



**INTERSECTION  
GROUP**

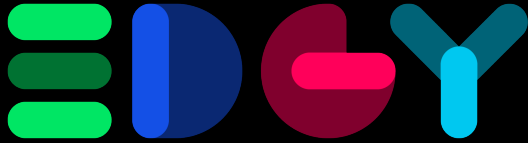
**StratEDGY –  
Informing strategic management  
decisions with EDGY**

**Daniel Gona**

**Webinar | April 23, 2026**



# Intersection Group is a **Non Profit Association**



## **EDGY: a language for Enterprise Design**

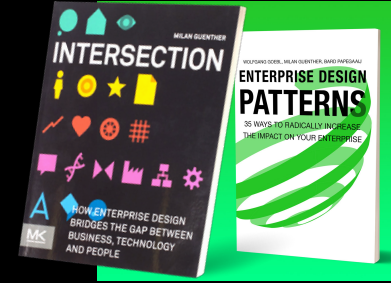
An open source language to tackle key enterprise challenges



**INTERSECTION 26**

## **Community and Events**

12th edition in Montréal, communities growing in



## **Learning offers and Publications**

Books, certifying courses, pen+paper and digital tools

LEARN  EDGY



**Language Foundations** – Certified Level 1  
Enterprise Design Facets and Enterprise Elements  
4 week online cohort starting **May 21, 2026**

Register at: [intersection.academy](https://intersection.academy)





# INTERSECTION 26

Conference | Montréal | October 7 – 9

## Beyond the Spark: Turning ideas into impactful enterprises

Our 12th edition, 1st in North America

3 days: conference & EDGY user day

Case Talks from large and small orgs

Workshops with experts and authors

100+ participants from 25+ countries



# check-in

*What is your knowledge of EDGY?*

*What is your enterprise profile (role and affinities)?*

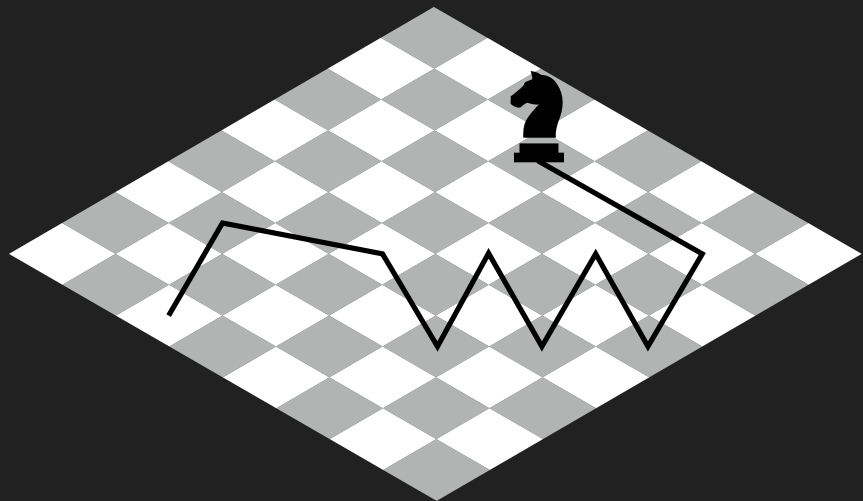


# MILANO INTERSECTION

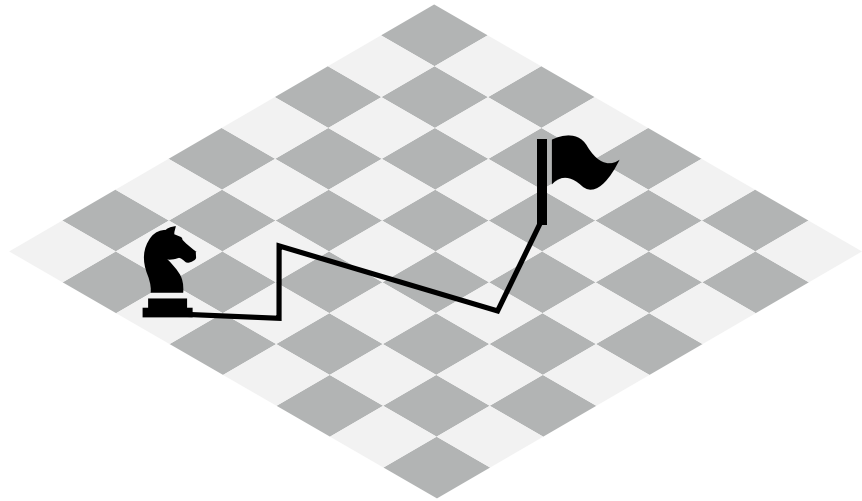


**foundations**

# emergent strategy



# deliberate strategy



# strategic management

▣ make informed decisions  
to achieve and sustain intended ○ outcomes.

