Bonjour, Hi!

7 Core Maps That Facilitate Enterprise Design

And How to EDGY-fy Yours

May 7th 2025

&
friends

What leads to failure?

- 🟢 **Identity** — *Lack of Clear Vision & Strategy*
- 🔺 **Organisation** — *Ineffective team collaboration*
- 🔷 **Architecture** — *Bad Execution & Performance Issues*
- 🟪 **Product** — *Scope Creep & Feature Bloat*
- 💗 **Experience** — *Poor UX/UI Design*
- ☀️ **Brand** — *Weak Marketing & Positioning*
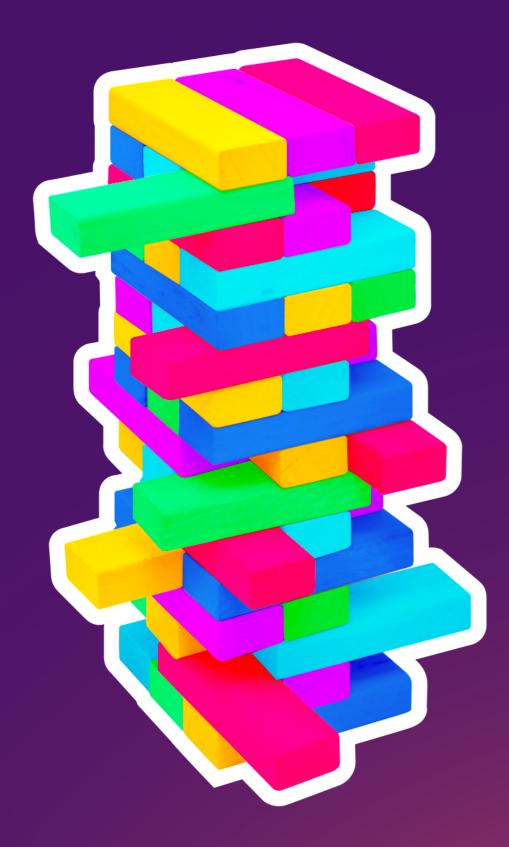
Babel's ivory Jenga tower

Jenga tower: *when you change something, everything can fall apart.*

Ivory tower: *people who make decisions without taking into account the reality of others.*

Tower of Babel: *a metaphor for misunderstanding, chaos or the inability to work together due to cultural or linguistic differences.*

Babel's ivory Jenga tower
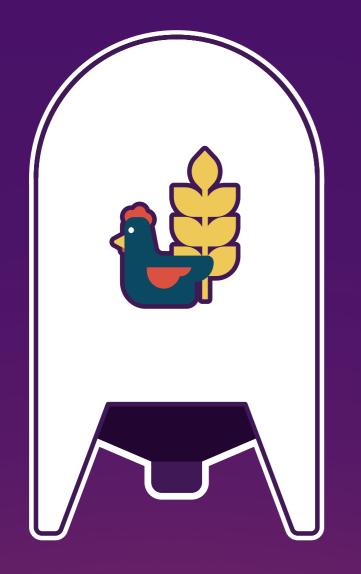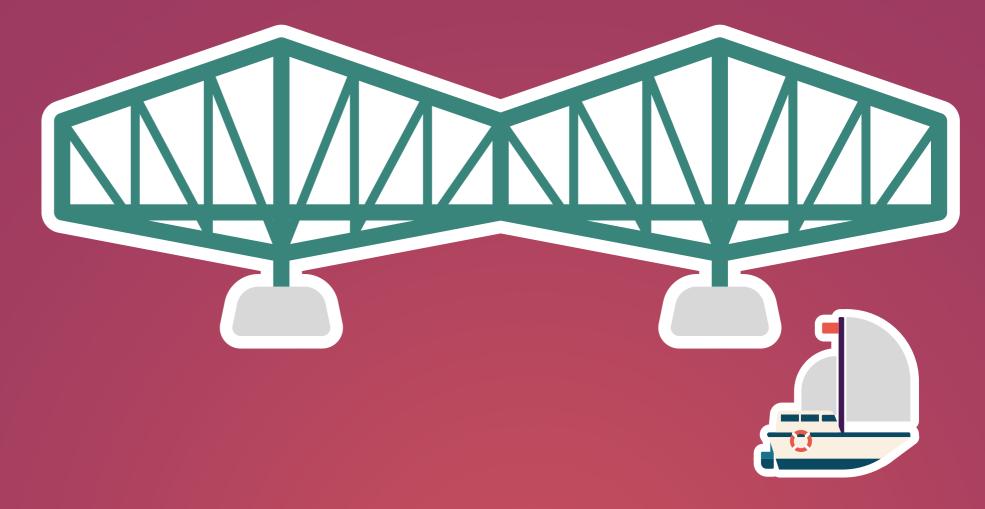
Communication

=

Effectiveness

As an enterprise,
the quality of what you create
is matched only by
your ability to communicate.

Breaking silos?

Build bridges?

&friends
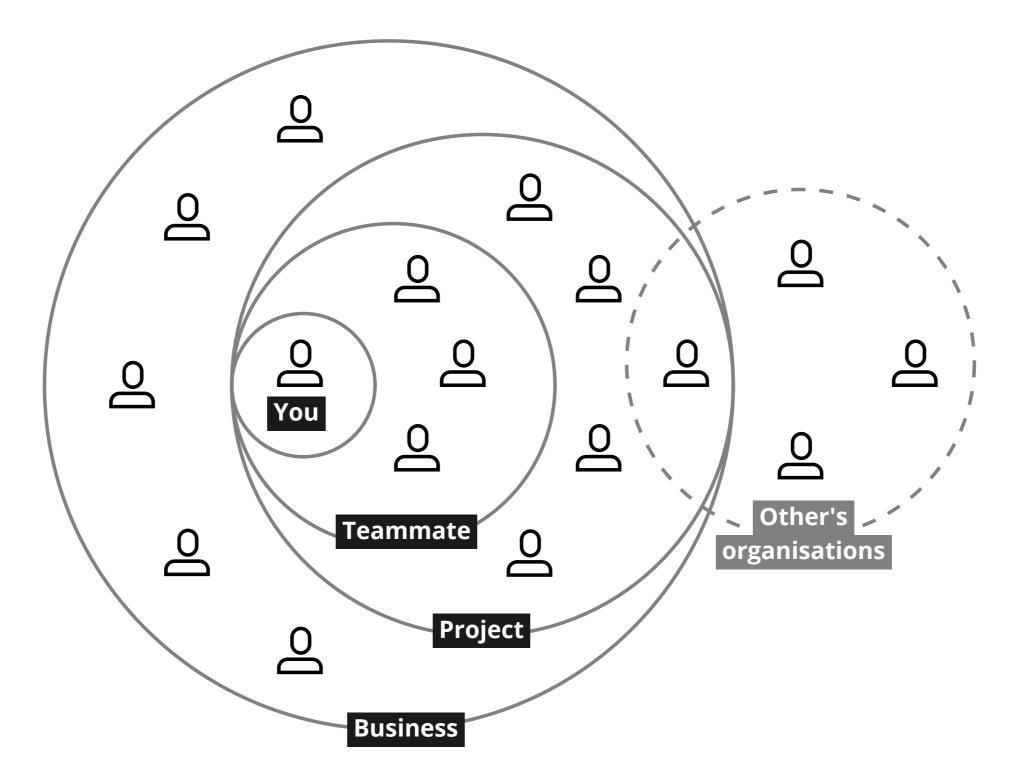
What is an Enterprise Design?
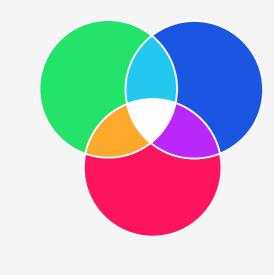
What is an Enterprise ?
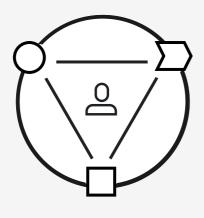
EDGY in a Nutshell

The Facet Model

The Venn diagram is the mental model of an enterprise. **Identity**, **Organisation**, **Architecture**, **Product**, **Experience** and **Brand.**
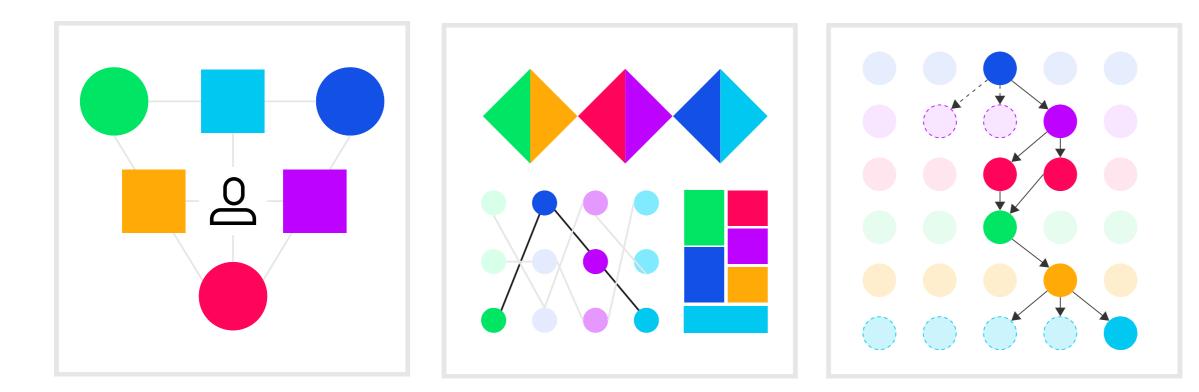
The Language

EDGY is a language consisting of 4 basic elements. **People, Outcome, Activity** and **Object**.
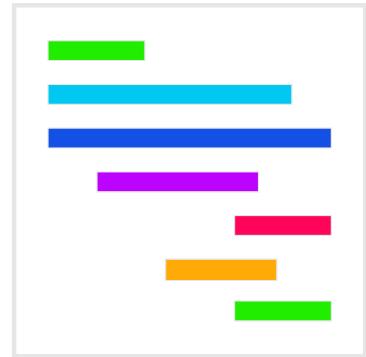
Key benefits

Bridge gaps between teams.
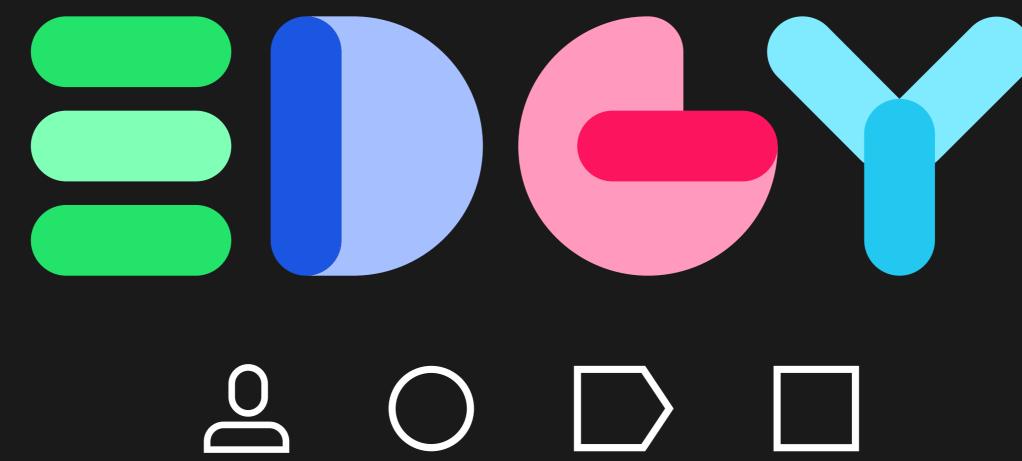
Align strategy and execution.

