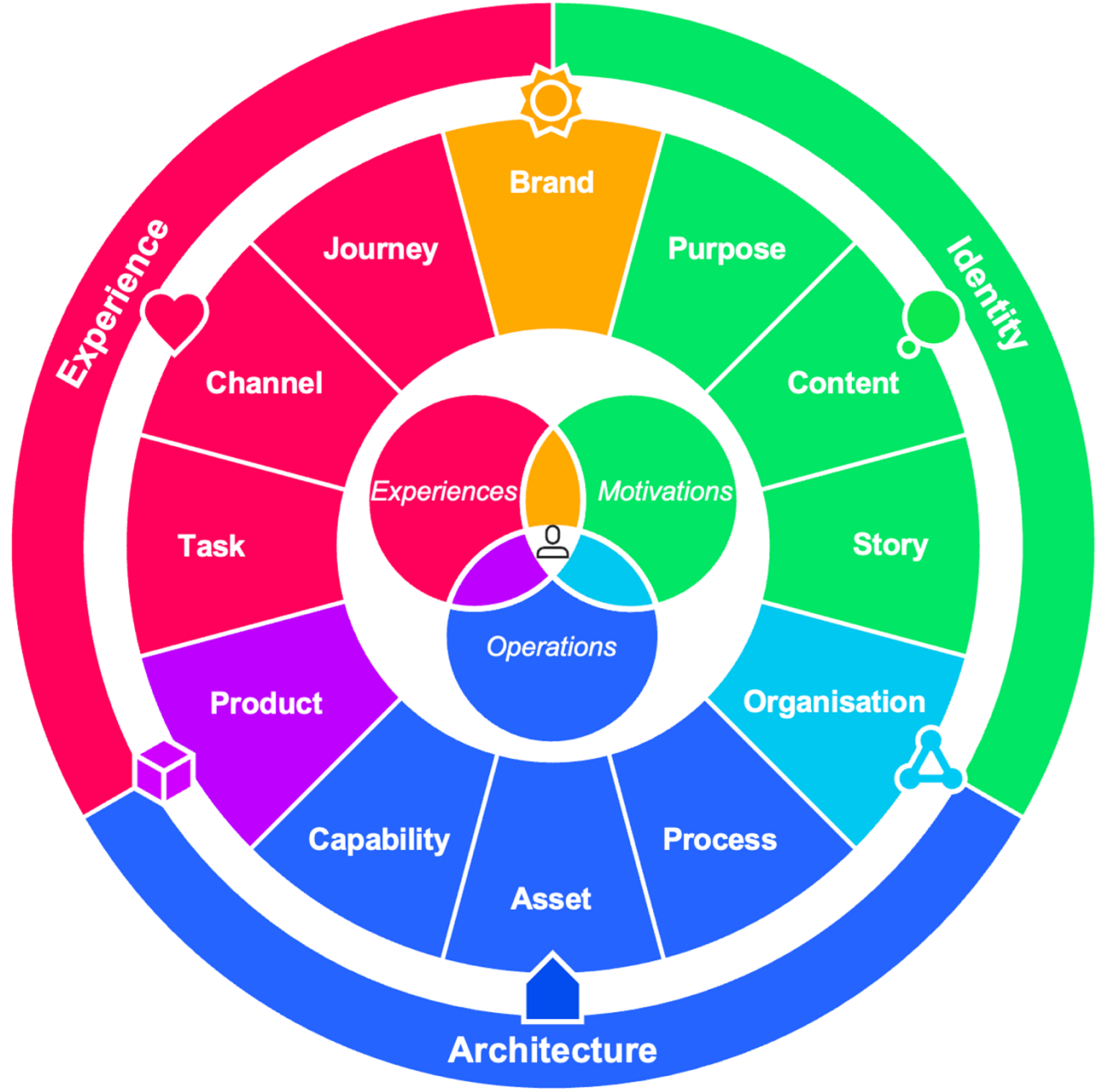
Enterprise Wheel

360-degree Navigator
for Enterprise Development

Eero Hosiaisluoma 2026



How to use the Enterprise Wheel?

Any Point of Entry:

- You can start our analysis from any perspective depending on your current challenge: Identity (*Why?*), Experience (*What? Who?*), or Architecture (*How?*).

