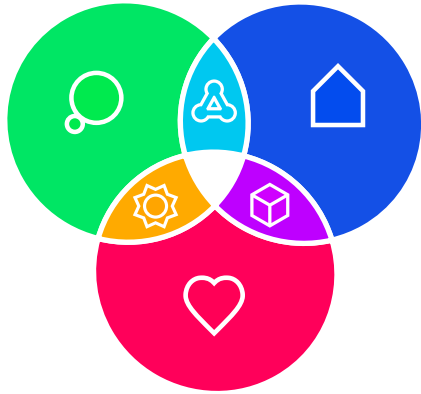
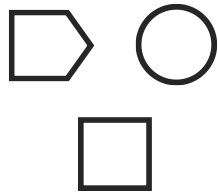




EDGY

Quick Start

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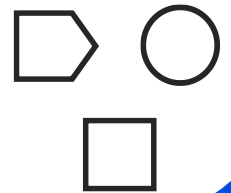
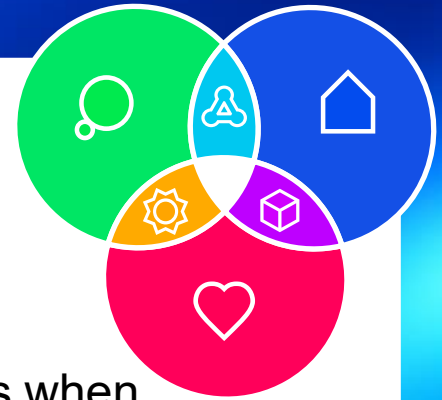


EDGY Quick Start

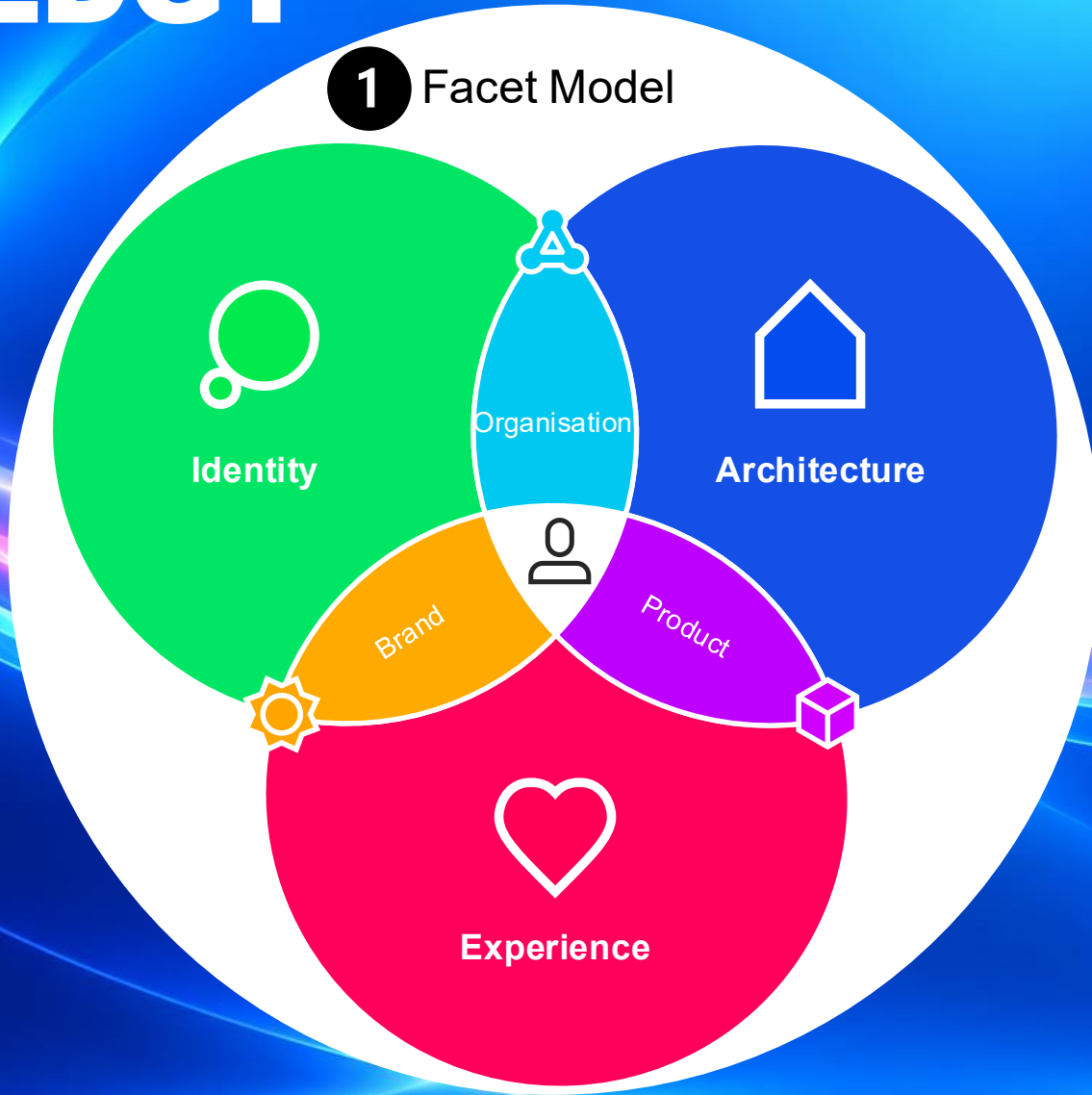
EDGY is a holistic, human-centered modeling language that supports co-design. EDGY provides an analysis model and a visual notation. They facilitate discussions when addressing and planning change needs related to business development.

EDGY is simple yet expressive. It's easy to learn and use. It's colorful and visually appealing. That's why it works for many purposes, as a shared language for all stakeholders - from strategic planning down to individual development actions.

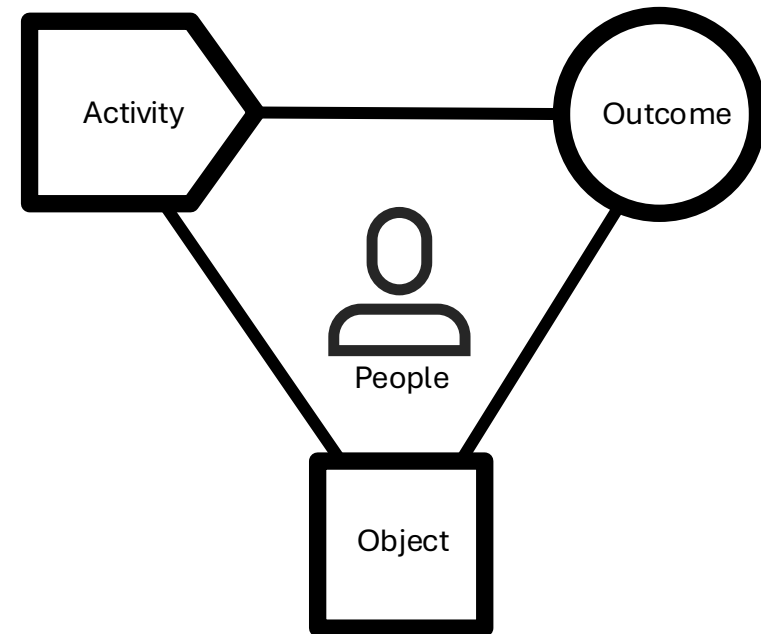
This quick start will help you get started fast. You'll learn the basics of EDGY: how to use the Facet (perspective) model as an analysis model, and how to visualise things using the notation.



1 Facet Model

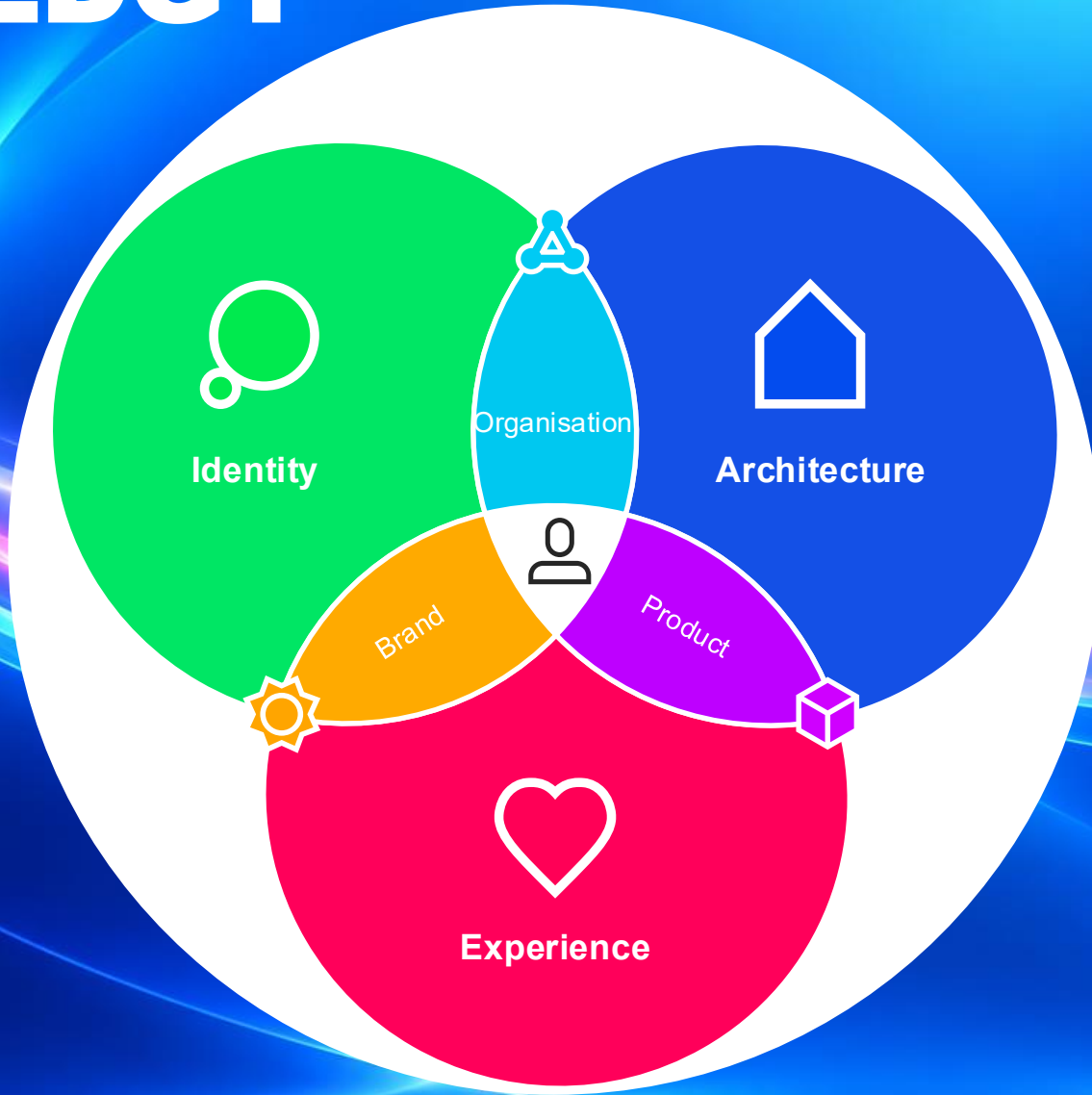


2 Notation



Base elements

They connect together 1) abstract analysis and 2) concrete visualisation.