Better decision-making.

Clear, actionable insights.

The Language

Outcome
A result or change that occurs within our enterprise or its ecosystem.

Activity
What is being done or going on in our enterprise or its ecosystem.

Object
A structure that is relevant to the enterprise.
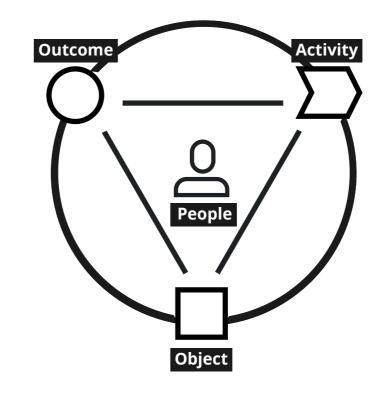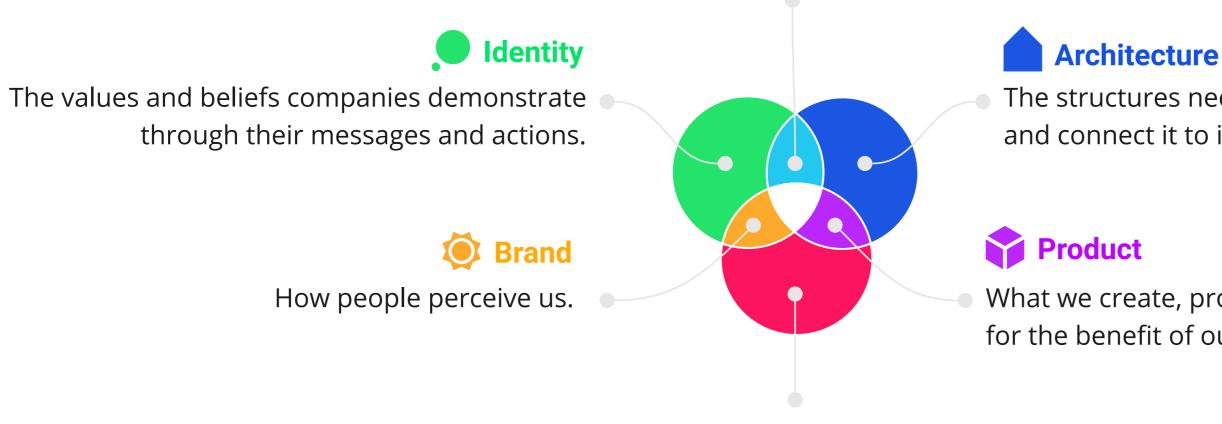
People
The individuals co-creating the enterprise or using products.

The Mental Model – Facets and Intersection

Organisation
A group of people working together.

Identity
The values and beliefs companies demonstrate through their messages and actions.

Architecture
The structures needed to run a company and connect it to its ecosystem.

Brand
How people perceive us.

Product
What we create, propose and deliver for the benefit of our customers.

The impact of interactions on people and their lives.

Experience
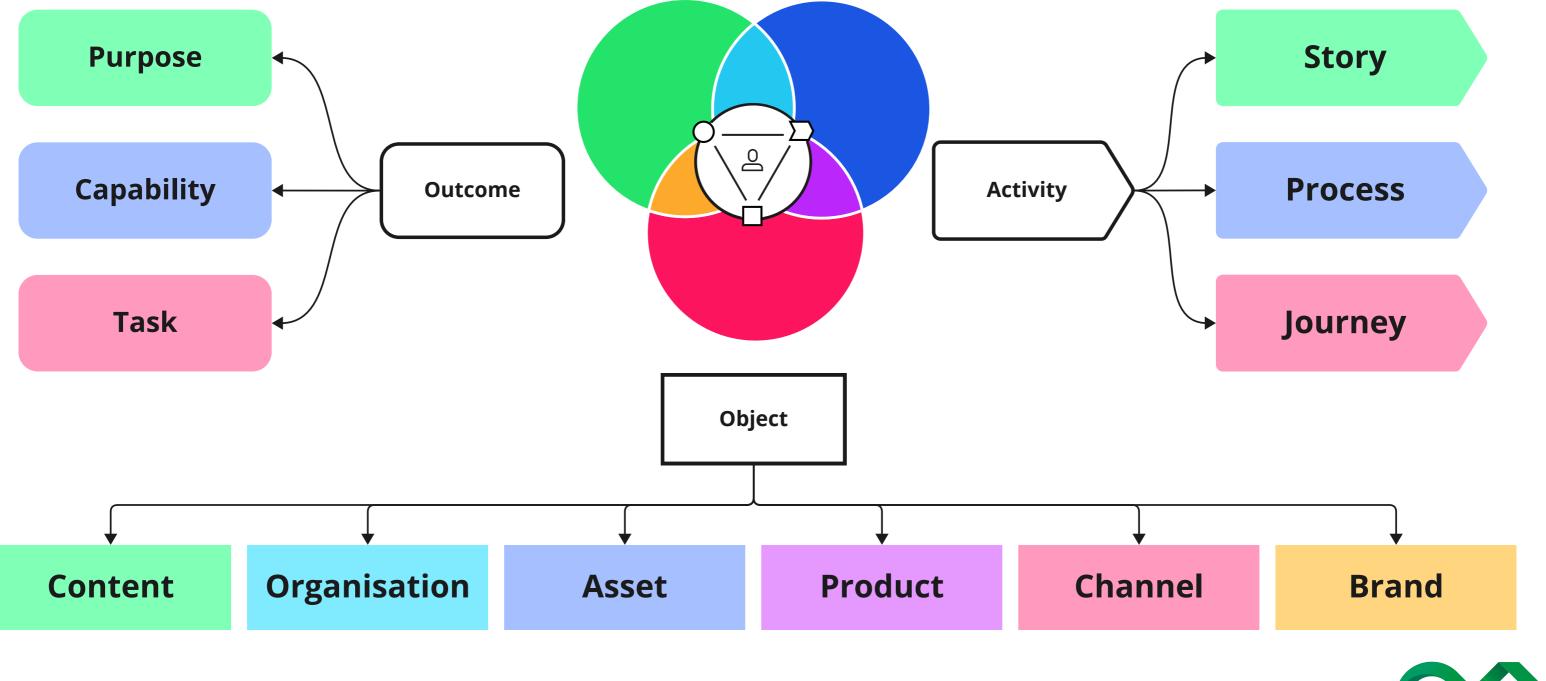
Everything is connected

The Language + Facets and Intersection

How It Works, in a Nutshell: The First Conversation

1 **Write your shared ambition in the center.**

It can be **a problem** you try to solve, **an ambition** for the future, **an outcome**, or anything that give the context for the discussion.

2 **Find the right** ⚇ **People**
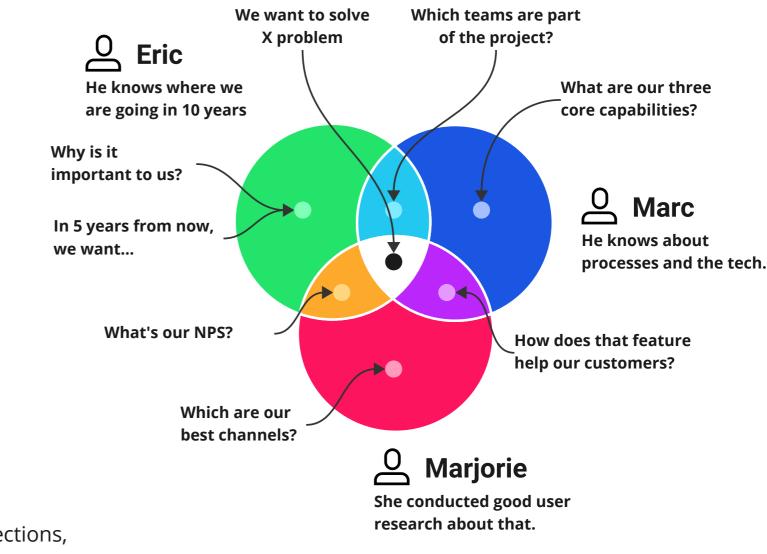
Based on your context, ensure you have the right people for the discussion.

3 **Ask questions**

Explore your enterprise on every facets of the model. **Identity**, **Organisation**, **Architecture**, **Product**, **Experience** and **Brand**.

4 **Ask more questions**

After having a high-level conversation about the facets and intersections, you can dig a bit deeper and ask questions about all **16 elements**.

⚇ **Eric**
He knows where we are going in 10 years

We want to solve X problem

Which teams are part of the project?

What are our three core capabilities?

Why is it important to us?

In 5 years from now, we want...

⚇ **Marc**
He knows about processes and the tech.

What's our NPS?

How does that feature help our customers?

Which are our best channels?

⚇ **Marjorie**
She conducted good user research about that.

The 7 Core Maps thing I'm Working On

The Compass

A framework based on EDGY

&friends
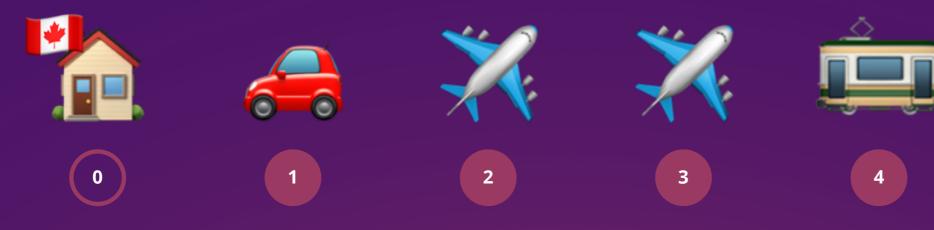
I'v went to go to Rome

🇨🇦🏠 ➡️ 🇮🇹

It is 4 easy steps !