# exploration

*What are your top tasks?*

*What are your main pains?*



# top tasks

define ● aspirations  
as foundation for strategic decisions

▶ formulate and communicate ■ choices  
to inspire and focus execution

▶ evaluate ○ outcomes  
and iterate ■ choices

# main pains

complexity and dynamics

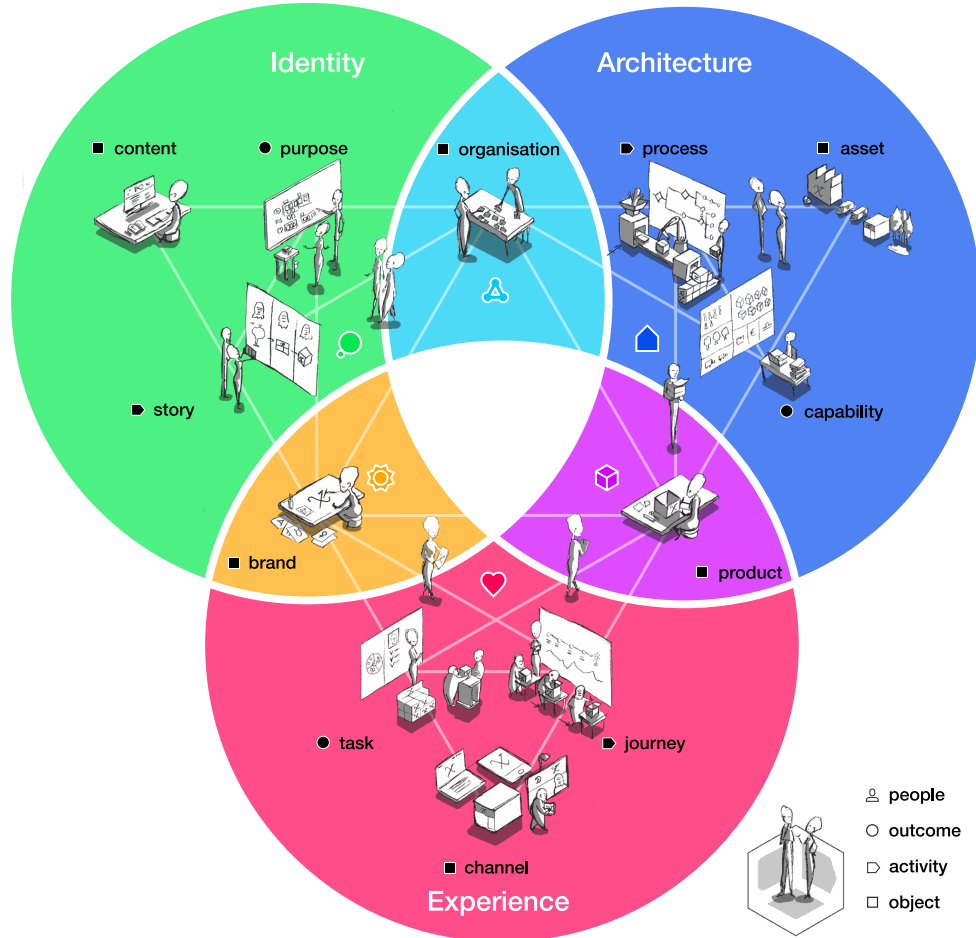
● dependencies and ■ dematerialisation

alignment gap

balancing ● tasks

execution gap

■ being lost in translation



enterprise.design



- close gaps with a connecting language**
- make better informed decisions**
- scenarios validated before implementing**

