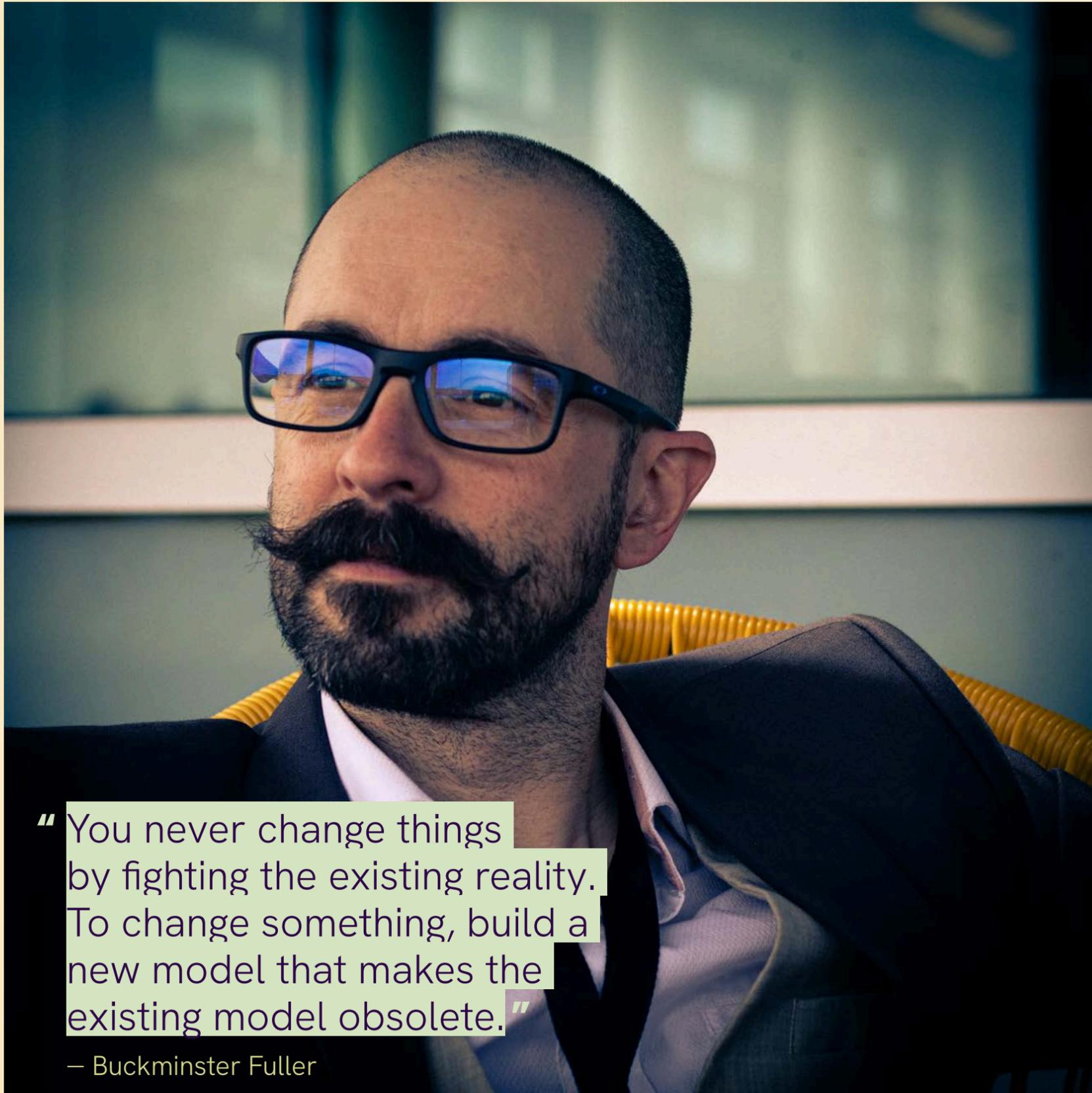


People Have Affinities — And so do Enterprises

Webinar

March 26, 2026



“ You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

— Buckminster Fuller



Jean-Sébastien Daigle

Facilitator
Designer
Strategist
Speaker
Gentleman

While I specialize in business design, my background spans UX, branding, and print. Even as a kid, I was always deconstructing computers and experimenting with software and code.

This mix of curiosity and variety led me to one clear conclusion: I'll never fit in a box.

And that's a good thing. Today, I'm a facilitator—someone who makes projects happen by bridging strategy, IT, and user experience. I can make your project better, faster, and safer.

Whether you need an expert, a mentor, or just a helpful partner—I'm here for it.



How we triangulate to succeed



There's no silver bullet for success. The best way to de-risk a project is to combine the right approaches to move things forward. That's where we come in.