Facet Model

Serves as a map for analysing the enterprise being developed.

The Facet Model offers three 'lenses' - **Identity**, **Experience**, and **Architecture** - along with their intersections: **Organisation**, **Product**, and **Brand**.

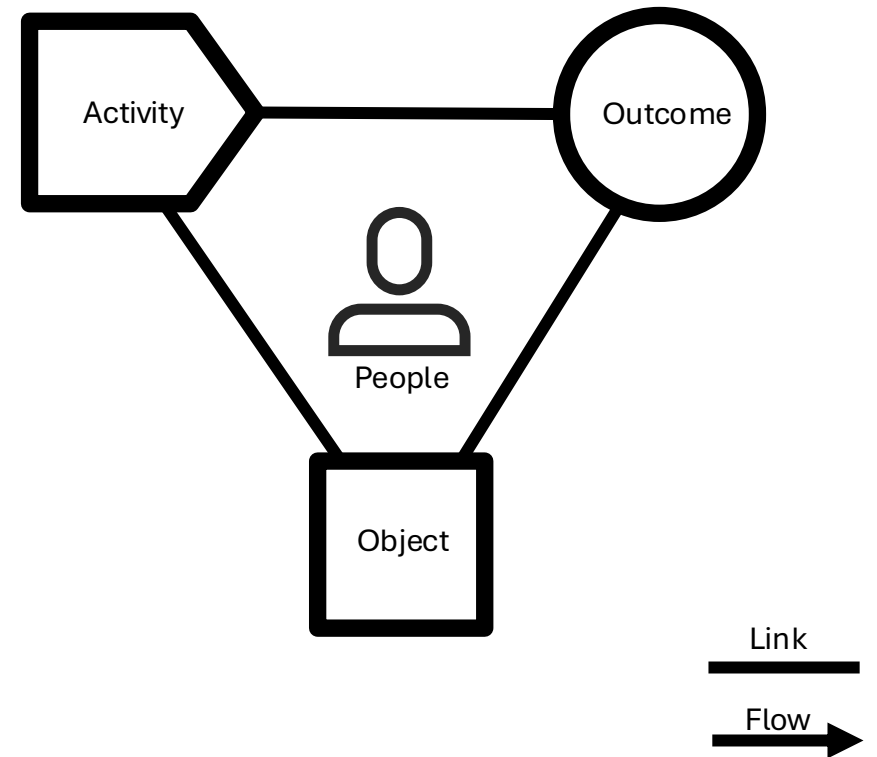
These are properties that appear in all business. They help us shift perspectives, ask clarifying questions, and identify how different things influence one another.

Notation

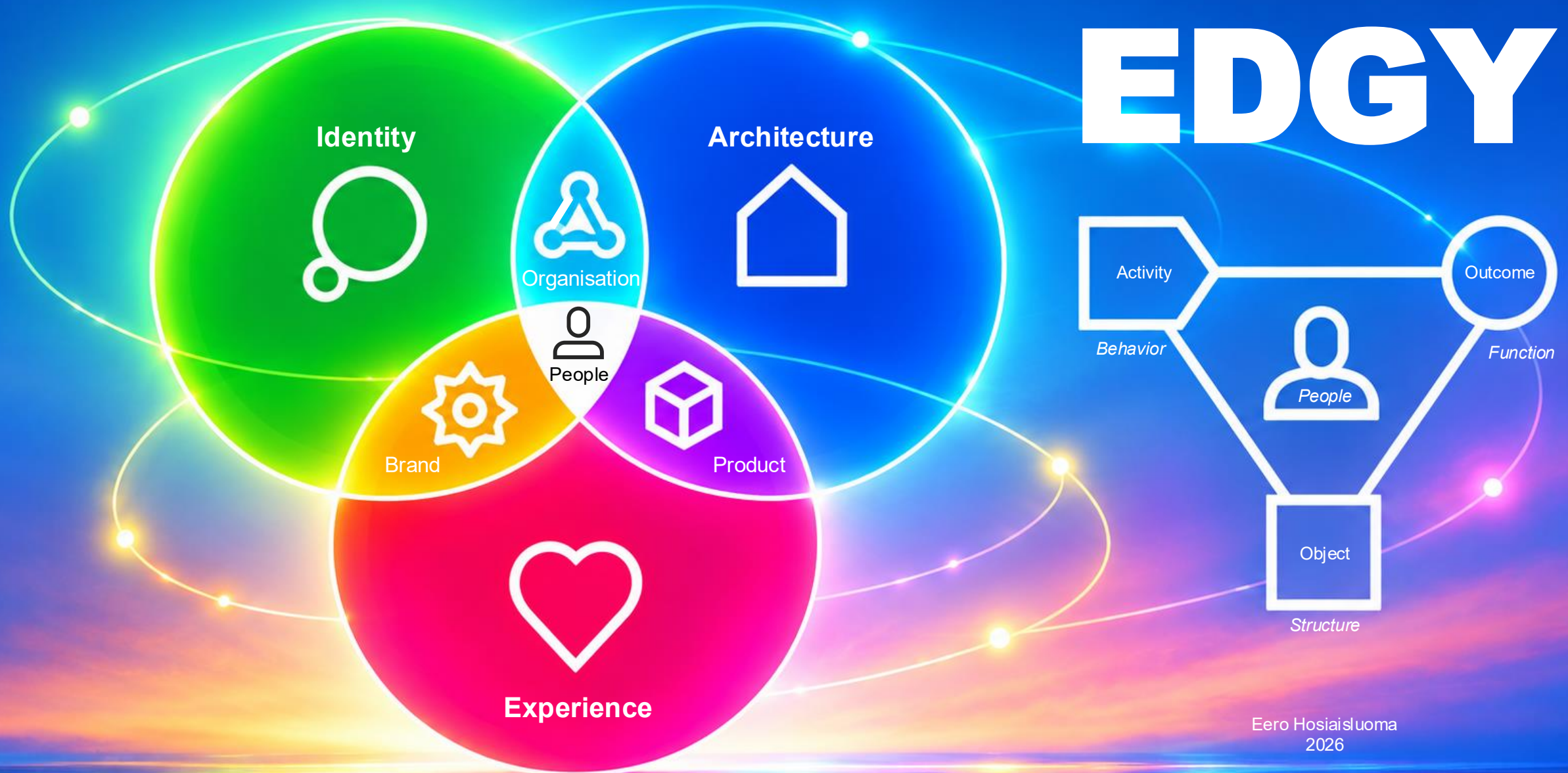
A set of simple visual elements used to model an enterprise's behavior and structure.

Just four (4) basic elements and two (2) connection types.

Everyone learns it quickly.
Diagrams are easy to understand and create - even with AI assistance.

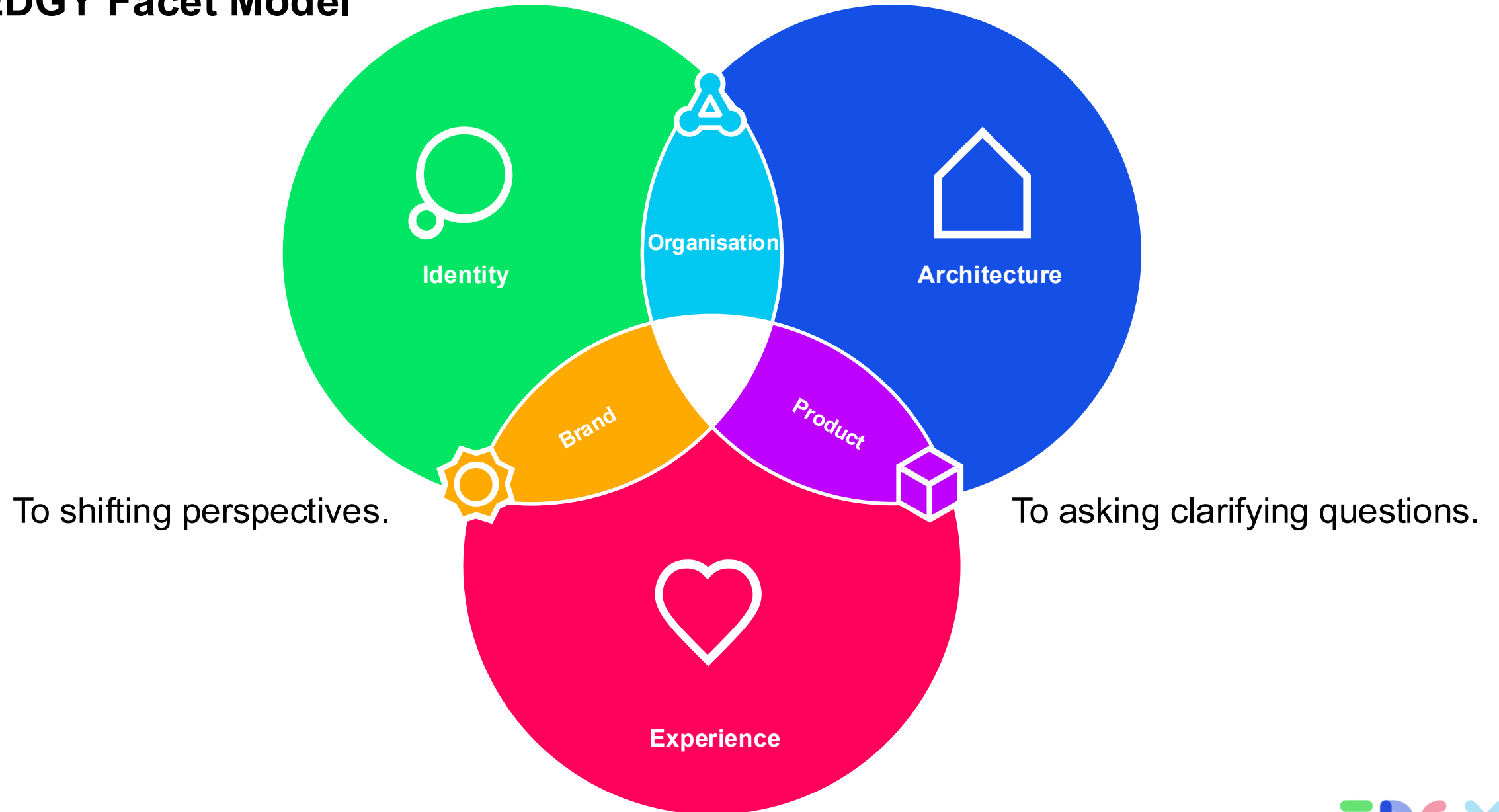


EDGY



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EDGY Facet Model



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?