Dive into the Elements:

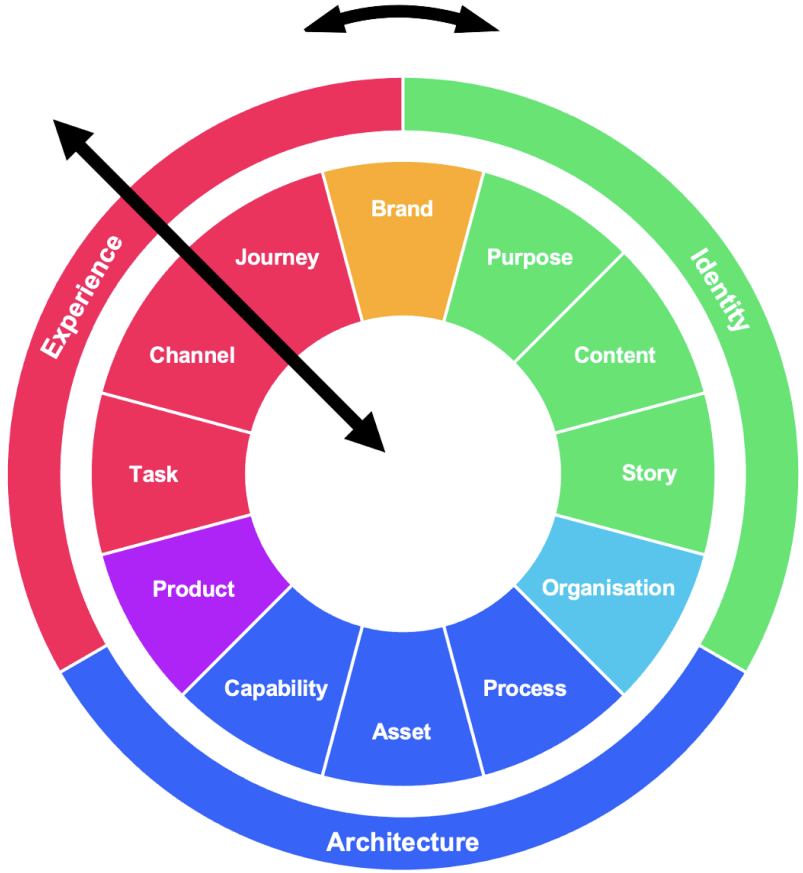
- Once a perspective is chosen, you “zoom in” to the specific EDGY elements to address details.

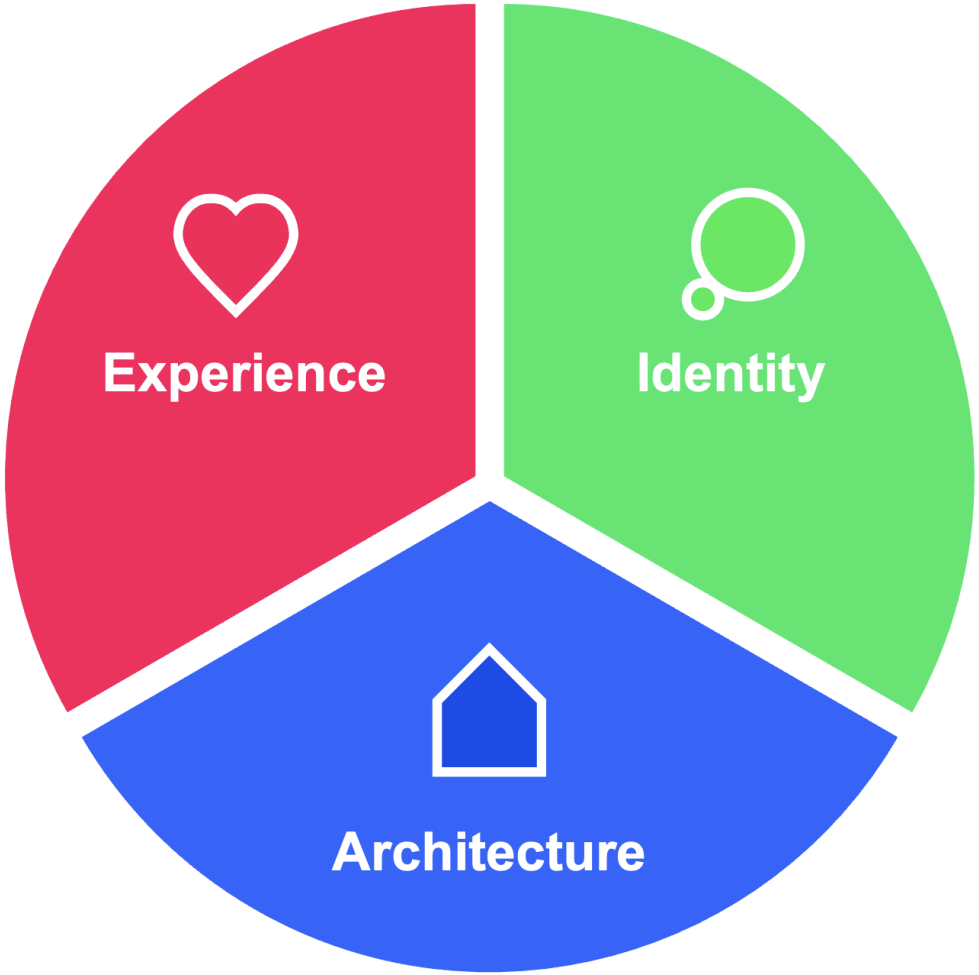
Turn the Wheel (Clockwise & Anti-clockwise):

