking into holistic enterprise design, making security visible, connected, and aligned with business purpose and operations..

Practical Use Cases of EDGY

Strategy Planning	Business Transformation
Digital Transformation	Customer Journey Mapping
Business Model Design	CX Design
Service Design	Enterprise Architecture
Business Design	Business Architecture
Product Design	Solution Architecture
Risk Management	Security Modelling
Organisation Design	Concept Design
Brand Design	Innovation Prototyping

Result: Clear alignment between strategy, operations, and customer experiences.

What Are EDGY's Challenges in Enterprises?

Organisational Buy-In needed.

Requires Skilled Facilitators for mapping discussions.

Initial Learning Curve

- Organisations new to design frameworks may struggle.

What Are EDGY's Advantages Over Competitors?

Holistic Integration
Motivations, operations, experiences.

Cross-Disciplinary Collaboration
Breaks silos, shared language.

Human-Centric
Balances technical efficiency with user experiences.

Flexible & Visual
Accessible to technical and non-technical stakeholders.

Encourages Innovation
EDGY moves innovation from isolated labs to the whole enterprise. By showing how a new idea impacts Identity, Architecture, and Experience simultaneously, it ensures that innovations are not just 'cool,' but strategically viable, architecturally feasible, and desirable from the customer point of view.

Can EDGY Be Used in Startups?

Yes, it helps with:

Vision & Strategy Alignment

Rapid Innovation & Prototyping

Customer-Centric Focus

What Are EDGY's Core Principles?

Holistic Alignment (motivations, operations, experiences)

Collaboration Across Disciplines

Human-Centric Design

Visual & Intuitive Approach (Framework)

Flexibility & Adaptability

Simplicity & Accessibility

Broad Applicability

Focus on Outcomes

Integration of Innovation

EDGY

Eliminating silos enhances communication and understanding

- **Improved collaboration**: Cross-disciplinary teams share knowledge and insights, leading to a deeper understanding of challenges and opportunities.
- **Common goals**: A shared space ensures everyone works toward the same strategic and operational objectives, reducing confusion and conflicting priorities.

Holistic solutions instead of fragmented outputs (deliverables)

- *End-to-end design*: By collaborating, the team can consider the entire service lifecycle, from strategy to implementation to operation, ensuring solutions are complete and cohesive.
- **Interdisciplinary thinking**: Service designers ensure user-centricity, business architects align with strategy, and other specialists bring in technical feasibility, risk mitigation, and compliance.

Aligning customer needs with business goals

- **Customer-centric and strategic alignment**: Service designers ensure a focus on customer experience, while business architects ensure these solutions align with enterprise goals and value streams.
- **Balanced perspectives**: This alignment avoids over-prioritising either customer experience or operational constraints, achieving balance.

Accelerated decision-making and delivery

- **Collaborative decision-making**: Cross-functional teams can resolve conflicts and make informed decisions faster when they're working together in real time.
- **Reduced rework (of *failure demand*)**: Collaborative design and planning reduce the likelihood of costly rework caused by misunderstandings or misaligned efforts.

Increased efficiency and reduced redundancy

- **Shared resources**: Collaboration ensures that existing data, processes, and technology are leveraged efficiently across teams.
- **Streamlined processes**: The Enterprise Design Virtual Multidisciplinary Team acts as a single point of truth for managing change, reducing inefficiencies and overlaps.

Managing complexity in enterprise change

- **Integrated expertise**: Complex problems demand expertise from multiple disciplines. For example, a new service might need to address customer needs (service design), align with strategic business capabilities (business architecture), comply with regulations (risk/security), and integrate seamlessly into IT systems (technology specialists).
- **Systemic solutions**: A united team can address issues holistically, ensuring no critical aspect is overlooked.

Better risk mitigation and security

- **Proactive risk management**: Risk and security experts can collaborate early in the design process, identifying potential vulnerabilities before they become problems.
- **Resilient solutions**: By integrating risk and security considerations with customer experience and strategy, solutions are both safe and user-friendly.