What are our promises?
Value propositions?

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

How are we being perceived?

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 do we organise ourselves?
How do we work together?

HOW?

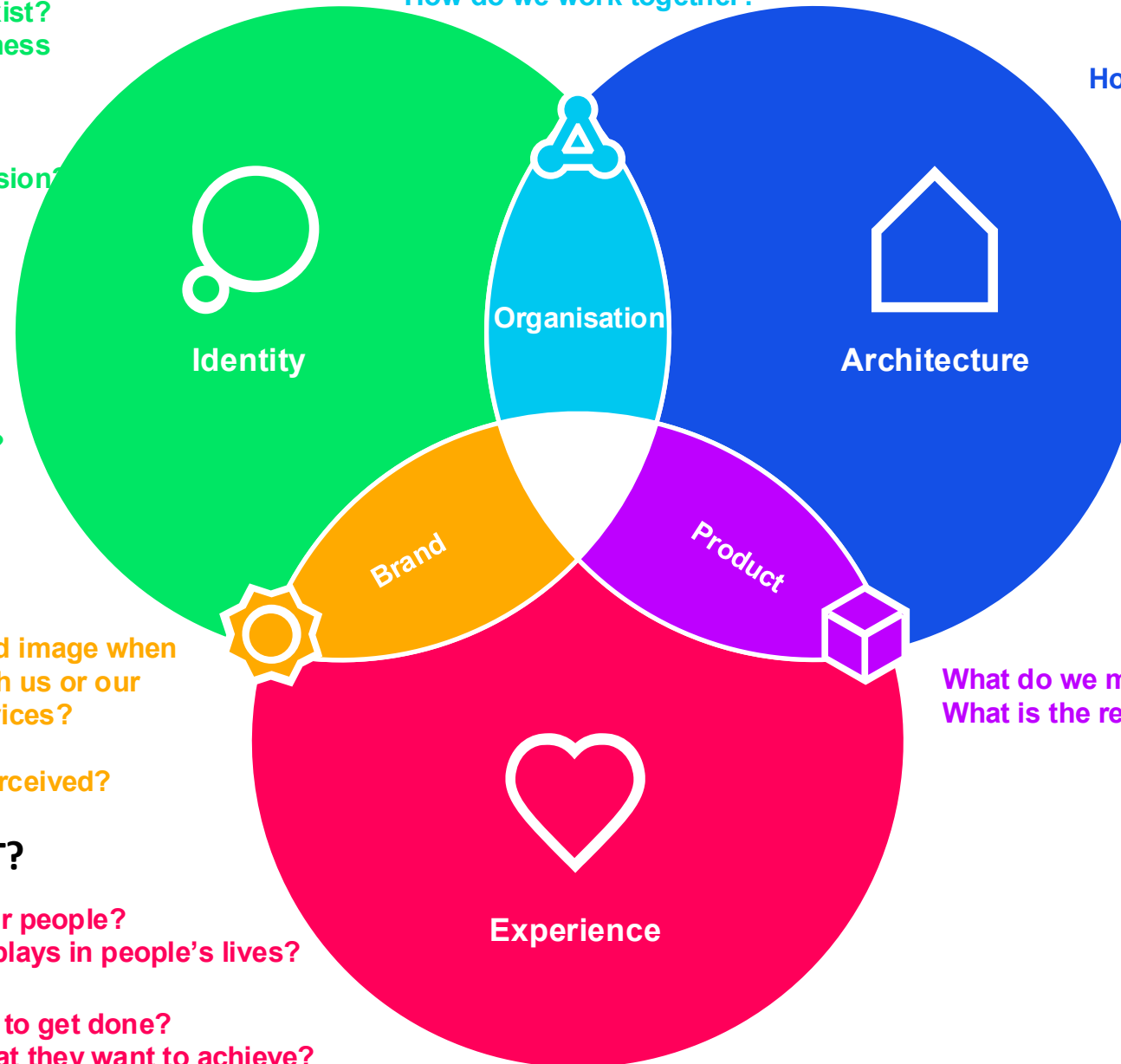
How do we operate?

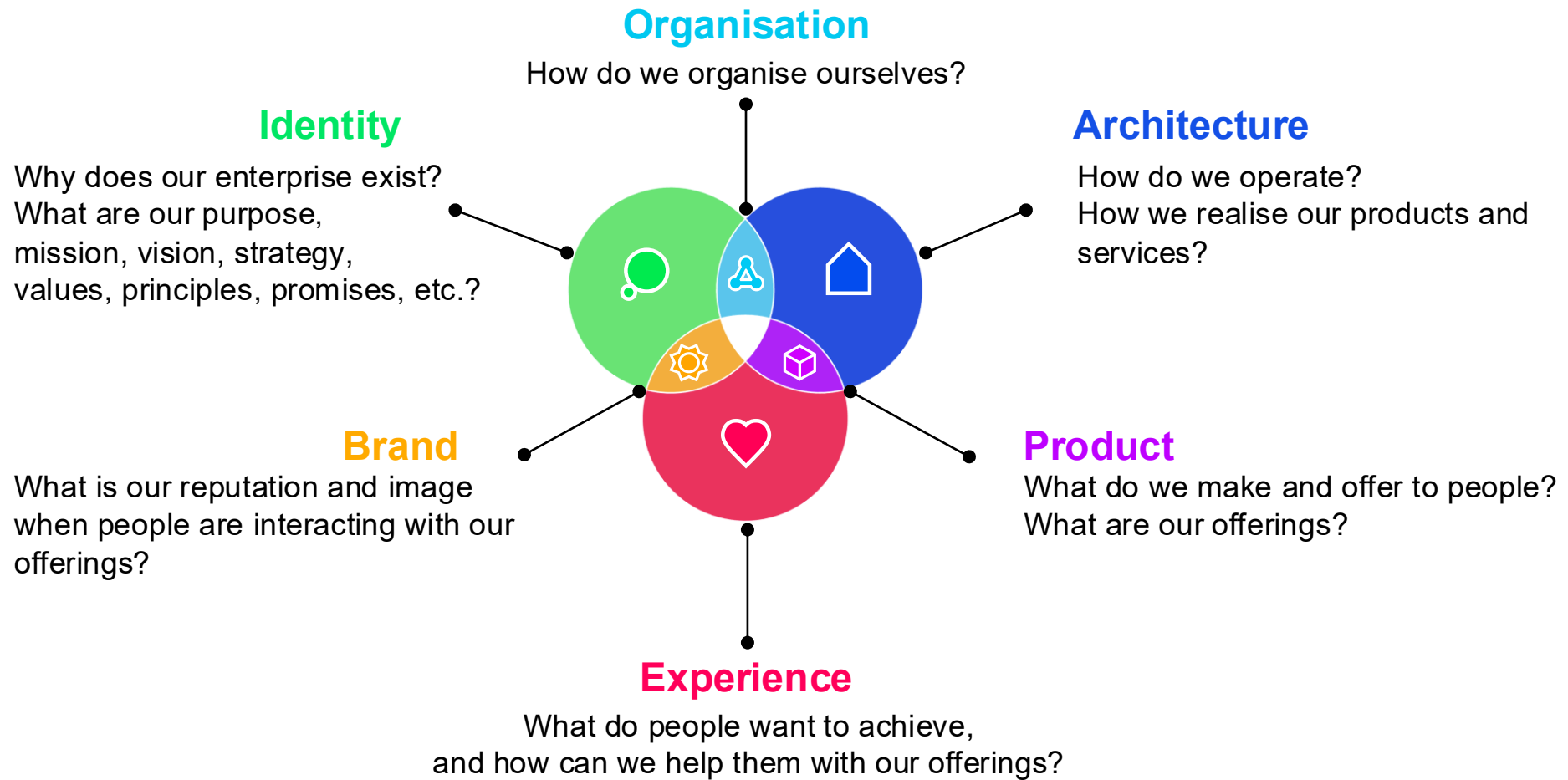
How are we running our enterprise,
and with what resources?

How do we realise our
products and services?