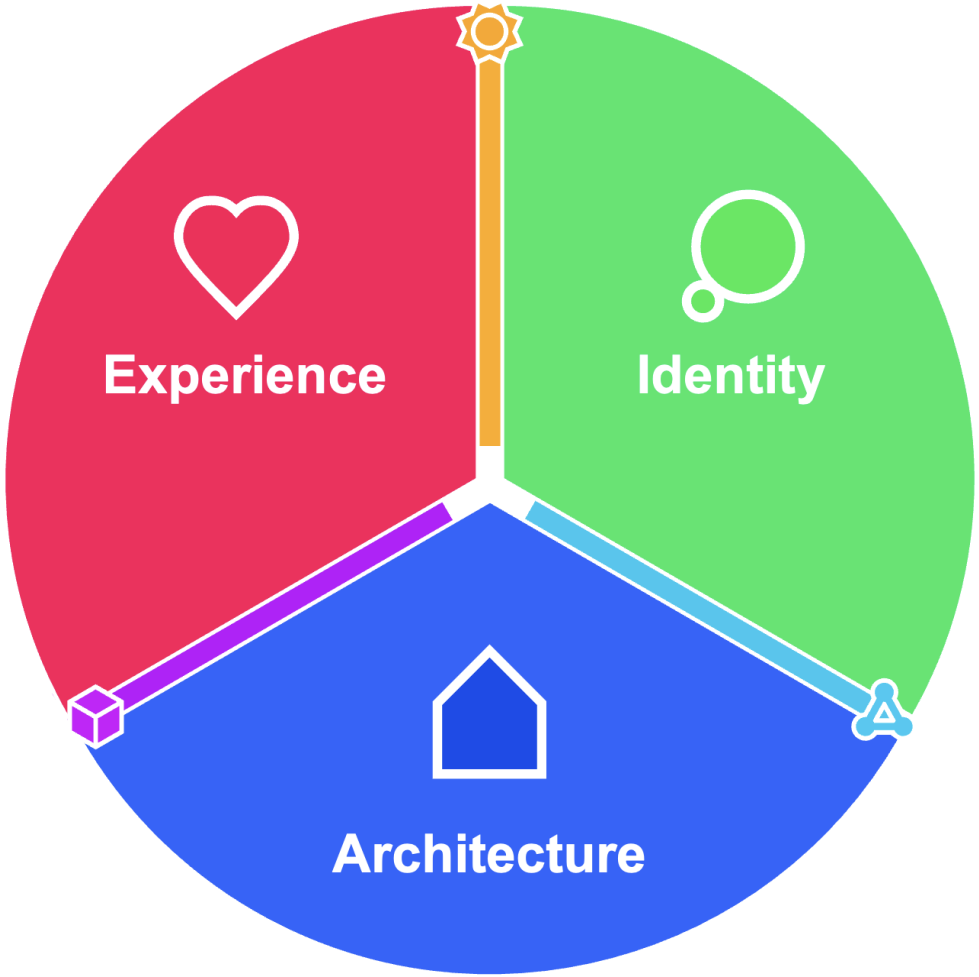
- Rotating the wheel allows you to see the non-obvious connections, to make the invisible visible.