🇨🇦🏠   🚗   ✈️   ✈️   🚋   🇮🇹

0   **1**   **2**   **3**   **4**   **X**

I'm about here*

*Not really but you get the idea.

https://www.nationalgeographic.com/photography/article/151230-galaxy-sun-hubble-aurora-best-space-pictures-science
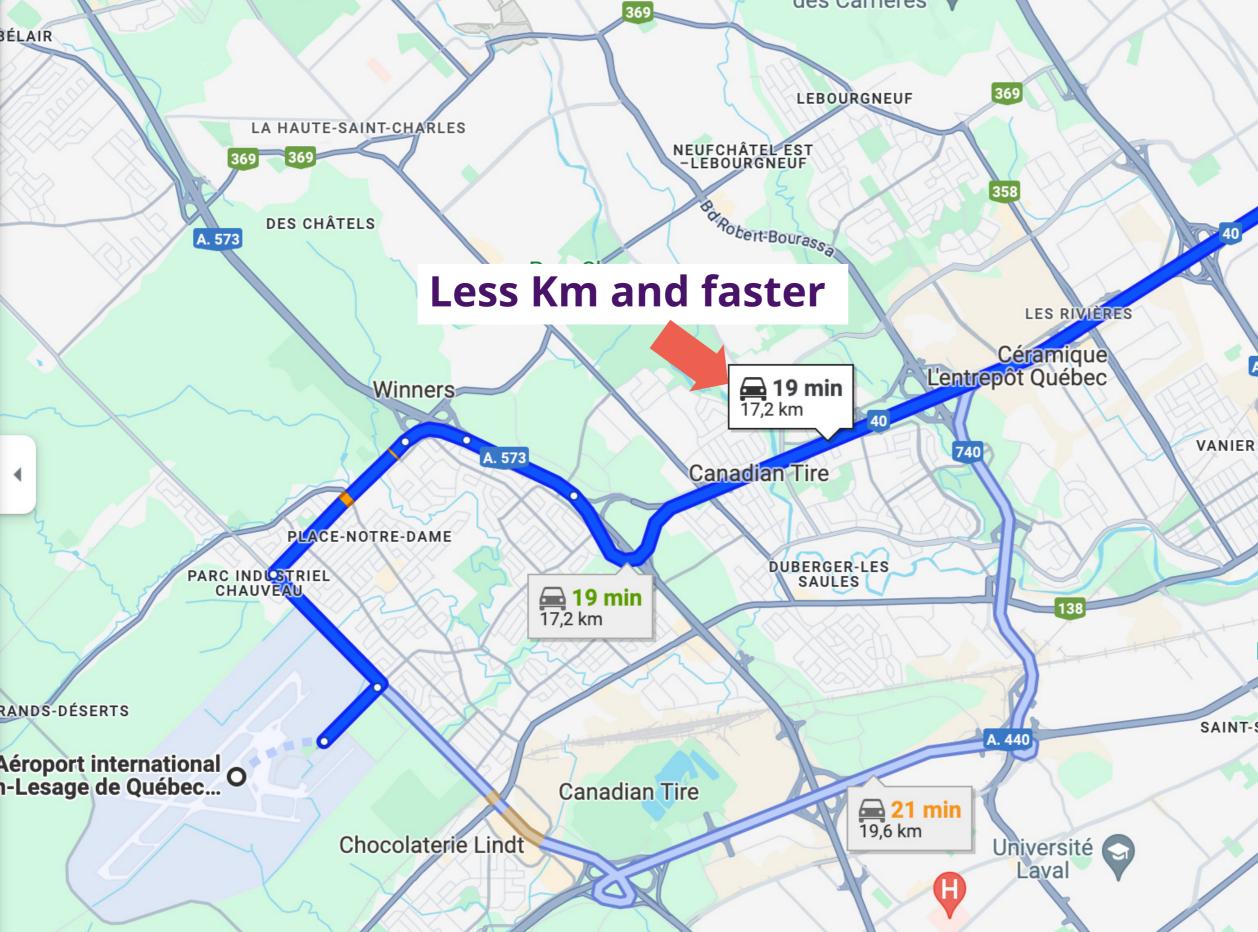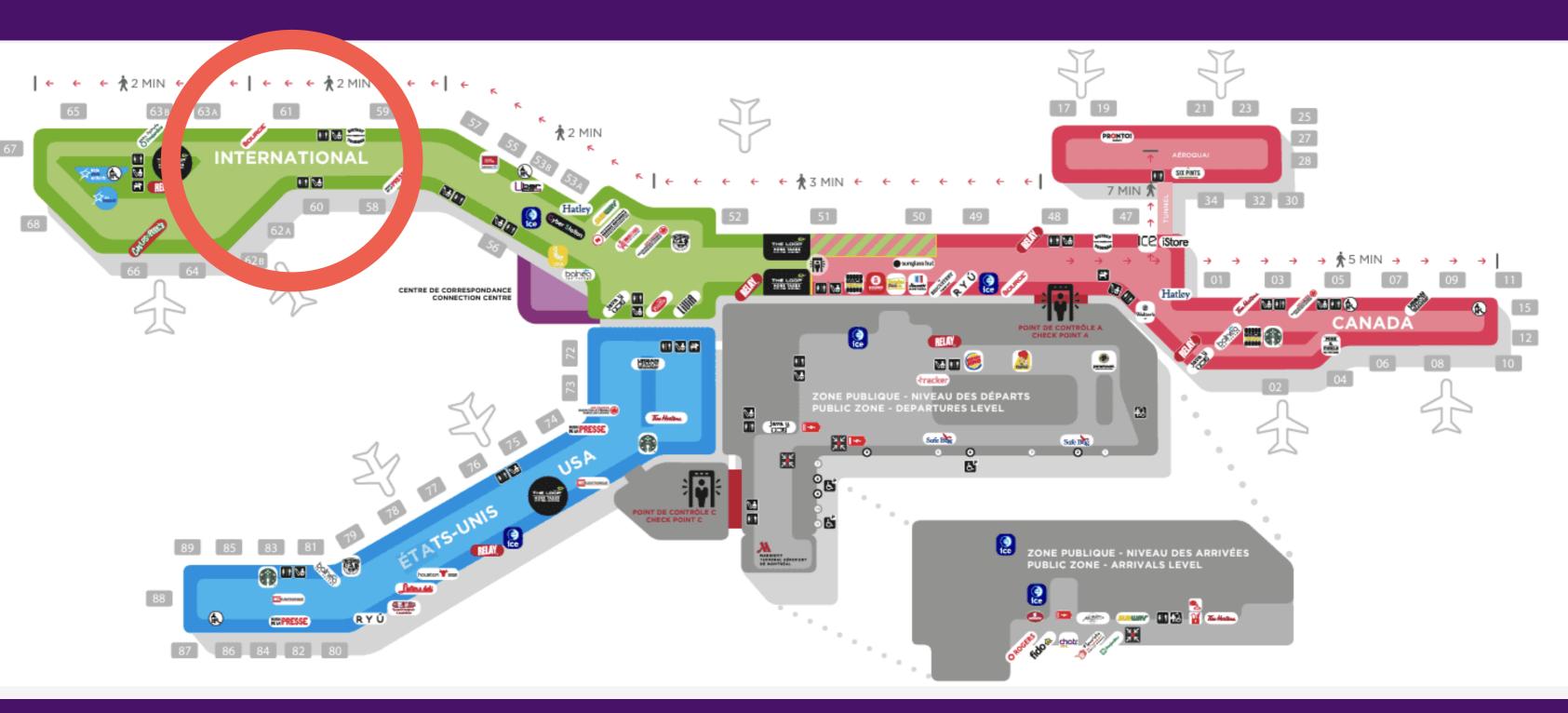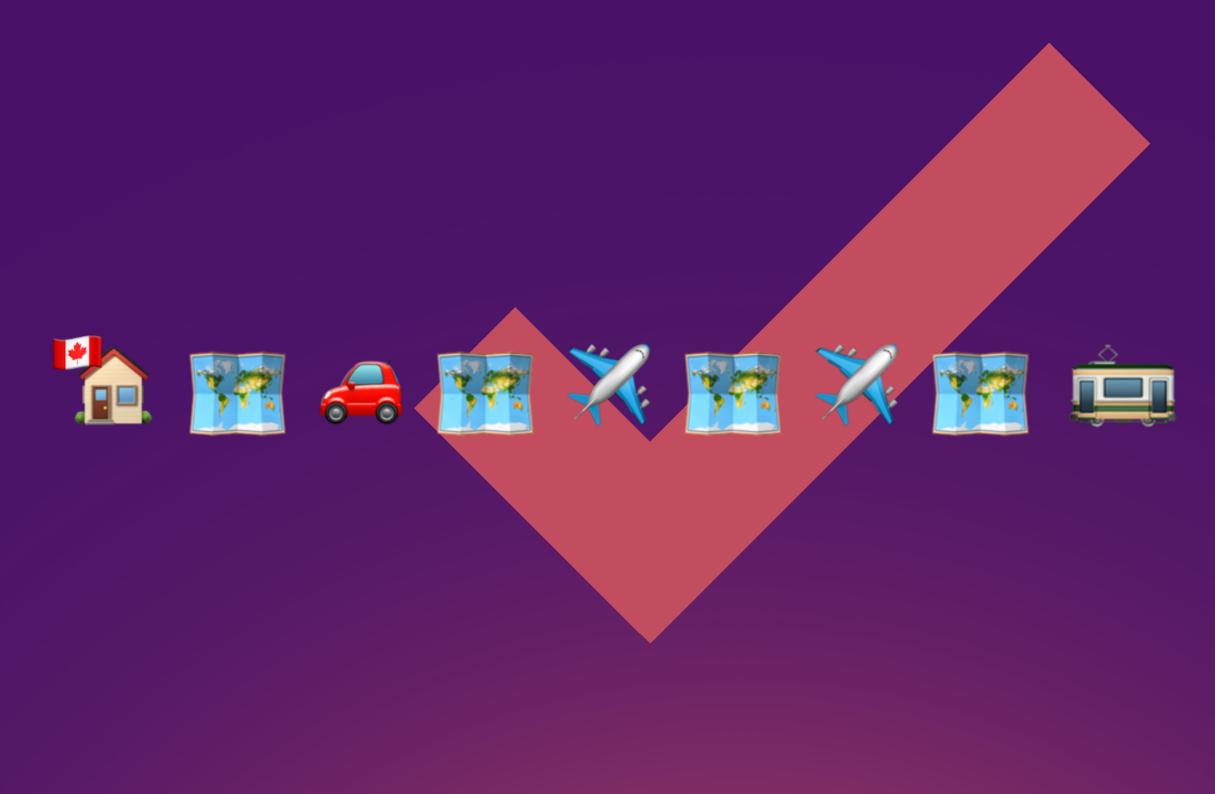
Not sure where I'll land but I need to go to the Left/West/Green

🇨🇦🏠 🗺️ 🚗 🗺️ ✈️ 🗺️ ✈️ 🗺️ 🚋 🗺️ 🇮🇹
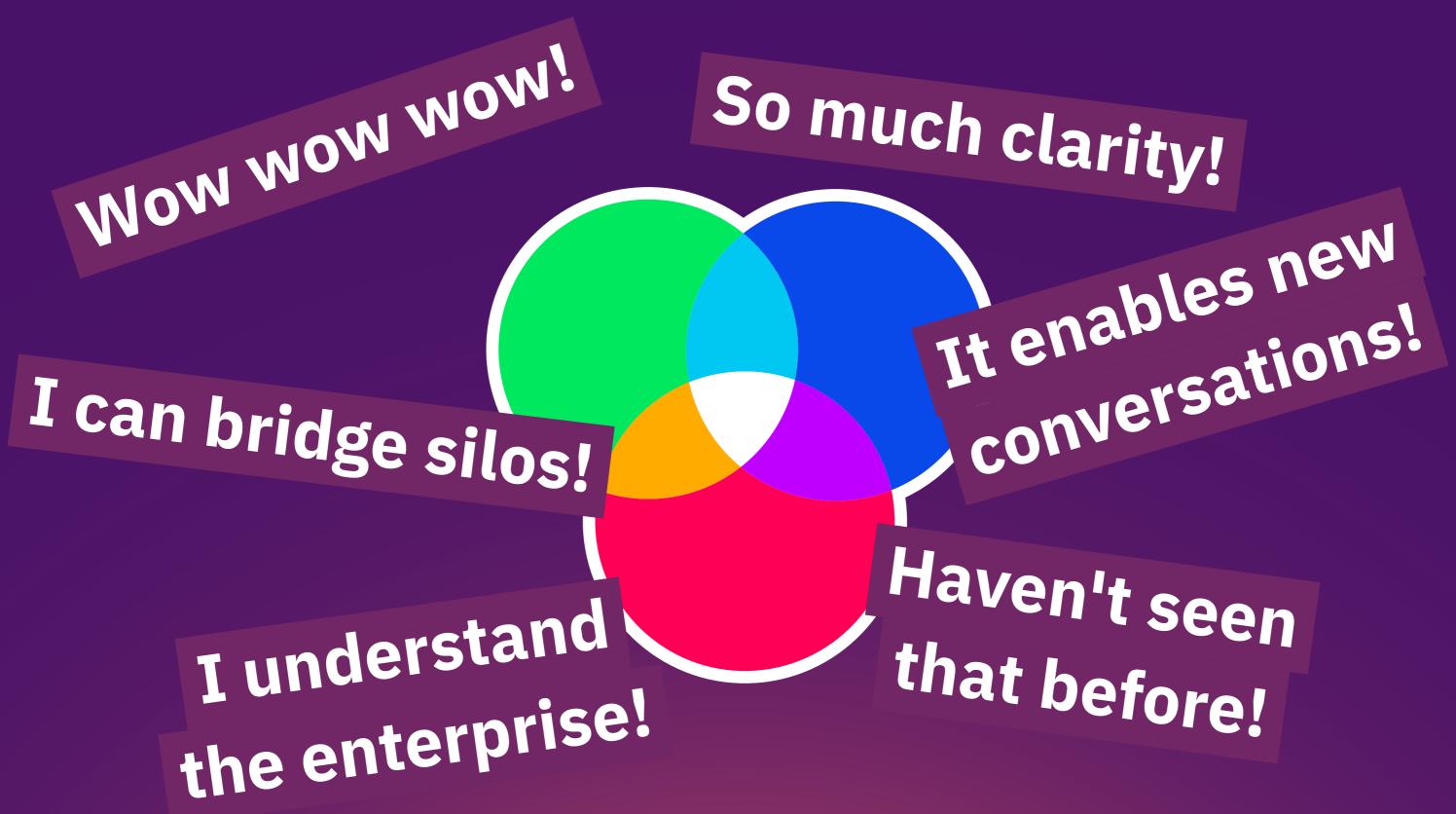
You don't try random path to «get to Rome»