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

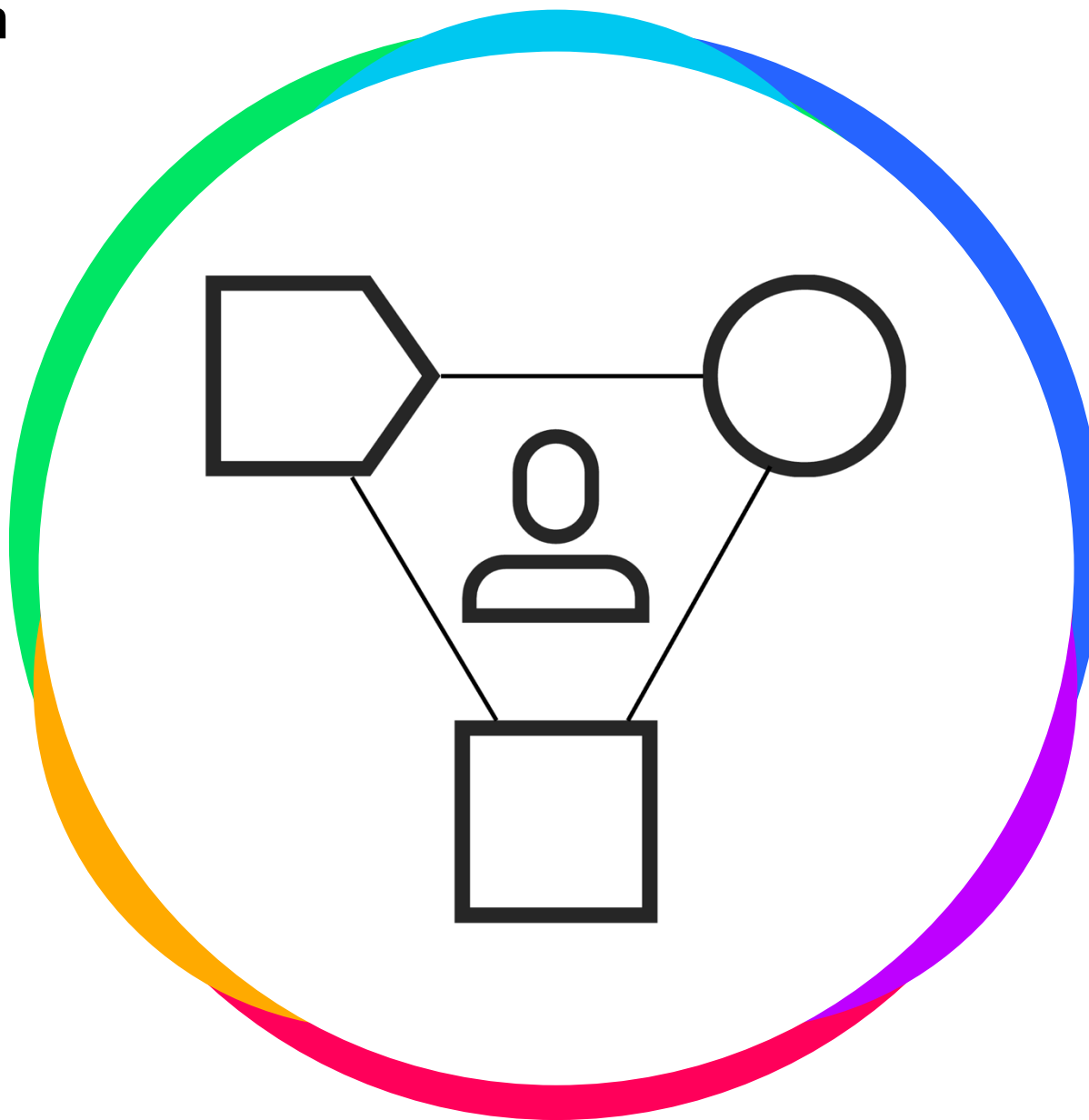
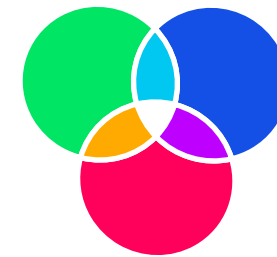
What do we make and offer to people?
What is the result of our work?

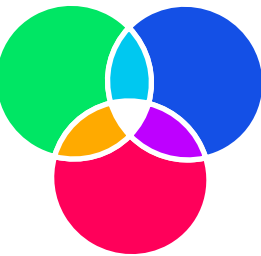




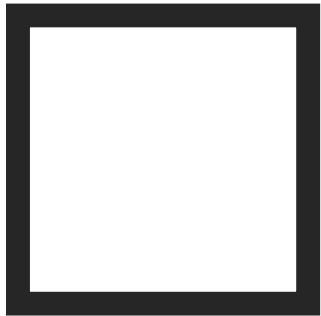
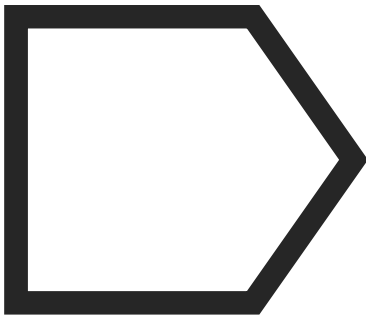
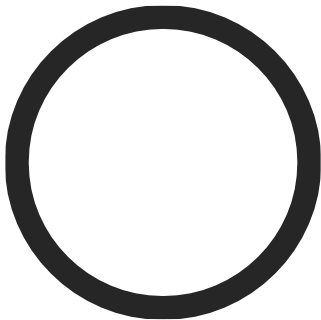
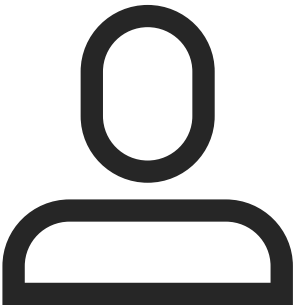


EDGY notation

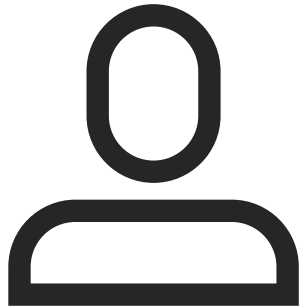
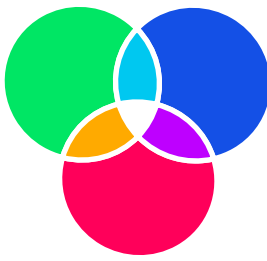




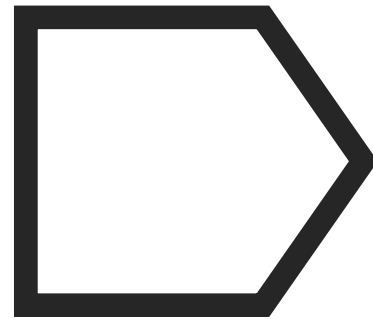
Four elements only



EDGY base elements



People



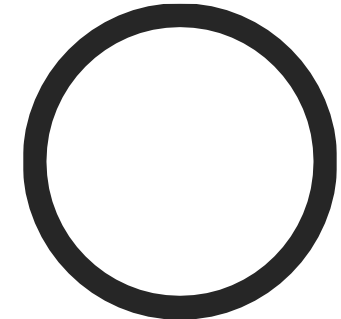
Activity

Behavior



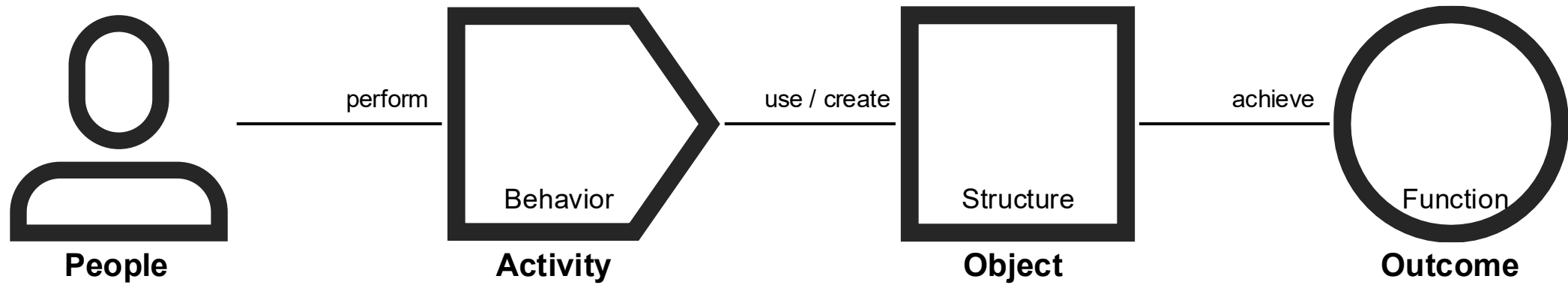
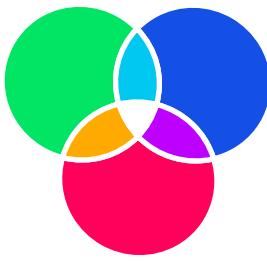
Object