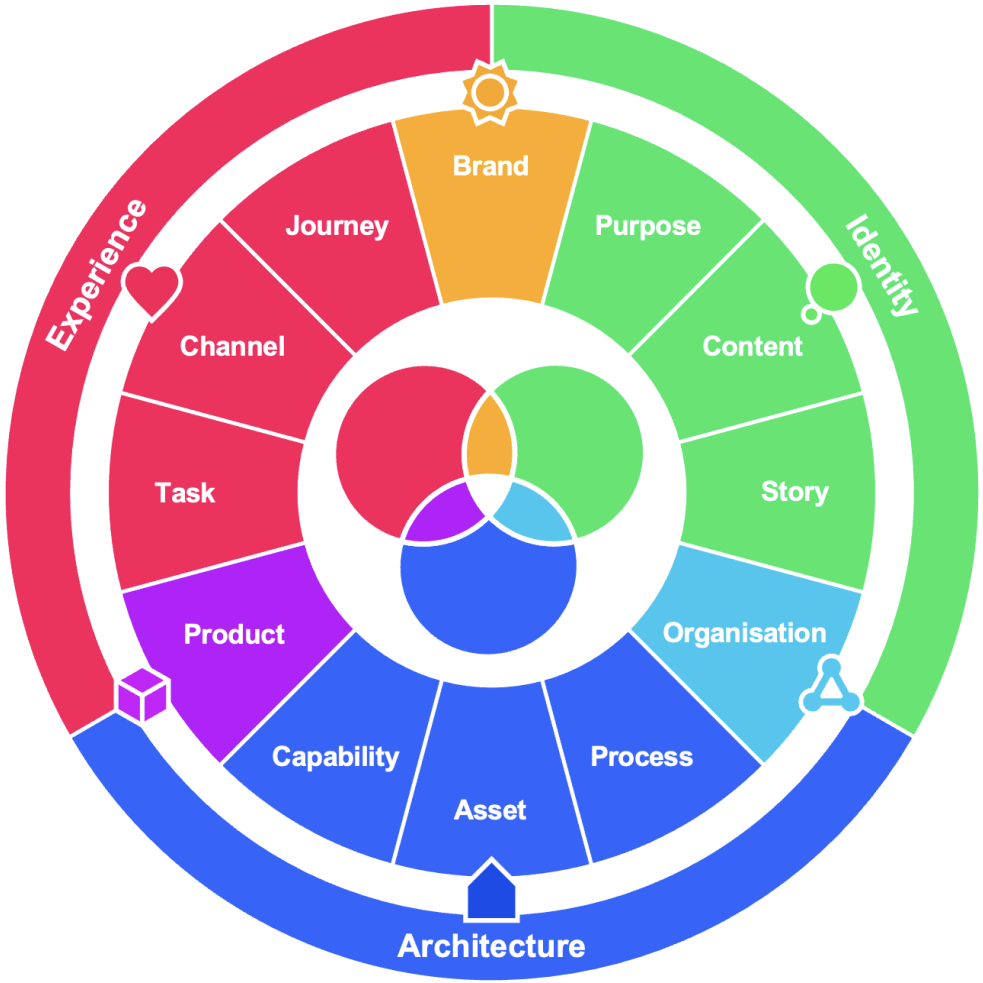
Top-down: You start e.g. with *Identity* (Why we exist) to define the purpose, and then move toward the specific elements needed to build (*Architecture*/Operations) to deliver what your customers need (*Experience*).