*We use **maps** and plan based on them.*

Ceci n'est pas une entreprise.

Ref : <u>René Magritte</u>

To navigate **the enterprise** we use **maps** with :

Key informations

Level of Precision (Zoom levels)

Know the present (where you are)

Have a vision of the future (where you want to go)

Tools to navigate

- Who can inform us?
- What are we trying to do here?
- Solve a problem? Innovate?
- Where do we start?
- Do we have blind spots?
- Do we understand one another?
- What do we have?
- What's missing?
- How do we organize that information?
- How does one thing affect another?
- Does elements in the enterprise work together ?
- How do we connect multiple elements?
- How does the relation play over time
- Does everything work as a whole?
- What about the teams, the silos or the business units?
- What's our impact?
- What influences us?
- What's the amount of information can people handle?
- How much is too much?
- Do we need to map the present?
- What is the perfect state of our enterprise?
- How do we get there?

friends

How can you create a enterprise if you don't know...

Who to work with in your enterprise and what's the ambition?

What your shared vision of the enterprise is?

What are the core elements of your enterprise?

How your enterprise's core elements are related?

How your core activities work together?

How your enterprise teams or silos collaborate?

What influences your enterprise and what impact you have?

So...

Every **enterprise** gather **people** with a **shared ambition.**

A **shared ambition** need **context** given by a **shared language.**

The **context** is made of multiple **elements** within the enterprise.

These **elements** are in **relation** with one another

Relationships exist in a **temporal** context
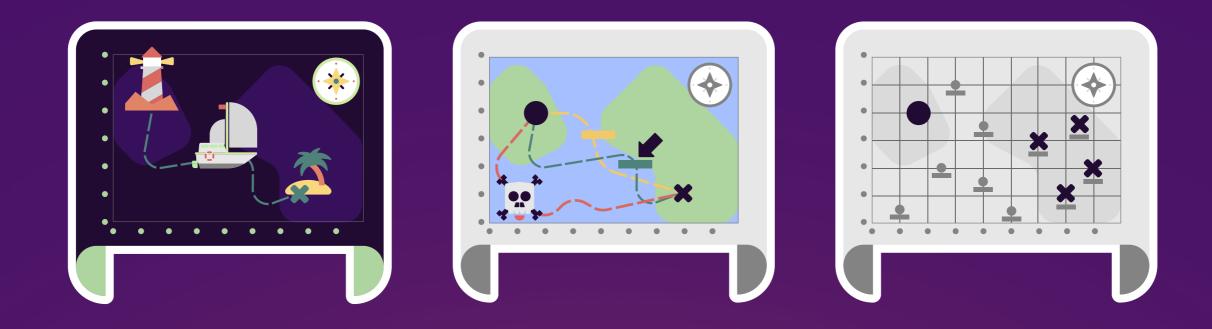
The enterprise is divided in **silos/steps** to optimize **activities**

The enterprise **influence** and **is influenced** by outside forces

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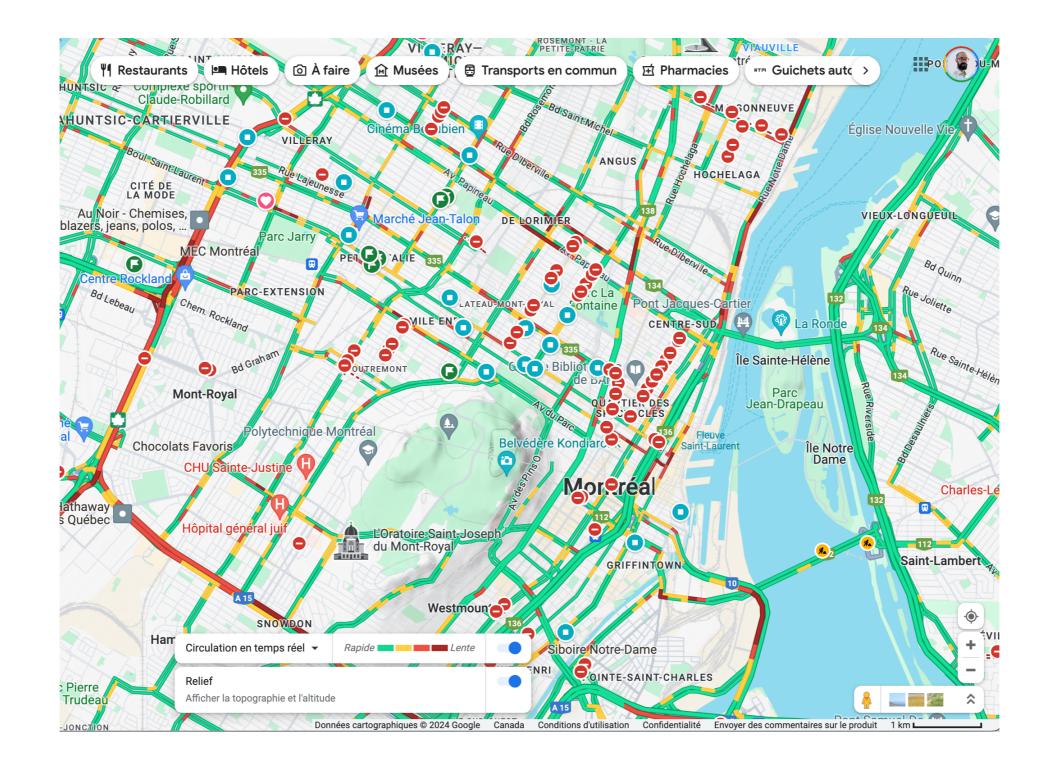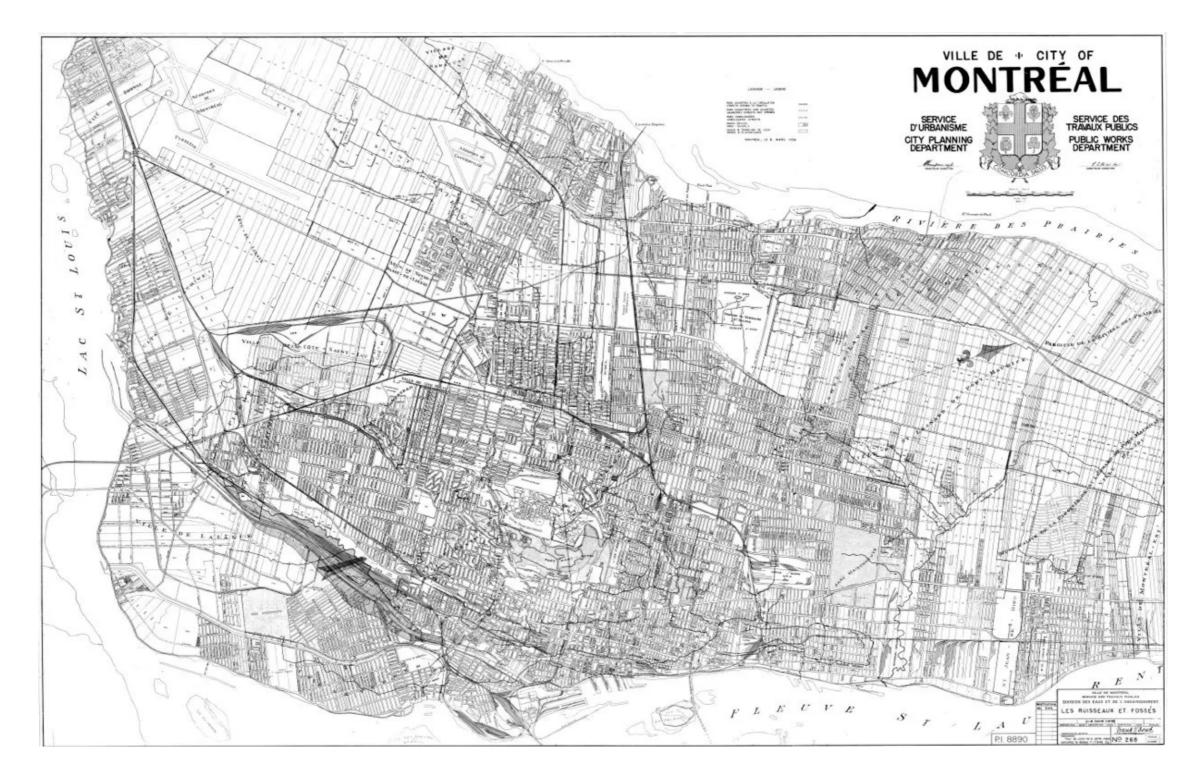
Same Place, Different Maps
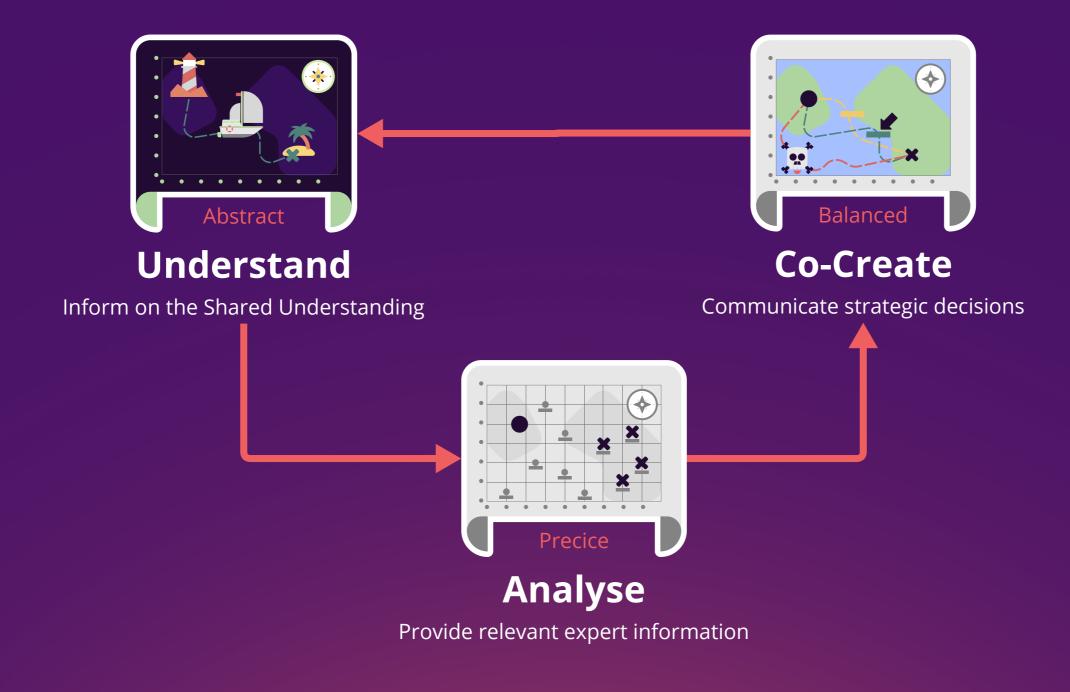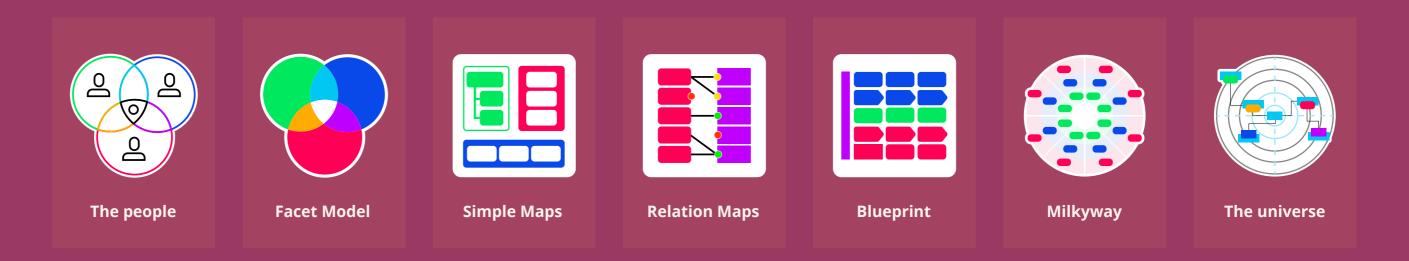
UNDERGROUND RIVER AND STREAM MAP – CITY OF MONTREAL