Structure



Outcome

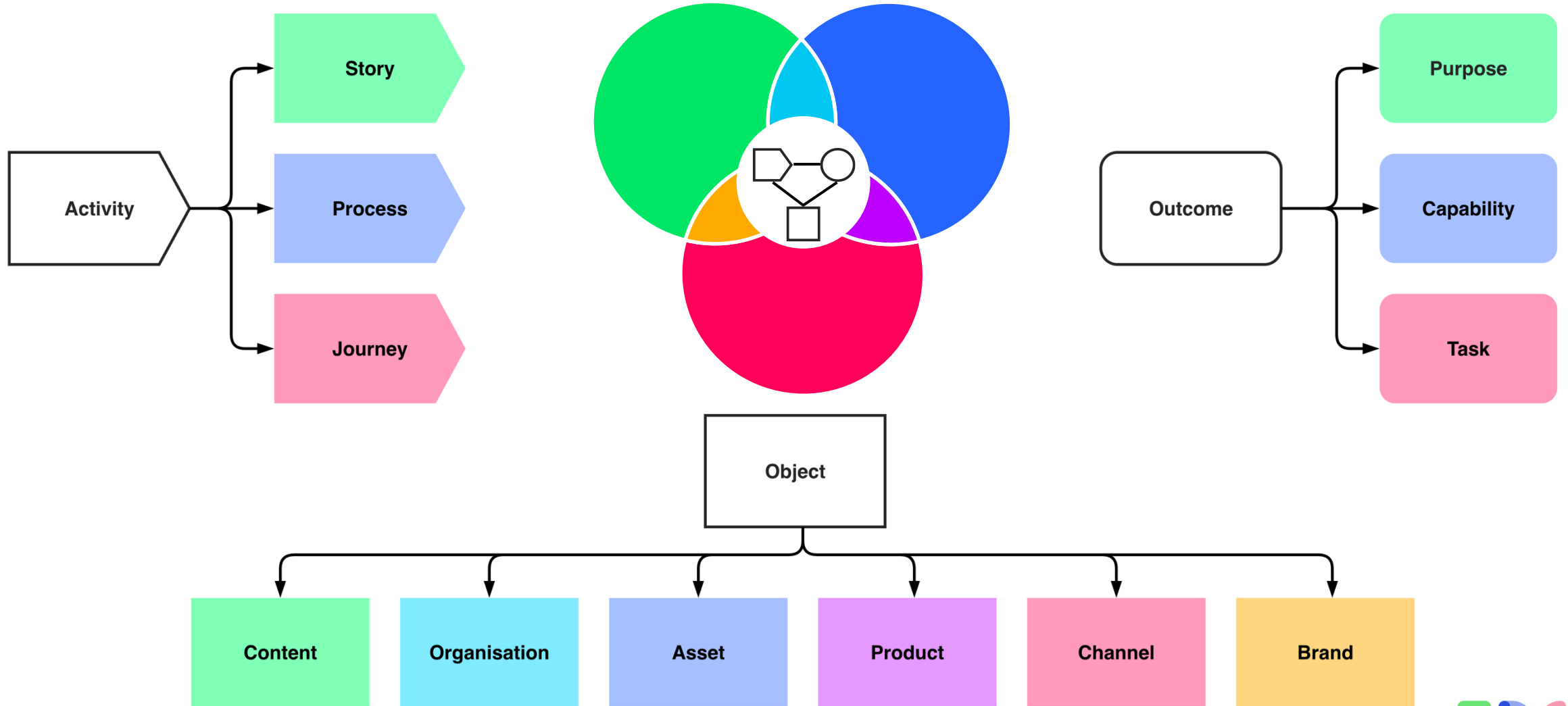
Function



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

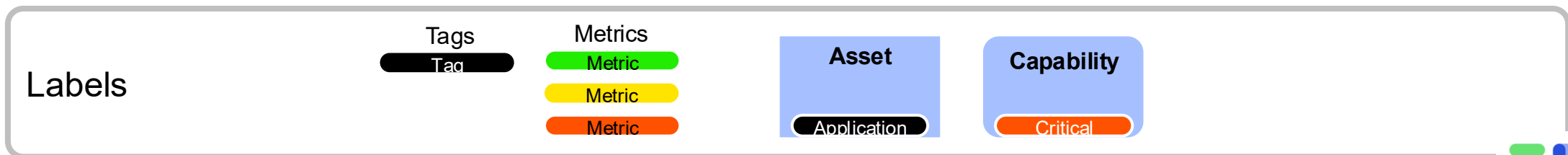
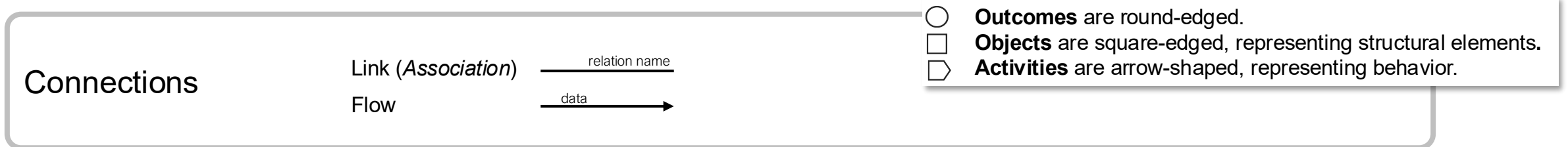
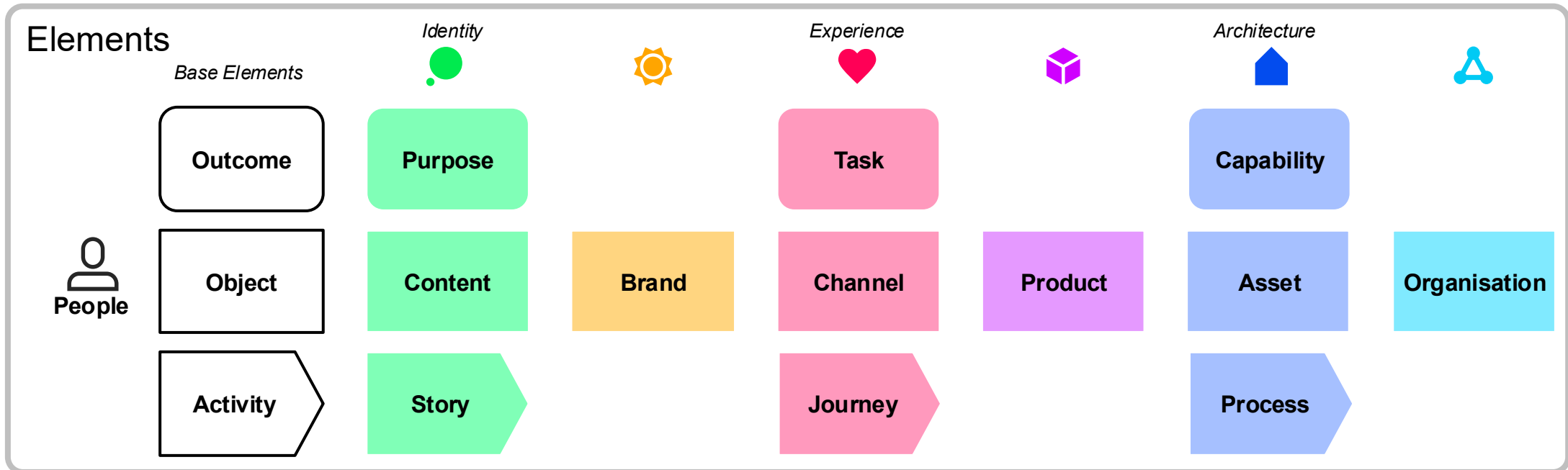
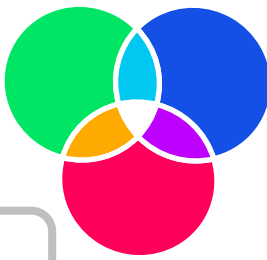
EDGY Language