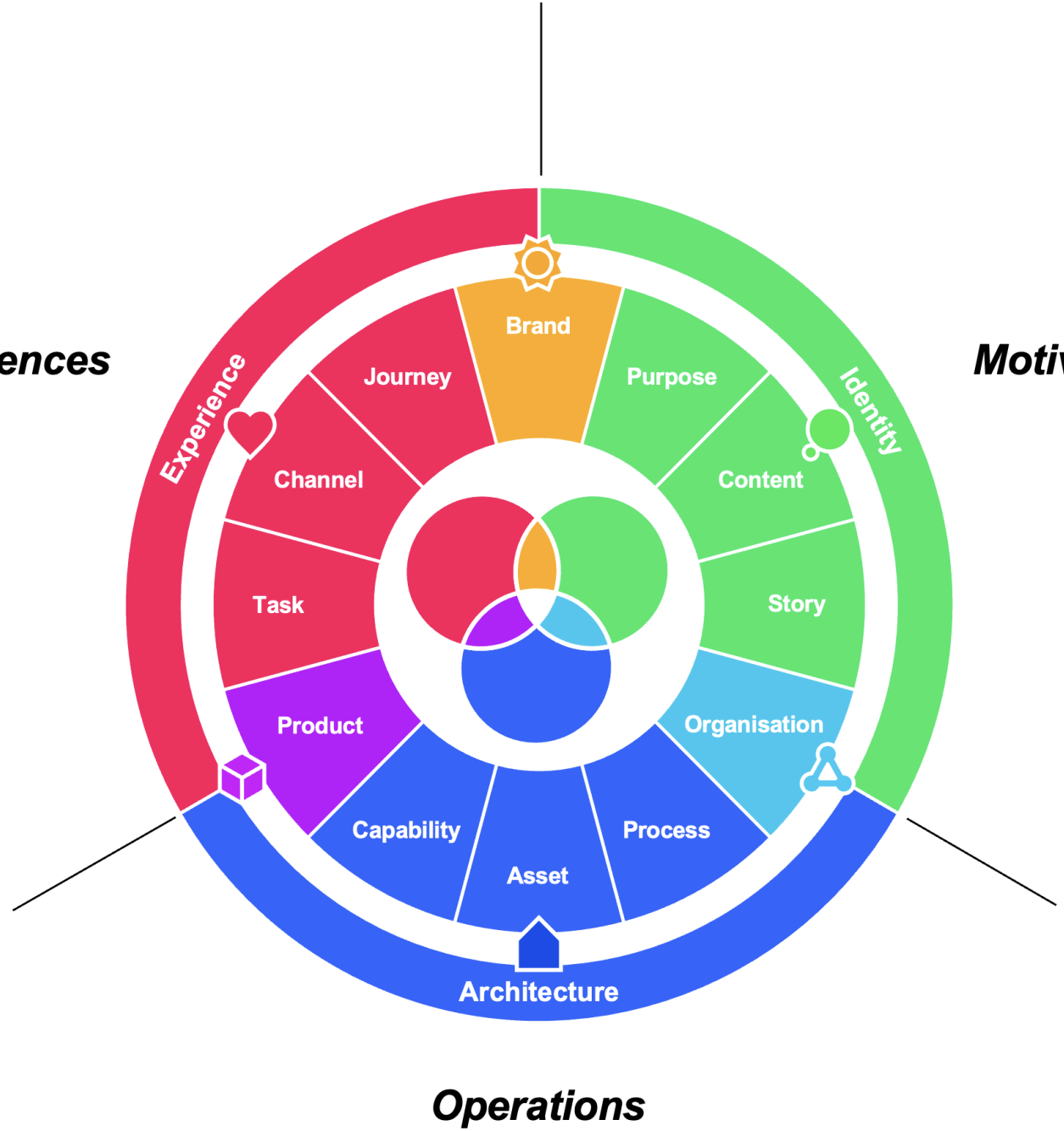
Bottom-up: You start with a concrete element, such as a *Product* or *Service*, and trace it back to see which *Capabilities* realise it and which *Customer Journeys*, *Tasks*, or needs it supports.




Experience
Identity
Architecture

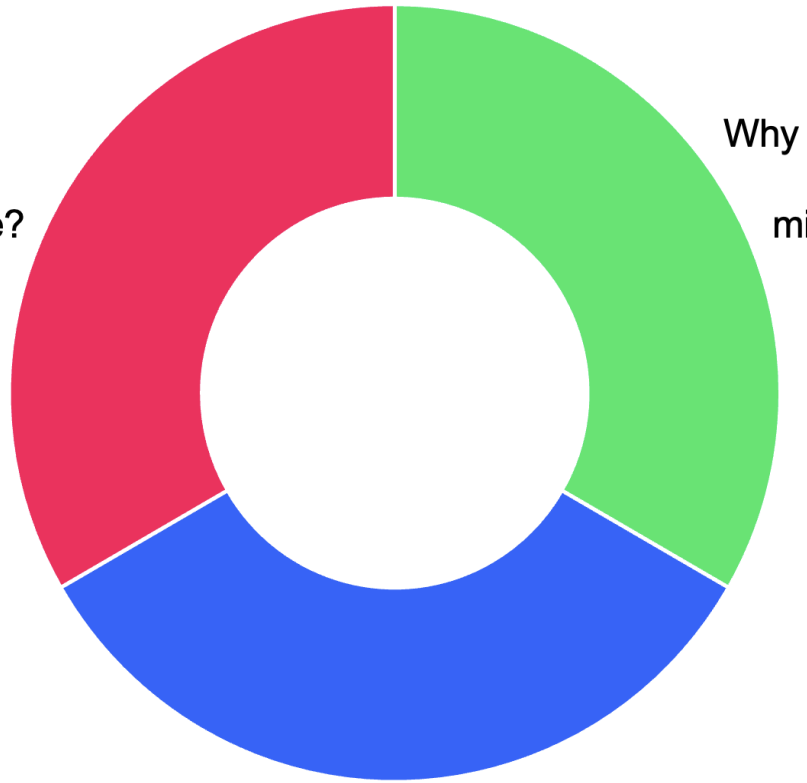

Experience
Identity
Architecture


Experience
Identity
Architecture
Brand
Purpose
Content
Story
Organisation
Process
Asset
Capability
Product
Task
Channel
Journey


Experiences
Motivations
Operations
Experience
Identity
Architecture
Brand
Purpose
Journey
Content
Channel
Story
Task
Organisation
Product
Process
Capability
Asset

Experience

What do people experience
in their journeys
and what do they want to achieve?