Enhanced innovation and creativity

- **Cross-pollination of ideas**: Bringing together diverse disciplines fosters innovation, as different perspectives spark creative solutions.
- **Collaborative ideation**: A joint environment encourages brainstorming and co-creation, leading to more innovative outcomes.

Unified governance and accountability

- **Centralised oversight**: A unified hub, Multidisciplinary Team, provides governance to ensure all solutions meet enterprise standards and strategic priorities. This helps prevent fragmented or non-compliant solutions.
- **Clear accountability**: Collaboration ensures every discipline understands its role in the larger context, improving accountability and ownership.

Enhanced employee and stakeholder satisfaction

- **Streamlined collaboration**: Working together fosters a sense of purpose and teamwork, improving employee engagement.
- **Stakeholder buy-in**: Unified efforts build trust and confidence among stakeholders, as they see the organisation working cohesively.

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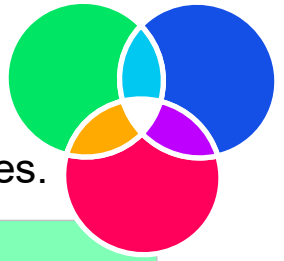
The EDGY Way:
From Silos to Clarity

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

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.

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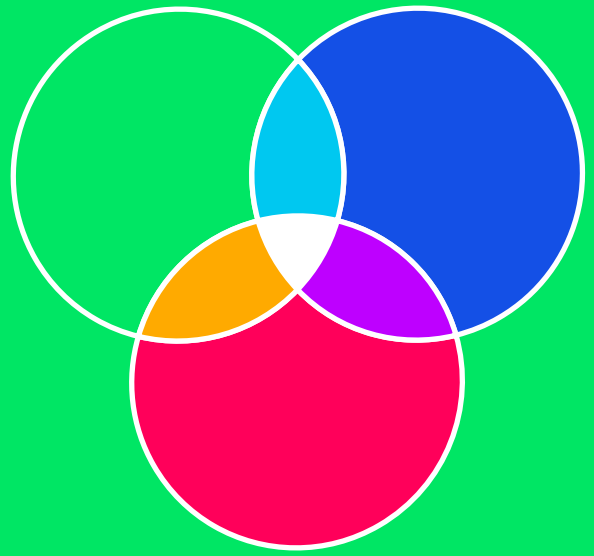
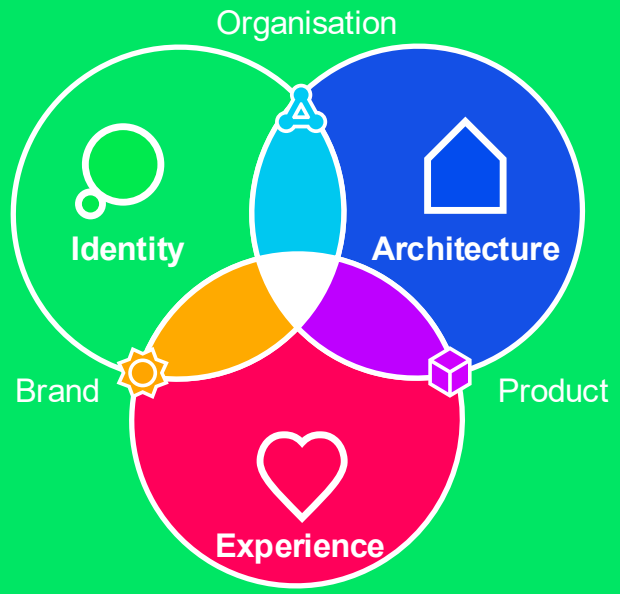
EDGY



Material:

- EDGY Fast Track
- Enterprise Design & EDGY Cookbook
- *EDGY Cookbook* (pdf)



INTERSECTION GROUP

Intersection Group pages:

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

EDGY by INTERSECTION GROUP