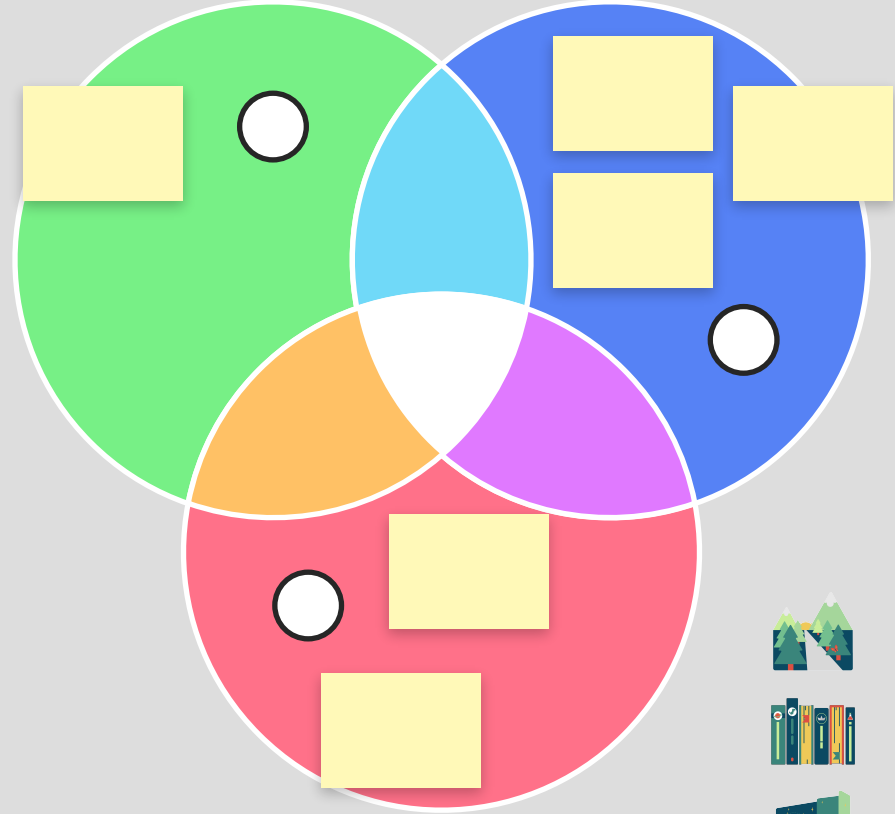
**an easy first step**

# shared aspiration

● motivating purpose (why)  
guiding your decisions

● benchmark tasks (what)  
what you are trying to solve

● distinctive capabilities (how)  
how you realise your decisions



**strategise with EDGY**

# make informed decisions



sweeten your life

energy

time

health

sociable

marketing

consumer insights

partner mmt.

purpose aligned

feedback loops

milk shakes

train station

vegan shakes

easy

chic

ube

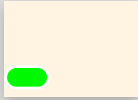
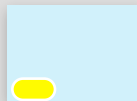
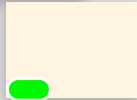
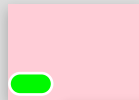
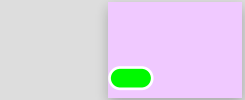
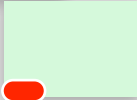
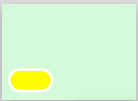
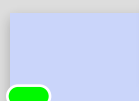
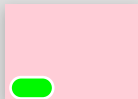
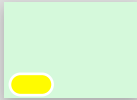
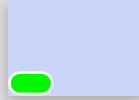
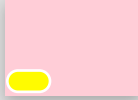
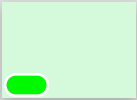
sciency

protein

loose coupling



# make informed decisions



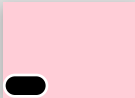
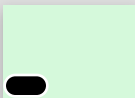
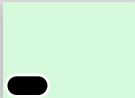
# achieve intended outcomes

now

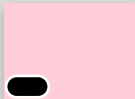
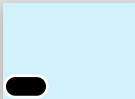
next

later

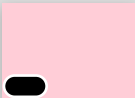
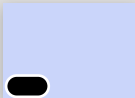
start



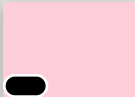
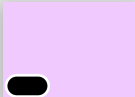
develop



sustain



retire



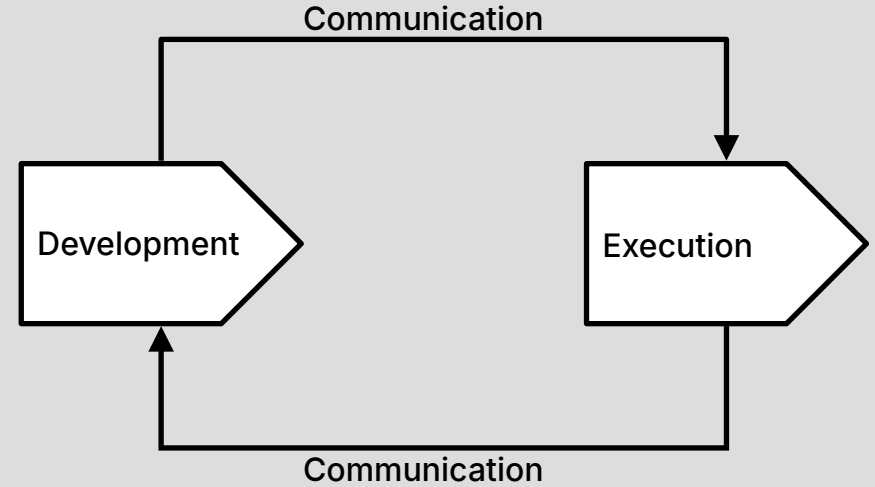
**deliver strategy sustainably**

# closing the loop

○ measure outcomes  
realising your decisions

▶ share stories  
guiding your decisions

👤 ■ balance capacity  
sustaining your enterprise



# closing remarks

*How would you make strategy accessible with EDGY?*



# Let's build your StratEDGY!



[calendly.com/danielgona](https://calendly.com/danielgona)