Identity

Why does our enterprise exist?
What is our purpose,
mission, vision, strategy?

Architecture

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

What do we communicate about ourselves and our offerings?
Why we exist? What is our purpose? What are our mission, vision, and strategic goals?
What are our values and principles? What is the content with which we create our culture?
What is our story? The past, the present, and our future? What is the narrative about us, our operations, our offerings and our promises – value propositions?
How do we organise ourselves?
How do we work and operate?
What assets we are using?
What do we need to operate, realise and deliver our offerings?
What do we make and offer to people?
What do people want to get done? What are their tasks and needs?
What channels people are using when interacting with us?
What do people experience in their journeys?
Brand
Purpose
Content
Story
Organisation
Process
Asset
Capability
Product
Task
Channel
Journey

We can start e.g. from a specific element…

Asset Types

APPLICATION

SOFTWARE

DATA

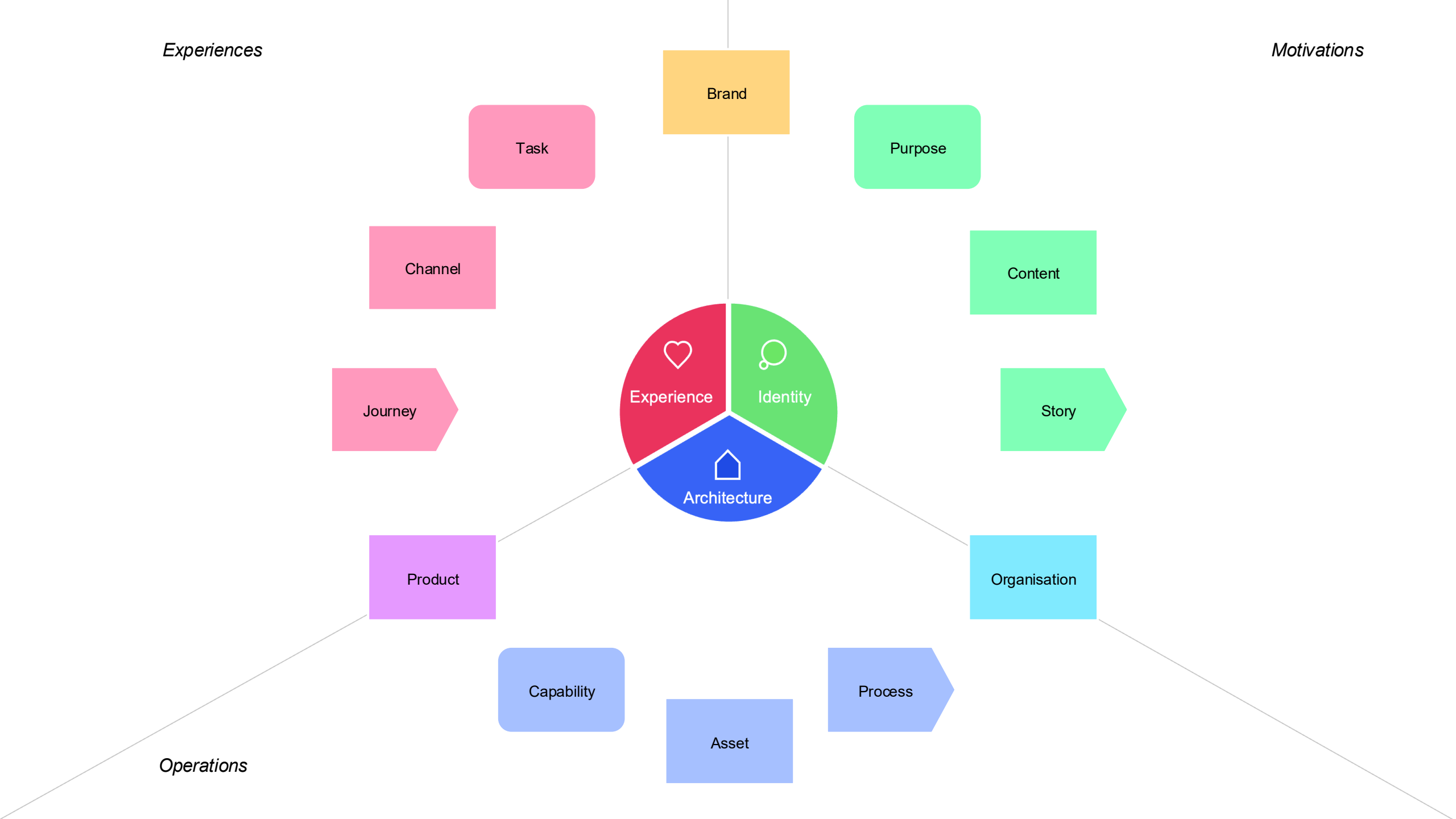
DEVICE

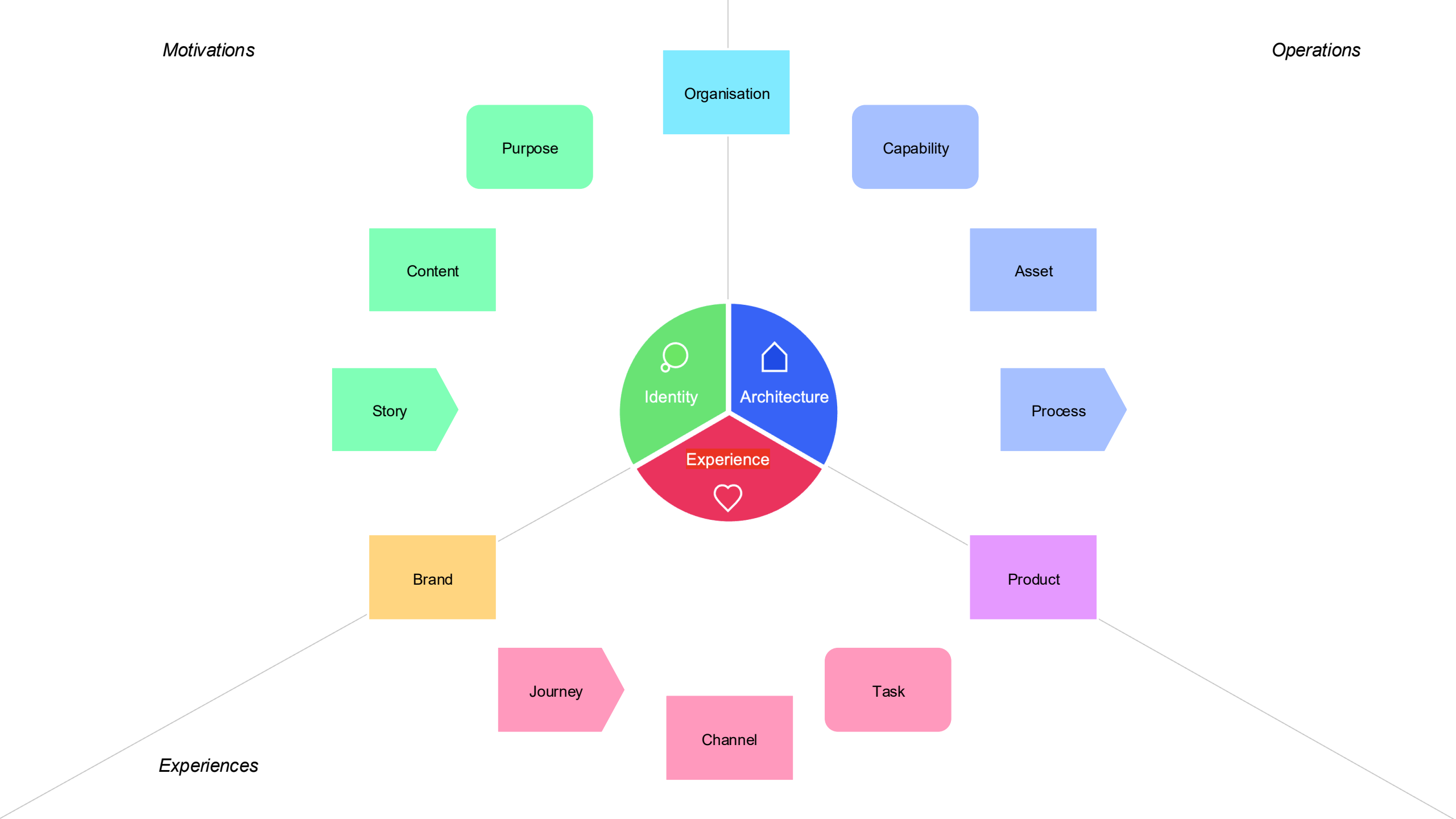
FACILITY

We can start e.g. from a specific element…

Asset Types

APPLICATION
SOFTWARE
DATA
DEVICE
FACILITY


Experiences
Motivations
Brand
Task
Purpose
Channel
Content
Experience
Identity
Journey
Story
Architecture
Product
Organisation
Capability
Process
Asset
Operations