Specialisations

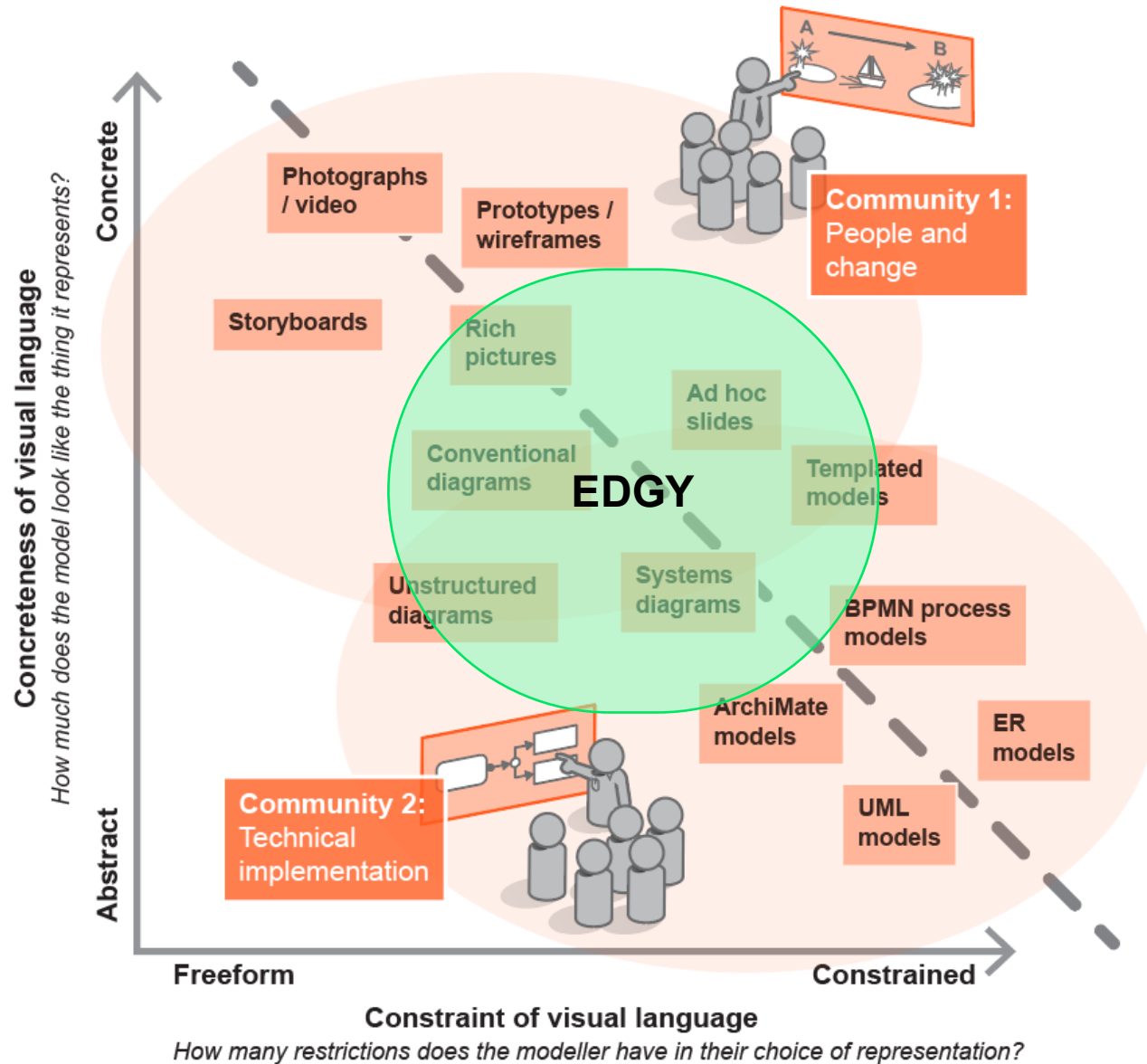


EDGY

Elements, Connections, Labels



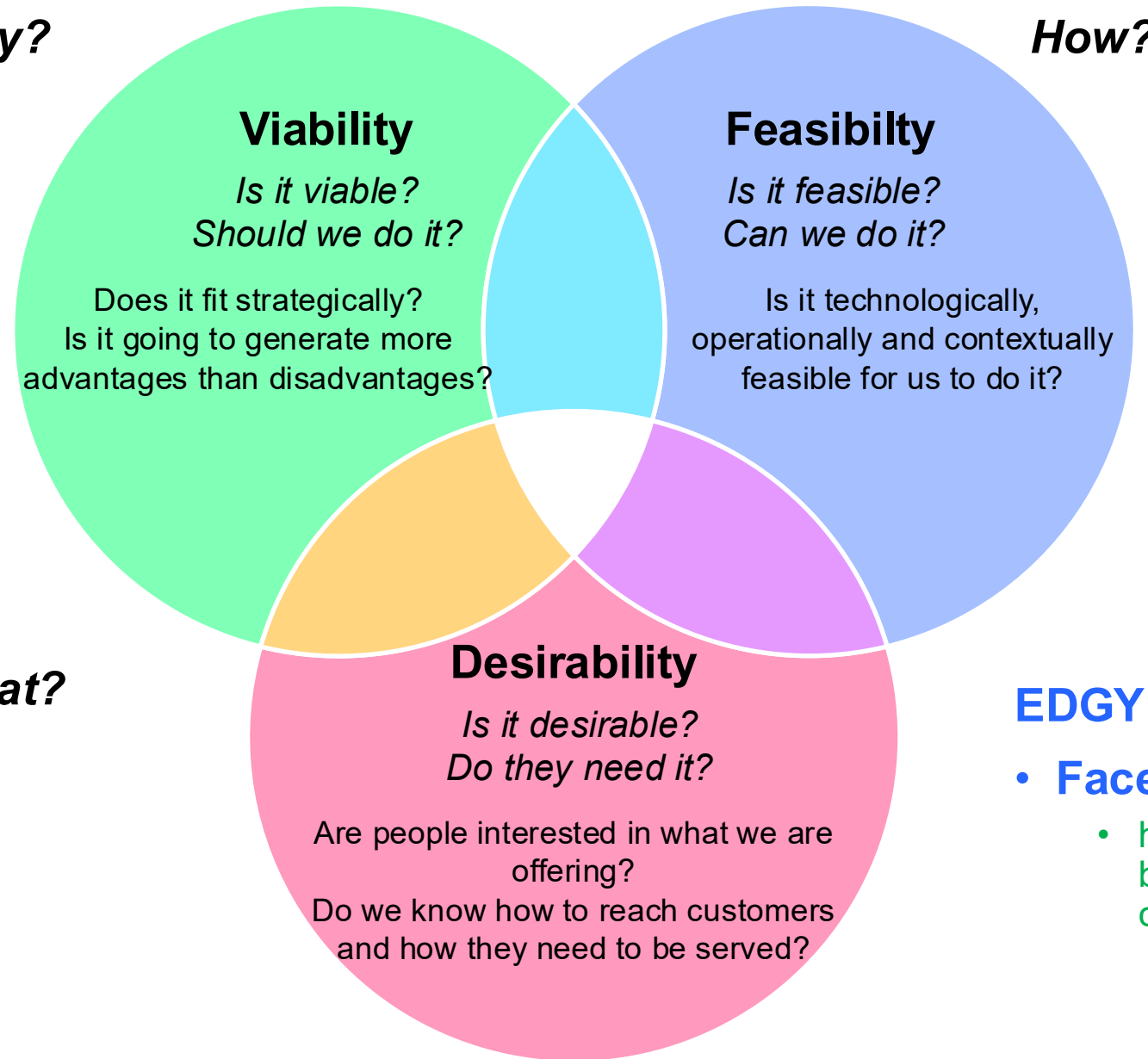
Visualisation



EDGY

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

Why?

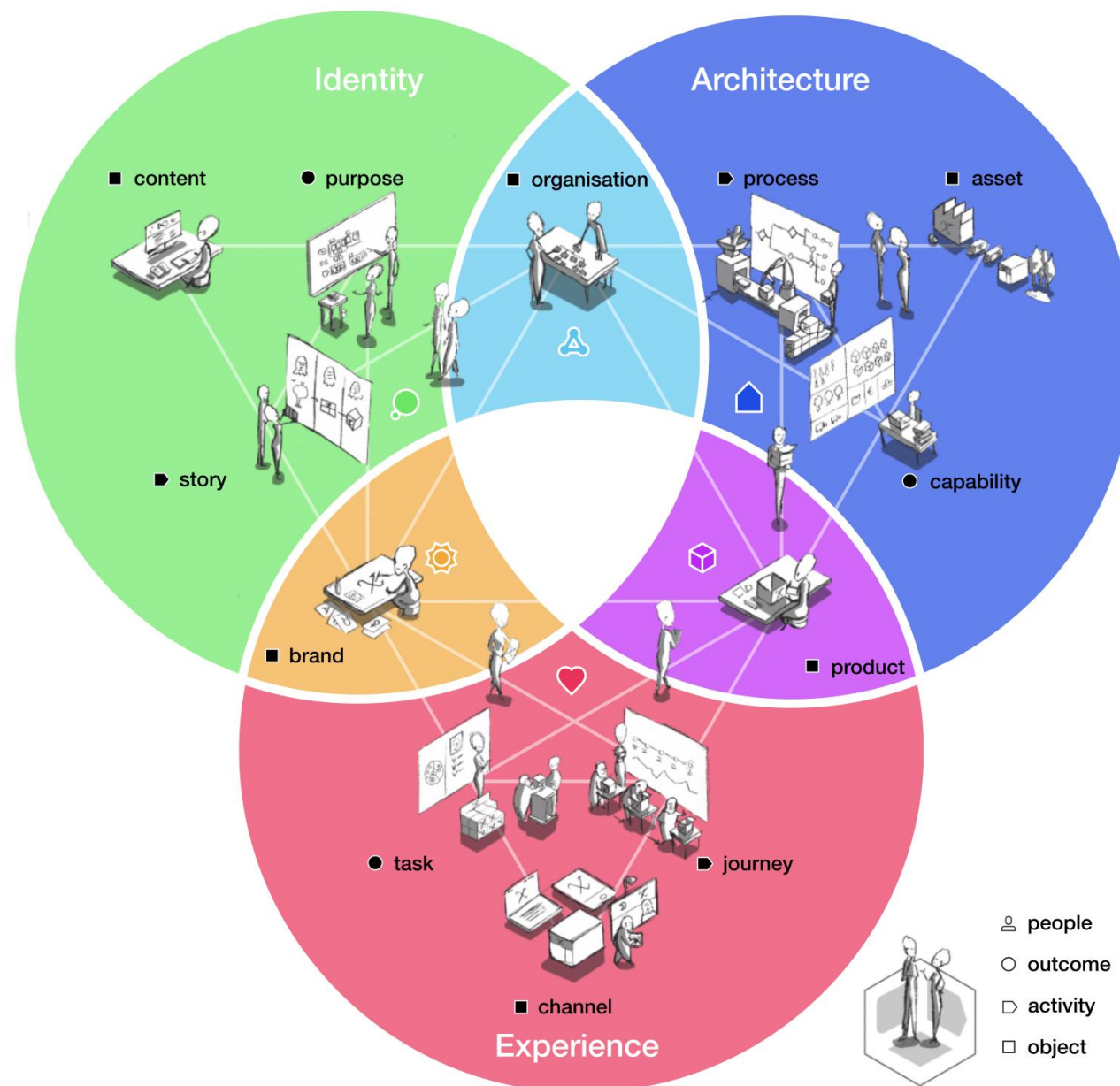


EDGY

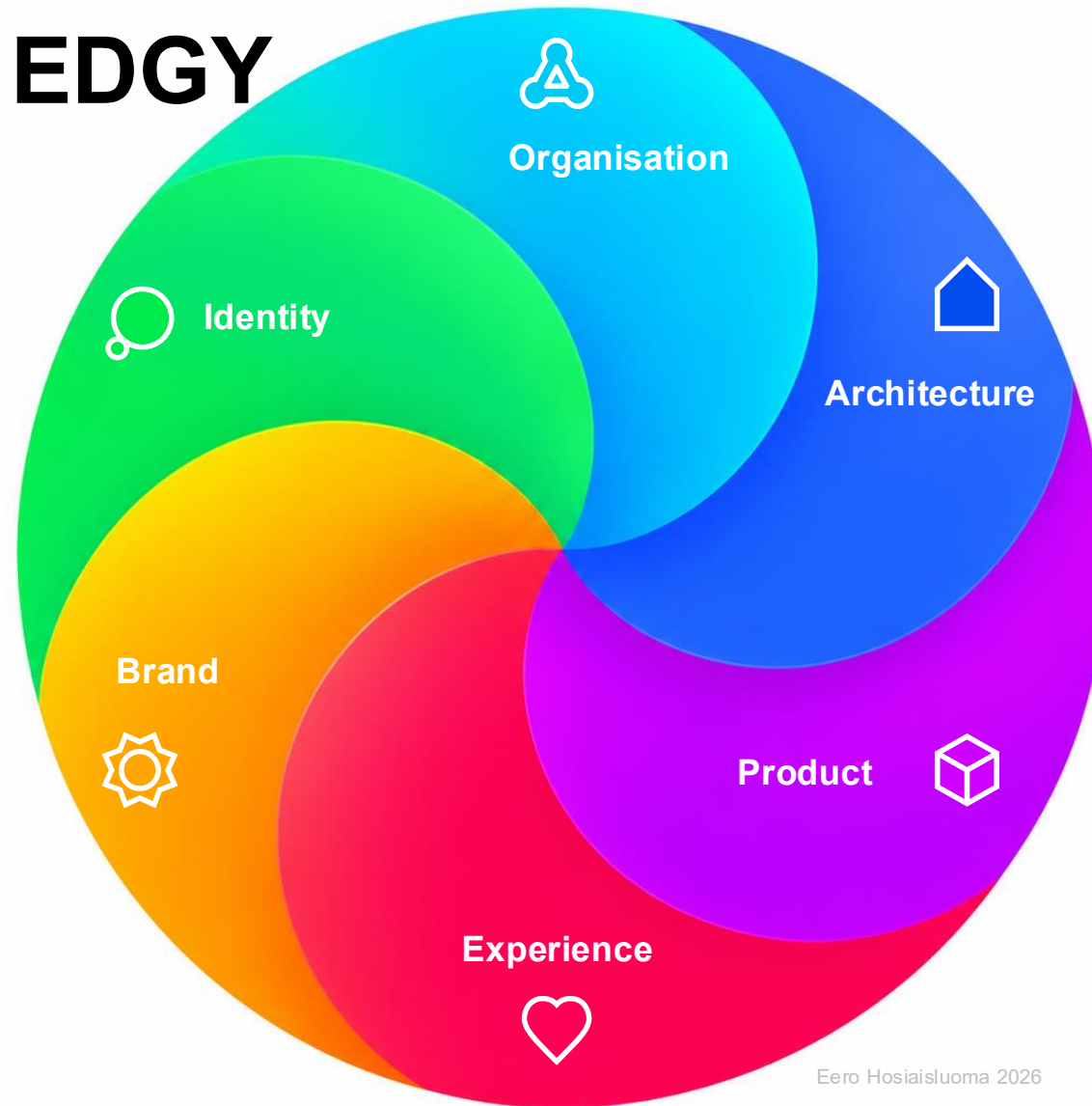
- **Facet Model**

- helps assess and analyse business development and change needs.