Maps are usefull to...

Understand
Inform on the Shared Understanding

Co-Create
Communicate strategic decisions

Analyse
Provide relevant expert information

| The people | Facet Model | Simple Maps | Relation Maps | Blueprint | Milkyway | The universe |

Abstract
Understand

Useful for initial conversations and alignment.

Minimum amount of information, presented clearly and beautifully in layman's terms.

Balenced
Co-Create

Useful for co-creation, compare options, and making decisions.

Just enough information to avoid overwhelm. Readable and easy to identify decision points.

Precise
Analyse

Useful for analysis, design, and engineering.
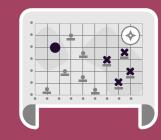
As much information as required, readable by domain experts.

Abstract
Understand

Balenced
Co-Create

Precise
Analyse

The people
Identify key people and articulate the ambition.

Facet Model
Create a shared understanding and identify potential weak elements of the enterprise.

Simple Maps
List elements and identify their state (Good, weak, problematic, etc.).

Relation Maps
Identify how facets and elements are related and how they function within the enterprise.

Blueprint
Map how activities happen over a period of time and how they interact with other elements.

Milkyway
Map how teams, steps, and silos operate in a perpetual cycle and identify gaps between them.

The universe
Map and identify what influences the enterprise and its impact.
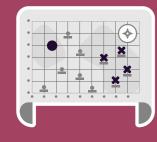
The people

Facet Model

Simple Maps

Relation Maps

Blueprint

Milkyway

The universe

Abstract
Understand

Balenced
Co-Create

Analyse
Analyse
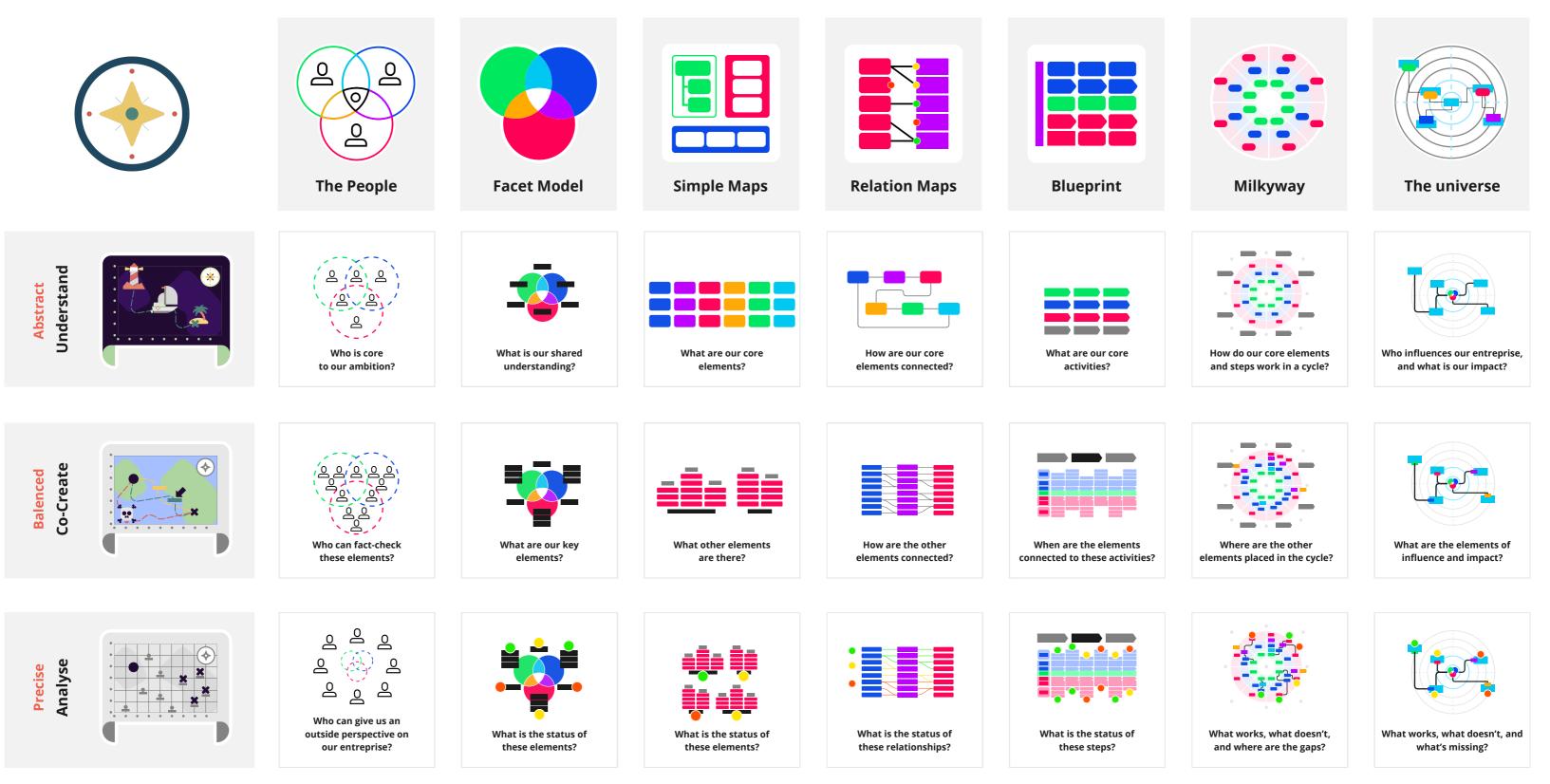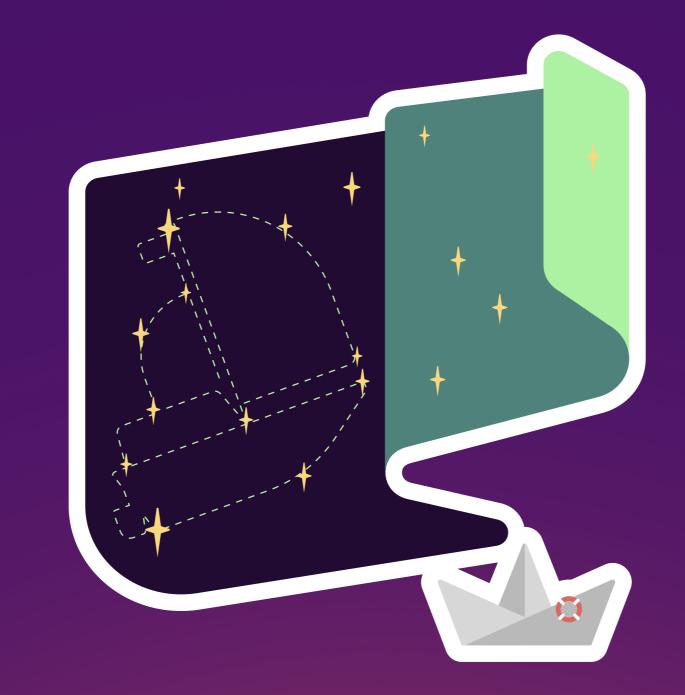
Your journey, your maps.

Use only what you need. Update only when necessary.

The compass – May 2025 – WIP

	The People	Facet Model	Simple Maps	Relation Maps	Blueprint	Milkyway	The universe
Abstract / Understand	Who is core to our ambition?	What is our shared understanding?	What are our core elements?	How are our core elements connected?	What are our core activities?	How do our core elements and steps work in a cycle?	Who influences our entreprise, and what is our impact?
Balenced / Co-Create	Who can fact-check these elements?	What are our key elements?	What other elements are there?	How are the other elements connected?	When are the elements connected to these activities?	Where are the other elements placed in the cycle?	What are the elements of influence and impact?
Precise / Analyse	Who can give us an outside perspective on our entreprise?	What is the status of these elements?	What is the status of these elements?	What is the status of these relationships?	What is the status of these steps?	What works, what doesn't, and where are the gaps?	What works, what doesn't, and what's missing?

&friends

So how do we navigate?
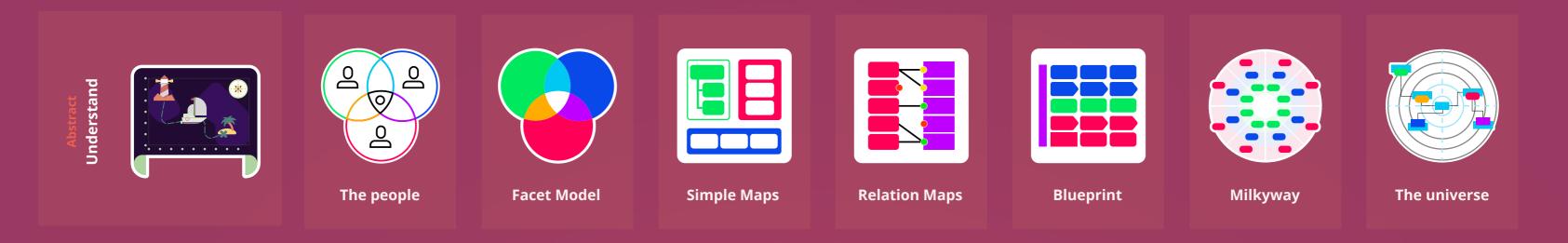
HMW... solve the problem of Babel's ivory Jenga tower?