Motivations
Operations
Organisation
Purpose
Capability
Content
Asset
Story
Identity
Architecture
Process
Experience
Brand
Product
Journey
Task
Channel
Experiences

Experiences

Journey

Task

Channel

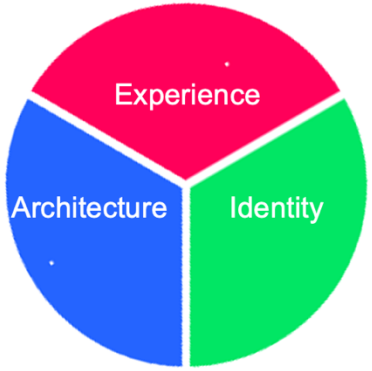
Product

Capability

Process

Asset

Brand



Purpose

Content

Organisation

Story

Operations

Motivations

Organisation
Purpose
Capability
Content
Asset
Organisation
Identity
Architecture
Story
Process
Brand
Product
Experience
Brand
Product
Journey
Task
Channel

Brand

Task

Purpose

Channel

Content

Journey

Story

Product

Organisation

Capability

Asset

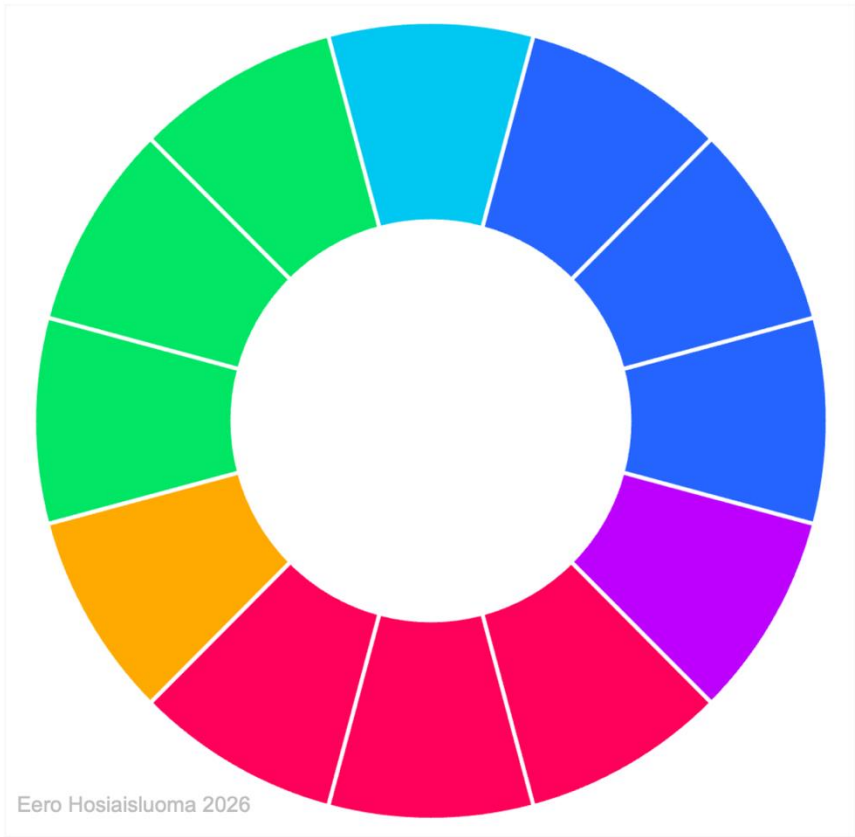
Process

Brand
Purpose
Content
Story
Organisation
Process
Asset
Capability
Product
Journey
Channel
Task
Brand
Purpose
Content
Story
Organisation
Process
Asset
Capability
Product
Journey
Channel
Task

The Enterprise Wheel

360-degree Navigator

Rotate the wheel in any direction



Brand
Purpose
Content
Story
Organisation
Process
Asset
Capability
Product
Task
Channel
Journey

Base Elements

People

Outcome

Object

Activity

Facet- and Intersection Elements

Purpose | Task | Capability

Content | Brand | Channel | Product / Service | Asset | Organisation

Story | Journey | Process

Tags & Metrics

Tag / Metric

Metric

Metric

Metric

Tag / Metric

Legend

Tag / Metric

Metric

Metric

Metric

Asset Types

APPLICATION

SOFTWARE

DATA

DEVICE

FACILITY

Relation types

data

Linki (Association)

Flow

People