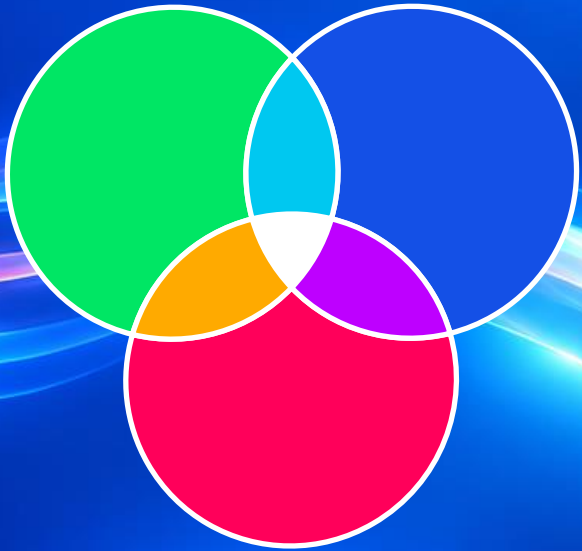
ENTERPRISE DESIGN



EDGY



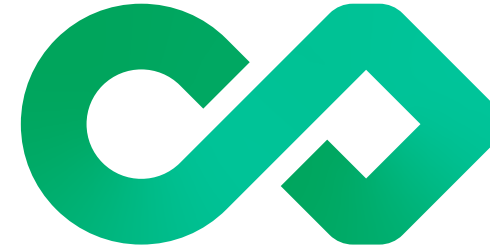
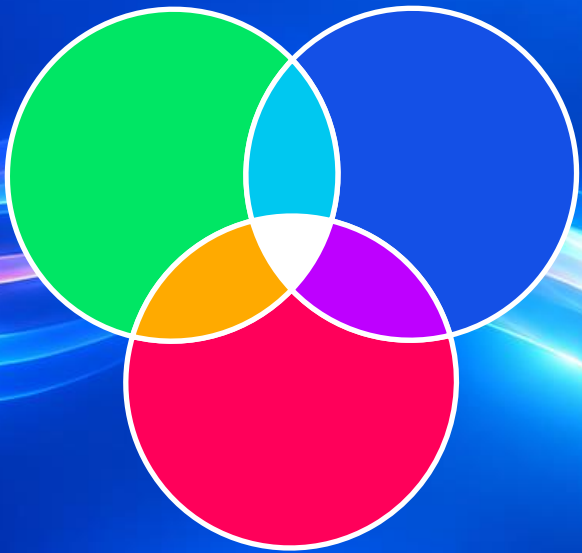
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EDGY examples:

- [Enterprise Design & EDGY Cookbook](#)
- [EDGY Cookbook](#) (pdf)





INTERSECTION GROUP

Intersection Group:

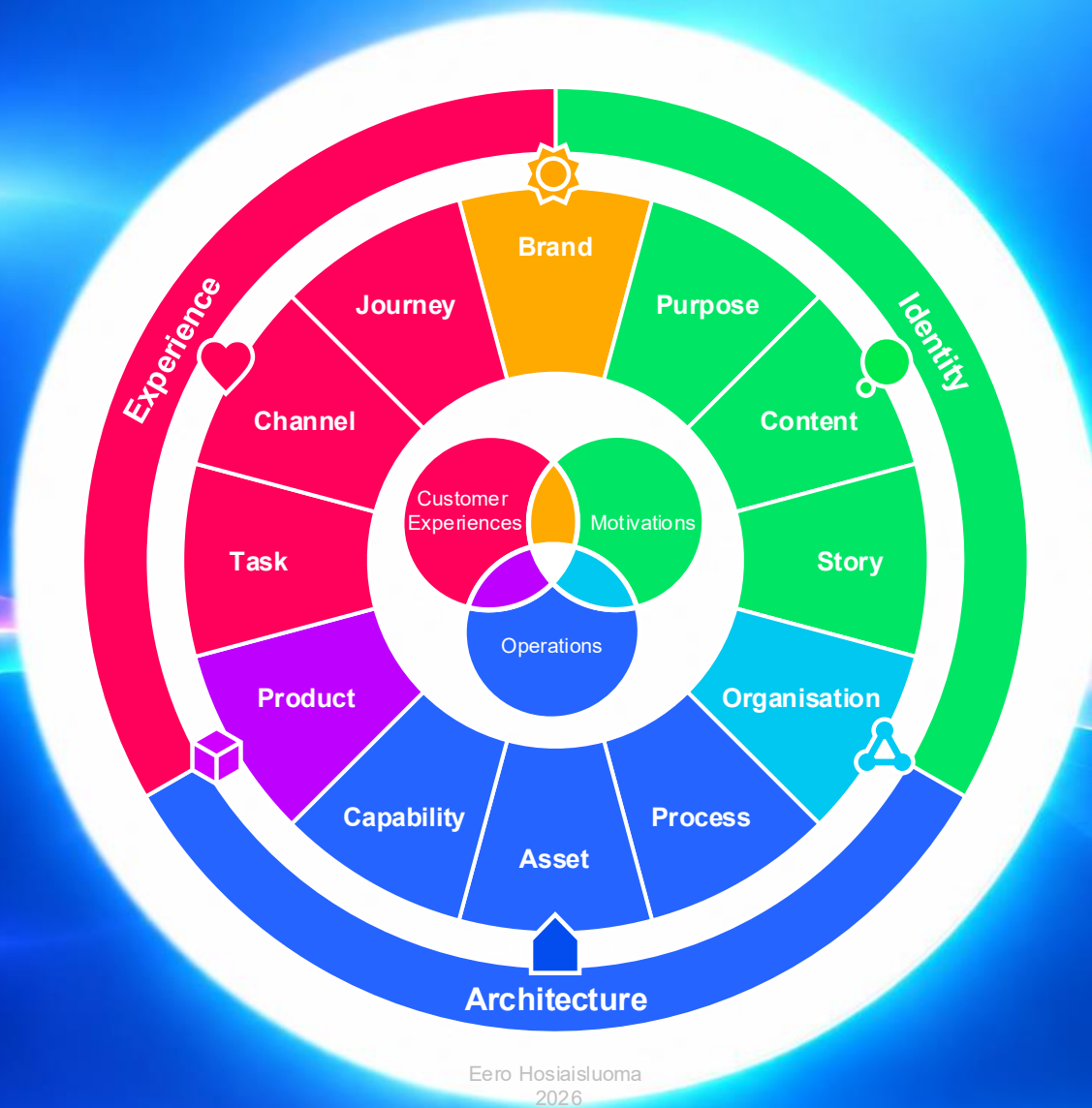
- [Enterprise Design with EDGY](#) (open-source tool)
- [Intersection Group](#) (not-for-profit organisation)