Jenga tower:
Solidify your business strategies

Ivory tower:
Make informed strategic decisions

Tower of Babel:
Aligning strategy and execution

& friends

The people

Facet Model

Simple Maps

Relation Maps

Blueprint

Milkyway

The universe

Useful for initial conversations and alignment.

The People map

Who is core
to our ambition?

Focus on

👤 **The people**

🔻 **The enterprise**
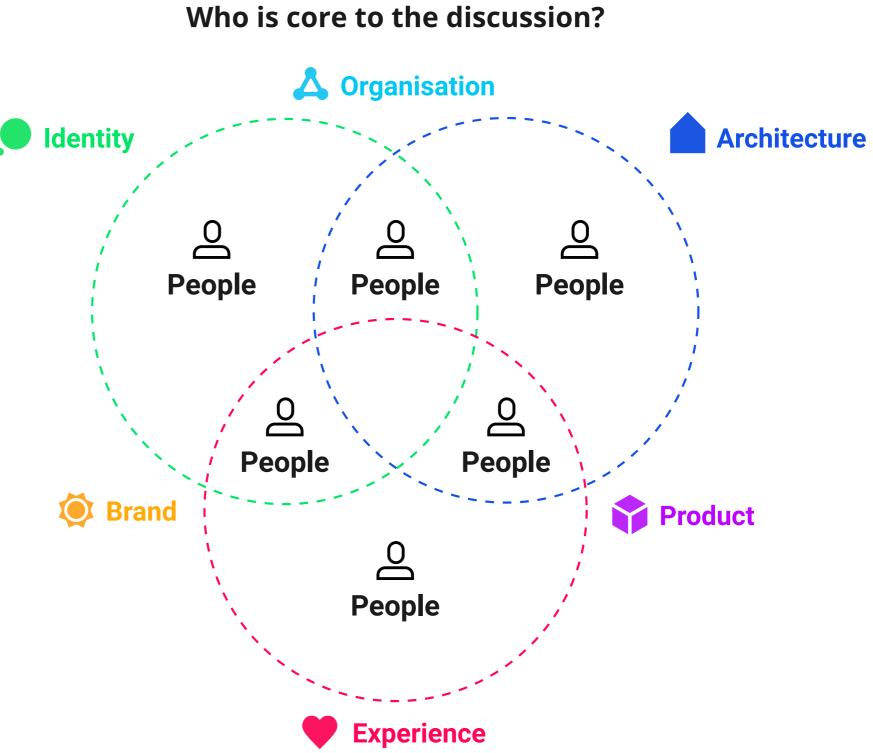
◯ **Outcome**

What is our ambition ?

▷ **Activity**

How are we going to reach our ambition?

▢ **Object**

What do we need to do it?

People

Who is core to the discussion?

Organisation

Identity

Architecture

People

People

People

People

People

Brand

Product

People

Experience
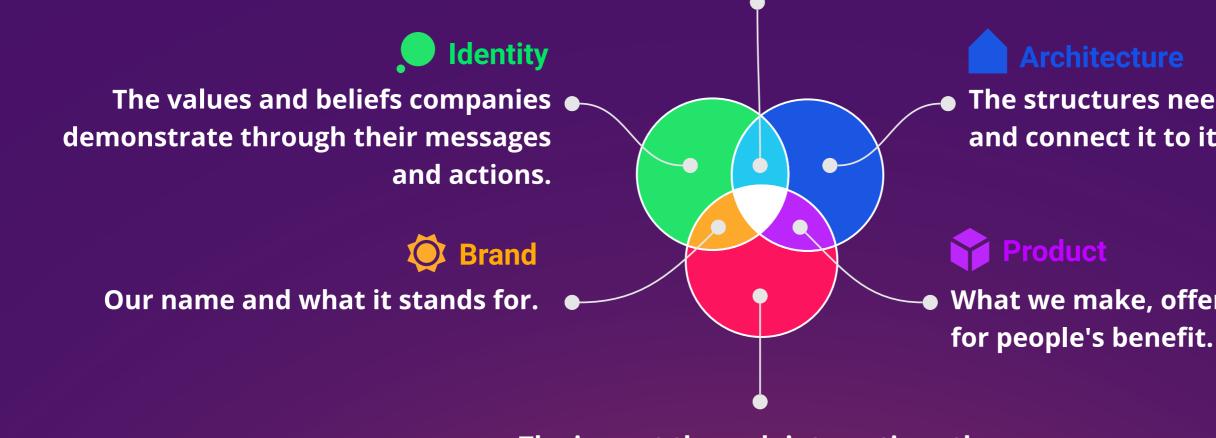
The Facet Map

What is our shared
understanding?

Organisation
A group of people working together.

Identity
The values and beliefs companies
demonstrate through their messages
and actions.

Architecture
The structures needed to run a company
and connect it to its ecosystem.

Brand
Our name and what it stands for.

Product
What we make, offer and deliver
for people's benefit.

The impact through interactions the
enterprise has on people and their lives.

Experience

Focus on

Facets & intersections

&
friends

The Facet Map

Organisation
How will we organise our enterprise ?

Identity
Why is this important to us?

Architecture
What we need to be able to do?

Brand
How should we present this enterprise?

Product
What goods or services will your enterprise offer?

Experience
Why is this important to people?

The Core Elements Map

What are our core elements?

Architecture

Core reinforcing capabilities?

Product

Core features of our offering?

Experience

Core things people want?

Brand

What should the brand evoke?

Identity

Core values to help us make decisions?

Organisation

Who do we need to work with? (Inside and outside)

Focus on

The Core elements
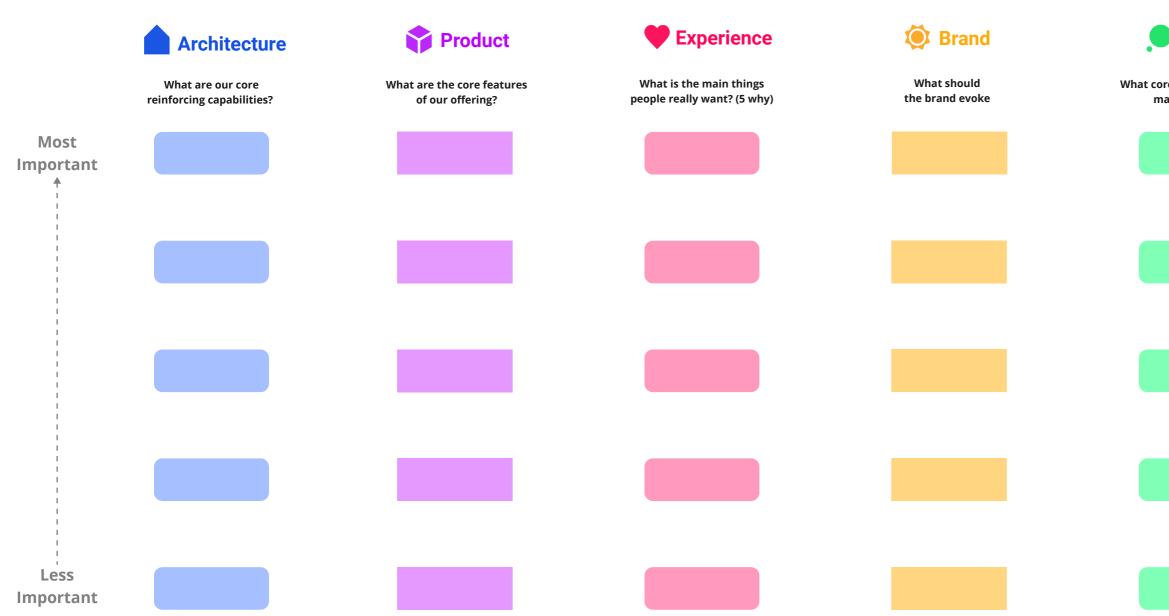
The core facets Map

3 to 5 elements per facet.

🏠 Architecture	📦 Product	❤️ Experience	⚙️ Brand	🟢 Identity	Organisation
What are our core reinforcing capabilities?	What are the core features of our offering?	What is the main things people really want? (5 why)	What should the brand evoke	What core values will help us make decisions?	Who do we need to work with? (Inside and outside)

Most Important

Less Important

The Core Elements Relations Map

How are our core elements connected?

How our capabilities create our core features?

How helping them achieve their task will make us look?

How should we organise to make our values happens?

| Architecture | Product | Experience | Brand | Identity | Organisation |

How our core features help clients achieve their tasks?

How the perception of our enterprise fit with our values?

What is the group accountable for?
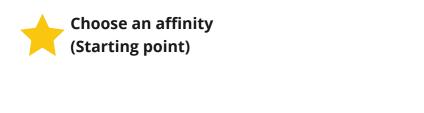
Focus on

⇄ **The relationship**

& friends

The Core Elements Relations Map

🏠 **Architecture** 🟪 **Product** ❤️ **Experience** ⚙️ **Brand** 🟢 **Identity** 🔺 **Organisation**

How are our core reinforcing capabilities connected ?

How our capabilities create our core features ?

How our core features help clients achieve their tasks ?

How helping them achieve their task will make us look ?

How the perception of our enterprise fit with our values ?

How should we organise to make our values happens ?

What is the group accountable for?

???

???

???

???

Activity Blueprint

What are our core activities?

How you want it to happen	At first...	Then...	Finally...
How you make it	We do...	We do...	We do...
How it happen	People will...	People will...	People will...
How it happen	Step	Step	Step

Focus on

▱ **Core Activities**

Blueprint

5 to 8 steps

How you want it to happen	At first...	then...	then...	finally...
How you make it happen	We do...	We do...	We do...	We do...
How it really happens	People do...	People do...	People do...	People do...
What would you name that step?	Step 1	Step 2	Step 3	Step 4	Step 5