EDGY

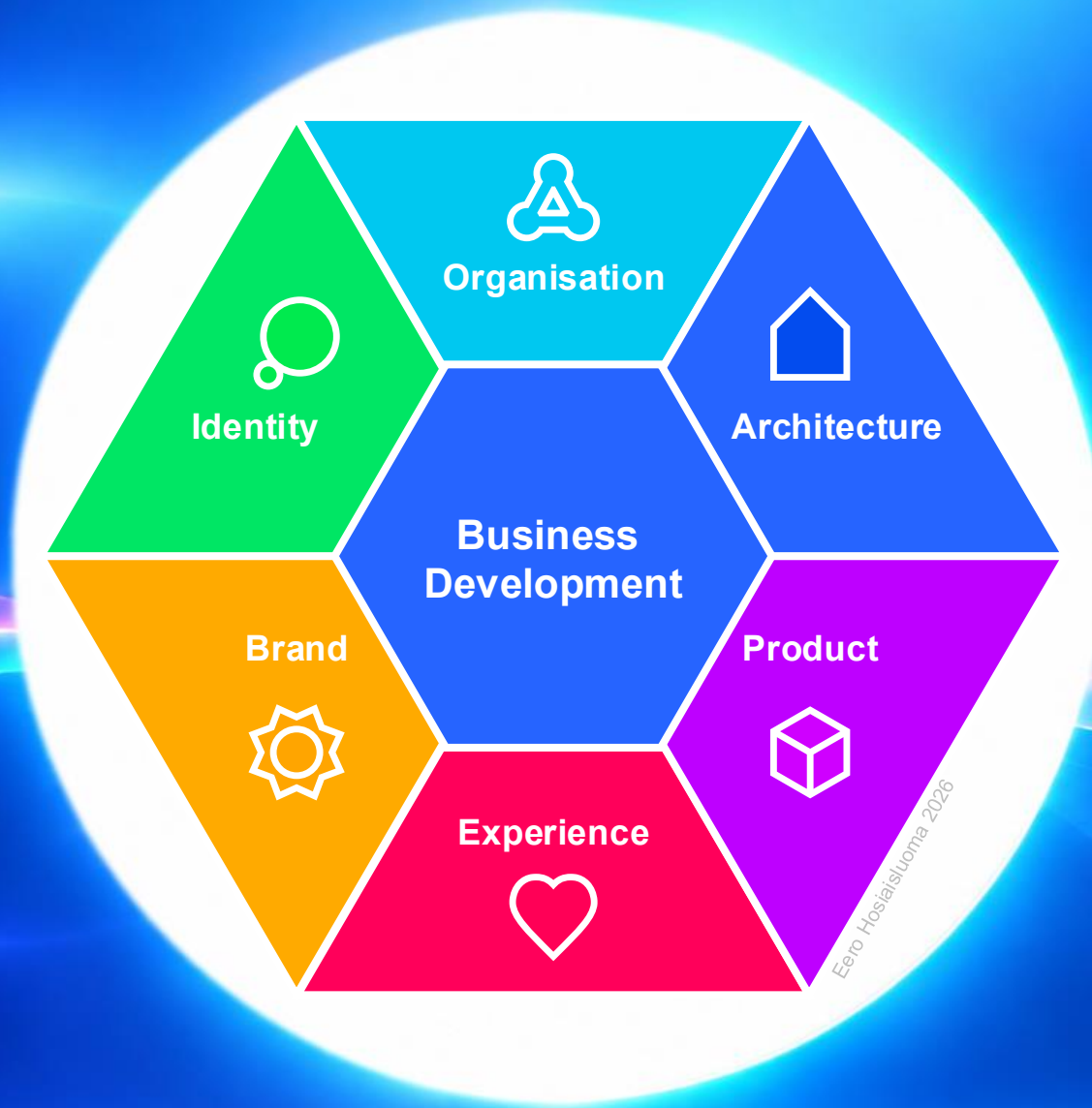
Facet Model
variations



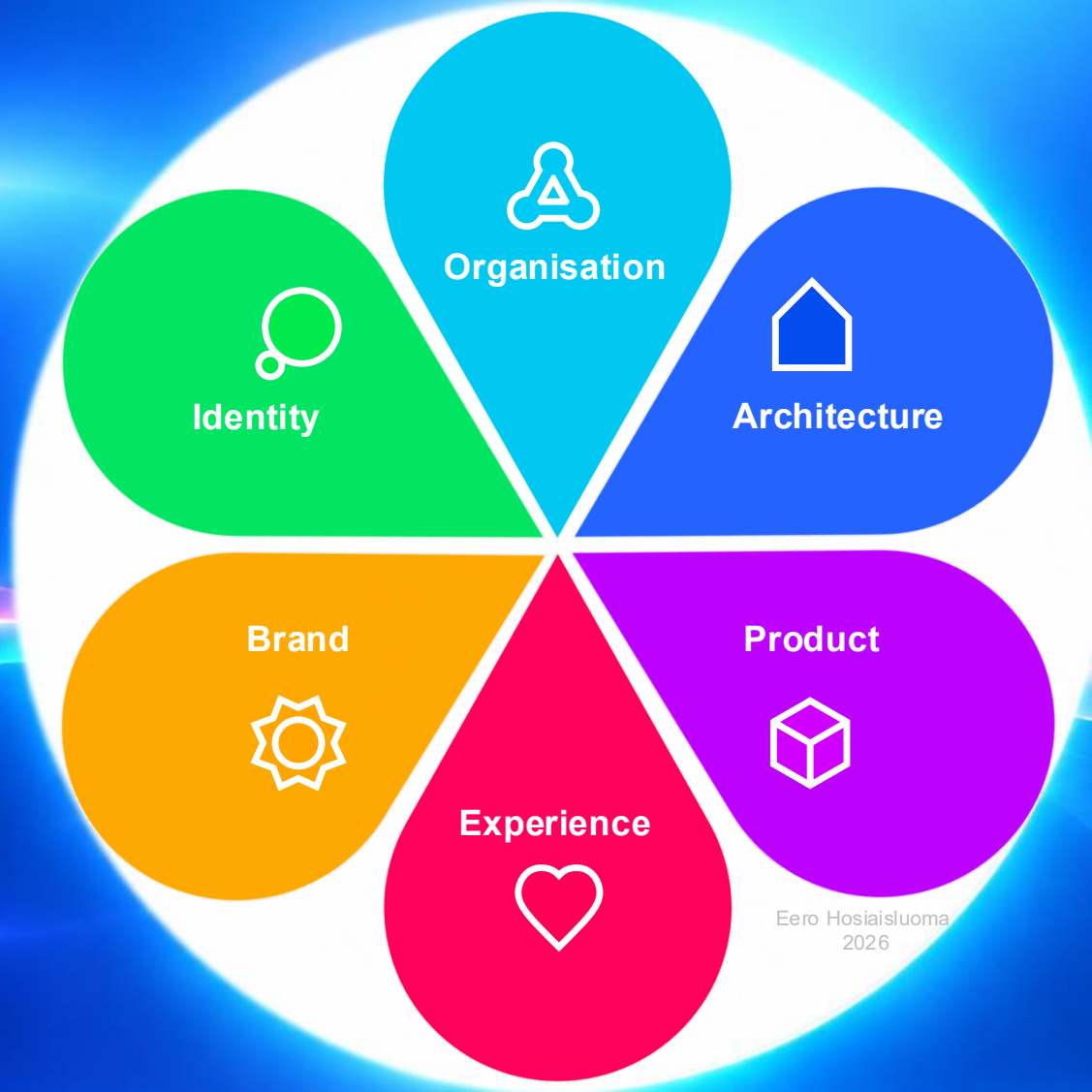


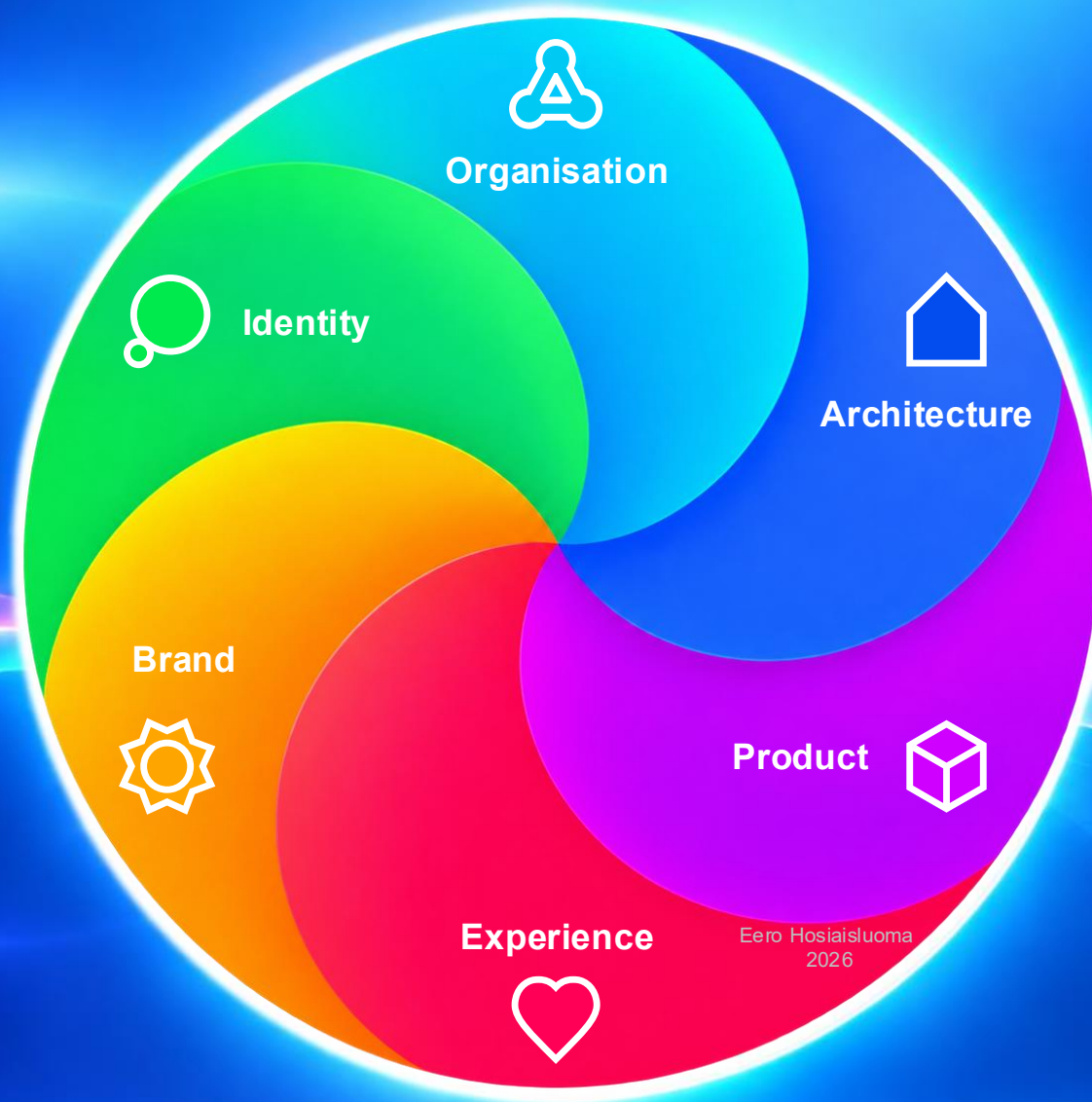
Enterprise Wheel

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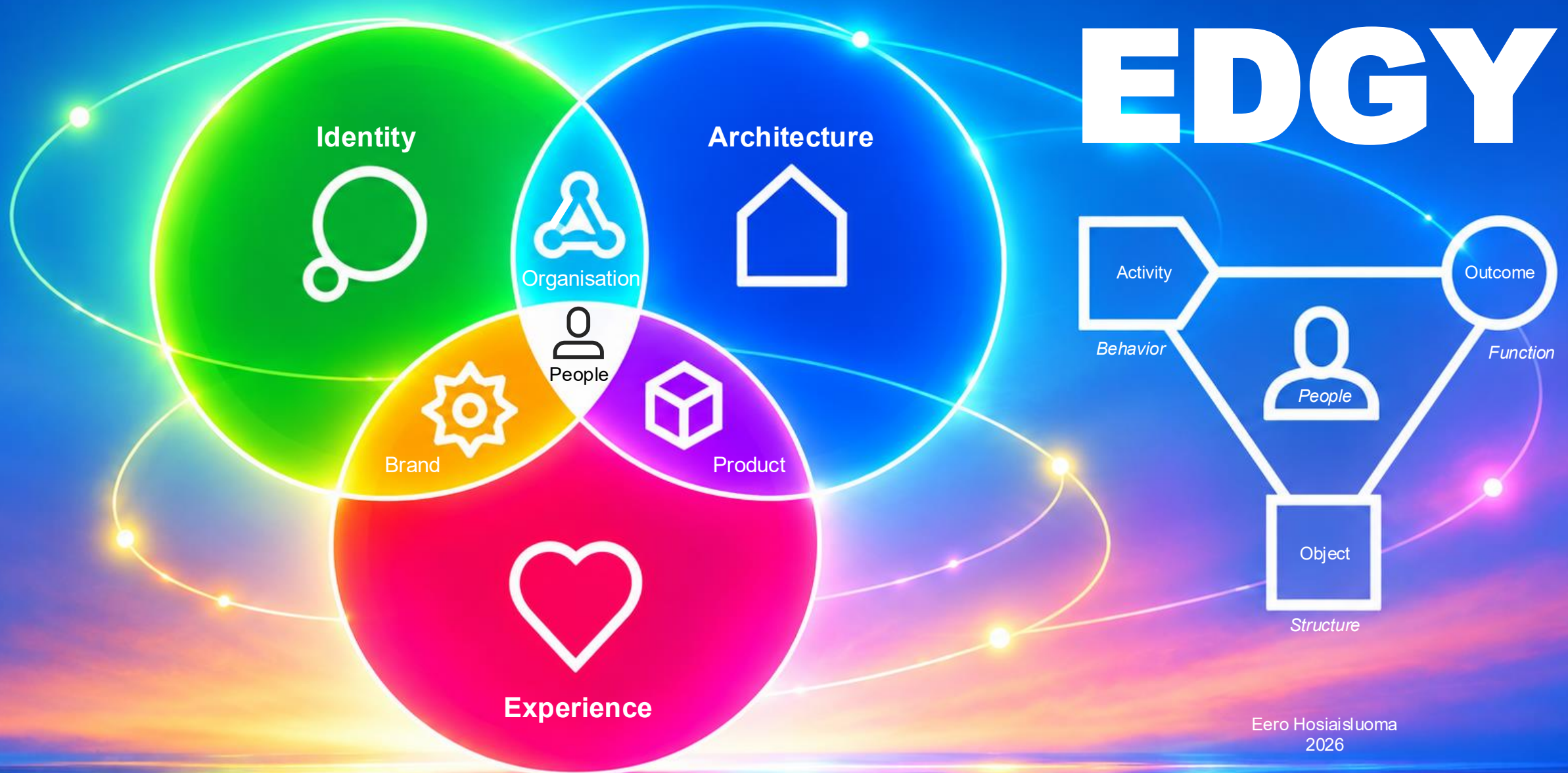


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EDGY



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