The Milkyway

Focus on
- The Core elements
- Core Activities

MilkyWay

Place your core elements according the the steps discuss in the *blueprint*

Step

Step

Step

Step

Step

Step

Step

Step

The Universe Map

No control

Control

Influence

Impact

Focus on

The Core elements

The relationship

The Universe Map

No control

Politics, competition
and the environment

Users, customers
and communities

Partners, suppliers
and employees

Organisation

Management
and teams

Who
influences us

wha is our
impact

Control

Gouvernement

Board of Directors

Contract workers

Local supplier

Customers
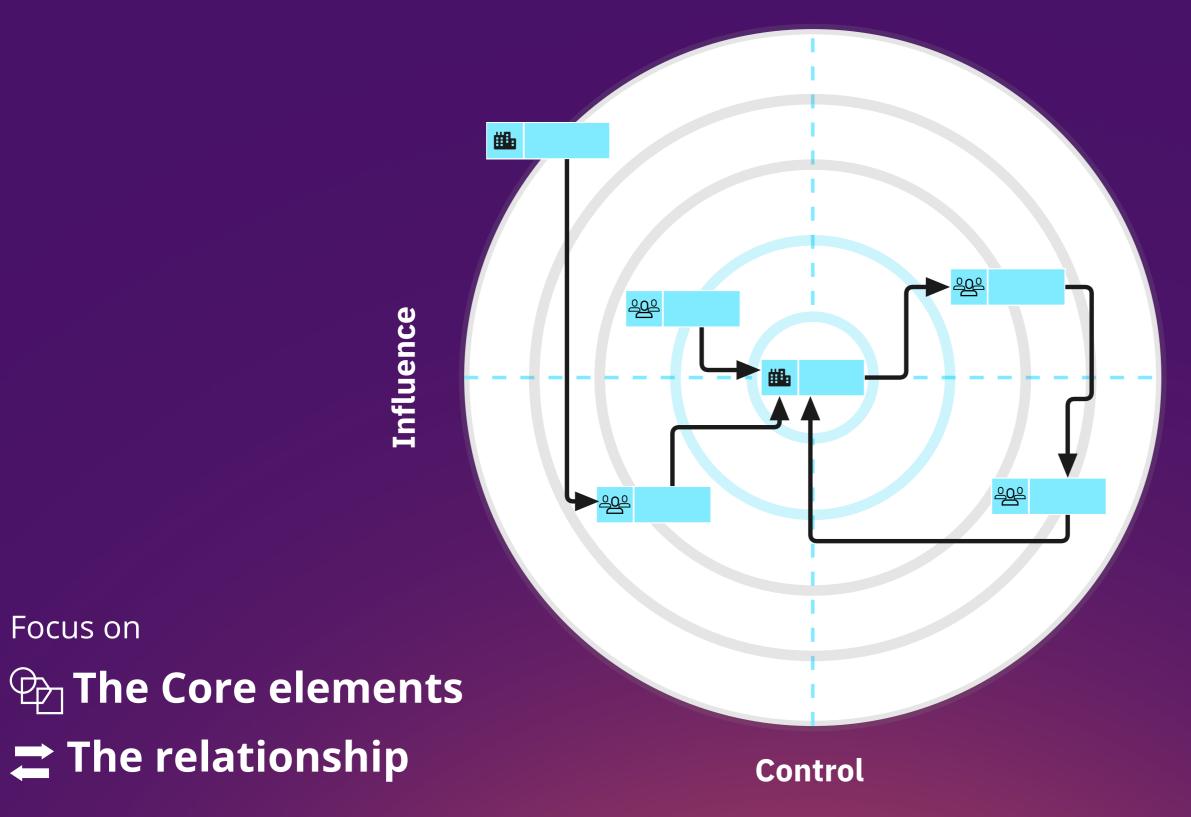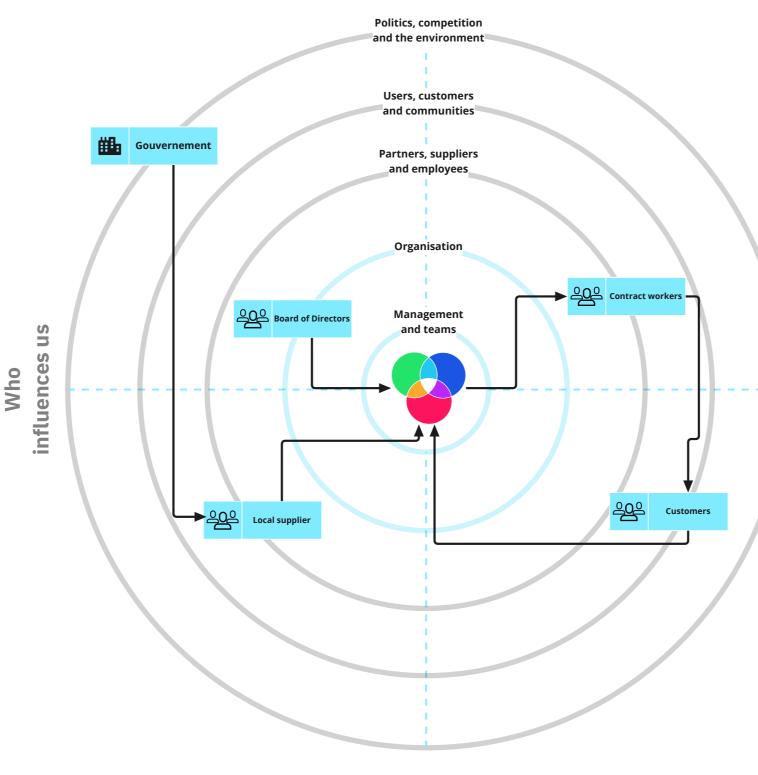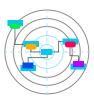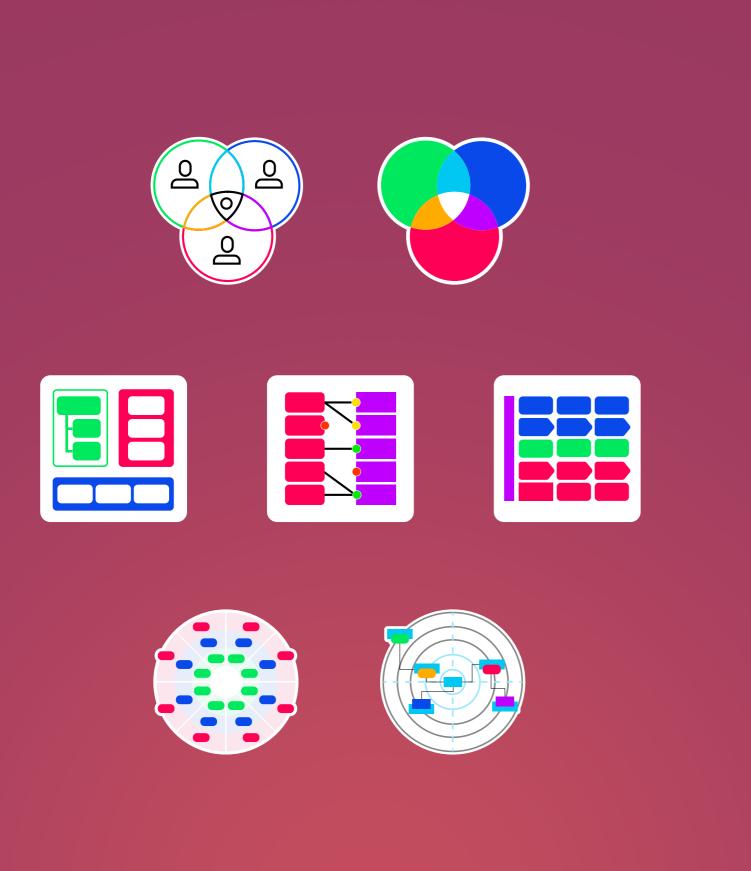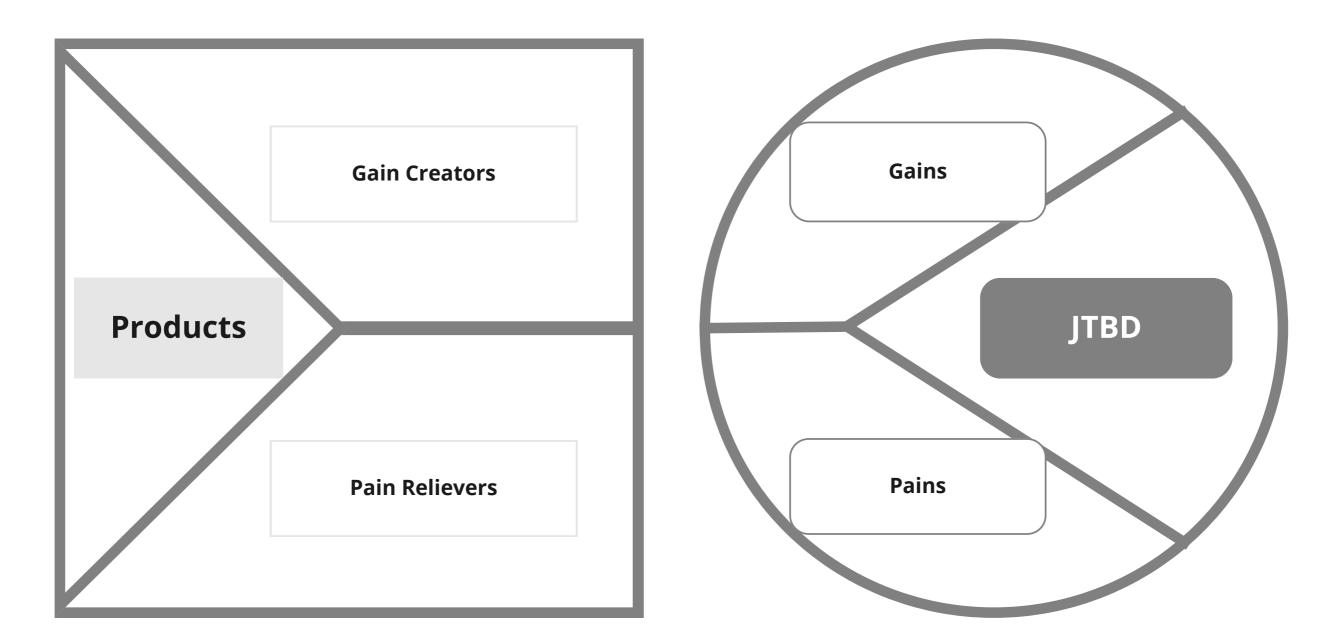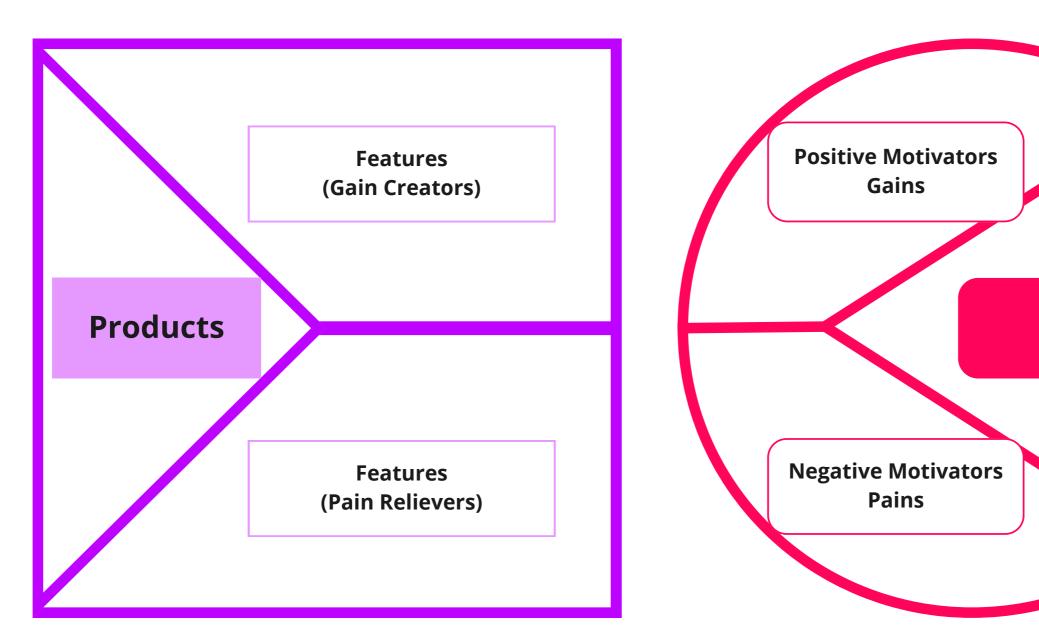
7 Core Maps...
and Your Custom Maps

We've started with custom map. It's ok

Value proposition canvas

Gain Creators

Products

Pain Relievers

Gains

JTBD

Pains

Value proposition canvas

Products

Features
(Gain Creators)

Features
(Pain Relievers)

Positive Motivators
Gains

Tasks

Negative Motivators
Pains

Value Proposition Canvas - Product design

Target Audience

Gain Creators

Products &services

Pain Relievers

Gains

Jobs

Pains

KPI \ OKR – Management

Objective(s)

Key Result

Key Result

Key Result

Initiatives

Initiatives

Initiatives

3 Horizons – Strategy

New Operating

Transition Period

Current Strategy

Product Portfolio – Product management

Brand

Service(s)

Product

Product

Product

| Feature |
| Feature |
| Feature |
| Feature |

| Feature |
| Feature |
| Feature |

| Feature |
| Feature |
| Feature |
| Feature |

Capability

Capability

Capability

Blueprint – Service design

Objective

Journey

Journey

Journey

Product

Product

Process

Process

Organisation

Enterprise Portfolio – Finance

Primary Objective		Objective	
Rebrand	Brand	Brand	Brand
New Task	Legacy Task	Task	Task
Acquisition	Head Office		
Capability	Capability		
Capability	Capability		
	Capability		

Product 2.0

Product 1.0

| Feature | Feature | Feature | Feature | Feature |
| Feature | | Feature | Feature | |

Value Proposition Canvas - Product design

Objectif

Products

Feature (Gain Creators)

Feature (Pain Relievers)

Positive Motivator Gains

Tasks

Negative Motivator Pains

KPI \ OKR – Management

Objective(s)

Where do we need to go?

Key Result (Outcome)

Key Result (Outcome)

Key Result (Outcome)

How to know we are getting there?

Initiative (Activity)

Initiative (Activity)

Initiative (Activity)

What will we need to do?

3 Horizons – Strategy

New Operating Units (Process)

Make experience happen

Transition Period (Story)

Experience you want

Current Strategy (Journey)

Current experience

Product Portfolio – Product management

Brand

Task (Service)

Product

Product

Product

Feature
Feature
Feature
Feature

Feature
Feature
Feature

Feature
Feature
Feature
Feature

Capability

Capability

Capability

Blueprint – Service design

Objective

User

Journey

Journey

Journey

Product

Product

Process

Process

Team

Organisation

Enterprise Portfolio – Finance

Objective

Objective

Rebrand

Brand

Brand

Brand

New Task

Legacy Task

Task

Task

Acquisition

Head Office

Capability

Capability

Capability

Capability

Capability

Capability

Product 2.0

Product 1.0

Feature

Feature

Feature

Feature

Feature

Feature

Feature

Feature

Feature

A few examples

Vous pouvez créer des tableaux personnalisés

Start with why
- Identity
- Purpose

What?	Lorem ipsum
How?	Lorem ipsum
Why?	Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In bibendum sagittis volutpat.

Pellentesque hendrerit ipsum quis tincidunt volutpat. Duis at fringilla massa, sed gravida nisi.

Nullam rhoncus sodales maximus. In vestibulum, dui non ullamcorper vehicula, purus enim ultricies nisl.

Brand personality
- Identity
- Purpose

0	5	10
Elite		Mass appeal
Serious		Playful
Conventional		Rebel
Friend		Autority
Classic		Innovative

Type de regroupement

Nodes
Les Gens, Équipes et les entités

Communautés
Nodes, Équipe ou **Entité** et leurs connexions

Chaine
Connexions linéaire ou en cascade entre des nodes

Périphérie
Nodes, Équipe ou **Entité** et sans connexions

Hub
Lorsque qu'un **Nodes, Équipe** ou **Entité** est central

Bridge
Lorsque qu'un **Nodes, Équipe** ou **Entité** est relie des **Nodes, Équipe** ou **Entité** entre elles

Partnership pyramid

VALEUR CRÉÉE
Quel sera le résultat du transfert de valeur entre les partenaires ?

ACTIVITÉS DE TRANSFERT
Comment les valeurs des partenaires seront-elles reliées et rendues mutuellement accessibles ?

VALEUR SOUHAITÉE
Quelle valeur recherche-t-on dans un partenaire ?

OFFRE DE VALEUR
Quelle est la valeur offerte au partenaire ?

&friends

SWOT

Strengths

Weaknesses

Opportunities

Treats

SWOT + EDGY

Strengths

Purpose

Content

Channel

Weaknesses

Process

Process

Journey

Task

Opportunities

Capability

Capability

Product

Product

Treats

Asset

Asset

Story

Brand

Manifeste

Manifest
Identité

Le Québec possède le potentiel pour se distinguer parmi les leaders mondiaux. La formidable puissance collective, le seule réservoir de talents et les ressources disponibles doivent être exploités à leur maximum pour propulser le Québec au rang de référence mondiale. C'est en misant sur une mobilisation collective et un dévouement exceptionnel envers les startups technologiques que nous pourrons y répondre à nos défis de société.

Nous croyons qu'une **économie forte** s'appuie sur le savoir-faire de startups technologiques prometteuses qui répondent à nos **défis de société**.

Notre passion et notre engagement envers l'entrepreneuriat permettent de **rassembler**, avec **rigueur** et **discernement**, les organismes stratégiques, notamment les travailleurs et accélérateurs, ainsi que les acteurs corporatifs, financiers, institutionnels et gouvernementaux, autour d'**objectifs communs**. Cette individualisation joue un rôle crucial pour propulser le **développement** et le **succès commercial** de nos startups, tant au niveau local qu'à l'international.

Nous croyons en un Québec **proactif** et **ambitieux** où l'on reconnaît l'importance d'une **culture entrepreneuriale technologique** facile et responsable.

Proposition de valeur

Proposition de valeur
Identité

En tant qu'acteur de développement économique du Québec,

nous contribuons au succès commercial de startups technologiques à fort potentiel d'exportation en mobilisant différents acteurs clés pour mettre en place des initiatives et les ressources nécessaires,

afin d'accélérer leur croissance et faire rayonner à l'international la tech novatrice, responsable et durable d'ici.

Mission

Mission
Identité

Accélérer la croissance de startups technologiques à fort potentiel d'exportation qui contribuent à bâtir une réputation mondiale forte du Québec tech.

Vision

Notre vision
Identité

Faire des startups tech du Québec un moteur de croissance.

Nos valeurs

Nos valeurs
Identité

- Fiabilité — Les bottines suivent les babines.
- Engagement — On travail ensemble avec passion et conviction vers une vision commune
- Agilité — S'adapter aux situations futures à partir des apprentissages du passé.
- Audace — Soyons à l'image de nos entrepreneurs

Engagement

Une valeur
Identité

Engagement — On travail ensemble avec passion et conviction vers une vision commune

Nous sommes engagés, investis et impliqués dans notre mandat et nos collaborations pour favoriser le succès des entrepreneurs et de nos partenaires au Québec.

Agilité

Une valeur
Identité

Agilité — S'adapter aux situations futures à partir des apprentissages du passé.

Nous sommes flexibles grâce à notre capacité d'adaptation pour suivre le monde changeant des startups qu'on supporte et rectifier le tir quand les besoins évoluent.

Audace

Une valeur
Identité

Audace — Soyons à l'image de nos entrepreneurs.

Nous sommes des leaders et des acteurs de changement, nous osons prendre des risques et respecter ceux qui le font, même dans l'échec.

Fiabilité

Une valeur
Identité

Fiabilité — Les bottines suivent les babines.

Nous serons fiables parce que nous livrerons ce que nous promettons. C'est essentiel pour mériter la confiance de nos partenaires et entrepreneurs sans qui on ne peut réaliser notre mission.

Axes - v1

Dynamique Ax-C

Critères sélection - v1

Copy of Mission

Tableau des métriques

La vie d'une startup - Haut niveau

Dynamique avec Ax-C

Organigramme

Dynamique - Public cible et parties prenantes

Les parties prenantes prioritaires

Top Task - Complet

Top Task - Complet

Tâches des entrepreneur international
Basé sur international 15 entrevus utilisateurs.

Top task les plus votés lors du sondage

Top task les plus votés lors du sondage
♥ Expérience

Se déplacer dans les marchés visés pour rencontrer des prospects

Avoir une force de vente performante (embauche, recrutement, formation)

Trouver le 1er gros client qui crée un effet domino

Faire rayonner ma solution à l'étranger

Définir et valider ma stratégie go to market

MoScoW

Doit avoir Must-Have	Devrait avoir Should have	Pourrait avoir Could have	N'aura pas Will not have
• Se déplacer dans les marchés visés pour rencontrer des prospects • Avoir une force de vente performante (embauche, recrutement, formation) • Trouver le 1er gros client qui crée un effet domino • Faire rayonner ma solution à l'étranger • Définir et valider ma stratégie go to market			

Les personas - survol

Pre-startup (an 1-2) Early-stage (an 2-3) Growth (an 3-5) Jeune scaleup (an 5+)

Services par axe d'intervention

Pre-startup (an 1-2)

100% - Exportation 101
• Former les équipes des AIE
• Intégrer des ateliers aux programmes en cours
• Missions exploratoires (ex. Collision)
• Primo-adoptants

0% - Crédibilité sur le marché

0% - Accès au marché

Services par axe d'intervention

Early-stage (an 2-3)

60% - Exportation 101
• Définir/valider la stratégie go-to-market
• Former la force de vente existante (stratégie outbound appliquée, stratégie création de pipeline)
• Ajuster le produit au marché visé
• Expérience-client (mise en place d'un service support)
• Cours d'anglais?

15% - Crédibilité sur le marché
• Campagne de rayonnement
• Revue d'image de marque
• Stratégie inbound

25% - Accès au marché
• Appui financier aux déplacements
• Préparation aux rencontres clients (personnalisation)
• Ouverture de portes locales et internationales
• Calendrier événements
• Growth marketing

Services par axe d'intervention

Growth (an 3-5)

20% - Exportation 101
• Définir/valider la stratégie go-to-market.
• Stratégie création de pipeline
• Stratégie outbound appliquée
• Stratégie Inbound appliquée

30% - Crédibilité sur le marché
• Stratégie de rayonnement personnalisé
• Exposure (panels, médias...)

50% - Accès au marché
• Bâtir une force de vente (embauche, formation)
• Appui financier pour les déplacements et/ou financer un side event lors d'un salon
• Ouverture de portes
• Calendrier événements

Fondement identitaire
Manifeste
Proposition de valeur
Mission | Vision | Qui sommes-nous ? | Nos valeurs

Clients et parties prenantes
Diagramme Équipe / Produits v1 | Dynamique avec Ax-C
Critères de sélection - V1 | Nos secteurs clés
Tableau des métriques | Le parcours d'une startup - Haut niveau

Nos objectifs mesurables principaux
Indicateurs clés ↔ Rock Q1

Narratifs
Histoire de Startup Montréal à Québec Tech → Vision et priorités années 0

Contenue

Vue d'ensemble de l'écosystème - Niveau 1
Les parties prenantes prioritaires
Dynamique - Public cible et parties prenantes

Externe
L'organisation - Interne
Organigramme
Conseil d'administration
Organismes de référence

Conceptuel
Structure conceptuelle
⚡ Performance
💡 Rayonnement
☕ Commercialisation

Processus - relié aux startup
Processus QcT - Niveau 0
Processus de sélection - Niveau 1 | Candidature à Alumni + Produits - Niveau 1
1.0 - Processus de sélection - Niveau 2
Processus de sélection et critères pour QuébecTech - 1.2 à 1.4

Capacité — Ressources

Portfolio de marque

Produits et services
Accompagnement des Startup/Scaleup
Axes et produits

Tâches Startup
Tâches des entrepreneur international
MoScoW
Top task les plus votés lors du sondage (5)

Parcours Startup
Les personas - survol
Pre-startup (an
Early-stage (an
Growth (an 3-5)
Jeune scaleup

Canaux

&
friends

Merci !

Jean-Sébastien Daigle
Facilitateur, Designer & Gentleman

& friends

andfriends.ca

Enterprise Design Patterns

Jeu de société

Livres

Ateliers et conférences

Des outils