- ➔ *People need alignment — and mutual understanding.*
- & *They need the space to think independently and contribute as experts.*
- & *And by the time we step out, they should be informed, empowered, and self-sufficient.*





With them, we've made...



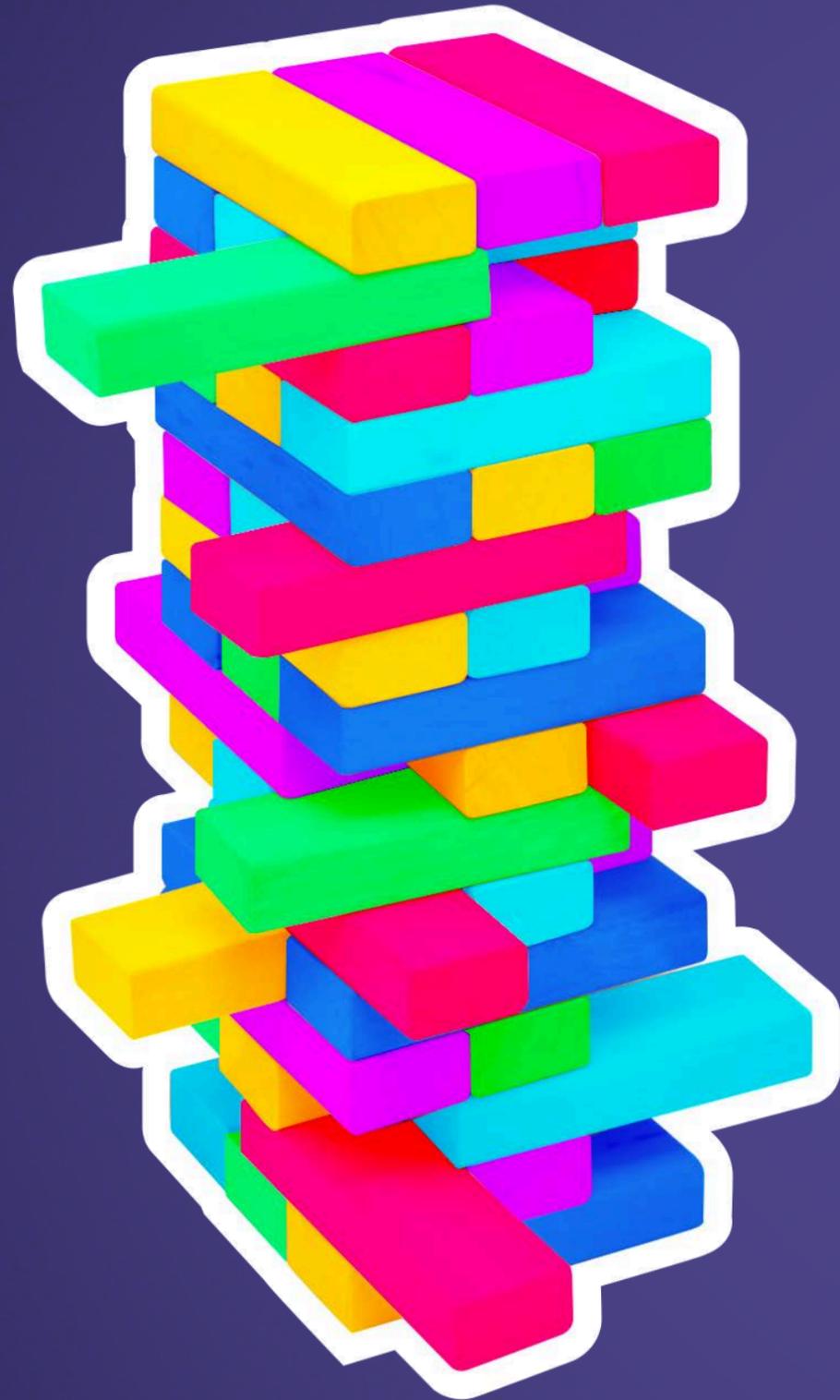
- Strategies & Sprints
- & Digital Product & Dashboard
- & Expositions & Audits
- & Prototypes & User Research
- & Digital transformation
- & Custom workshop & so on...





*What are these
affinities...*

And where are they coming from?



The Ivory Jenga Tower of Babel

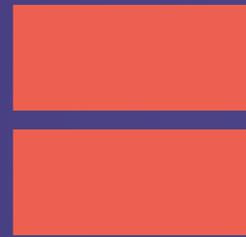
***Jenga tower:** when you change something, everything can fall apart.*

***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.*



Communication



Effectiveness

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

The Mental Model – Facets and Intersections



Organisation

A group of people working together.

Identity

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

Architecture

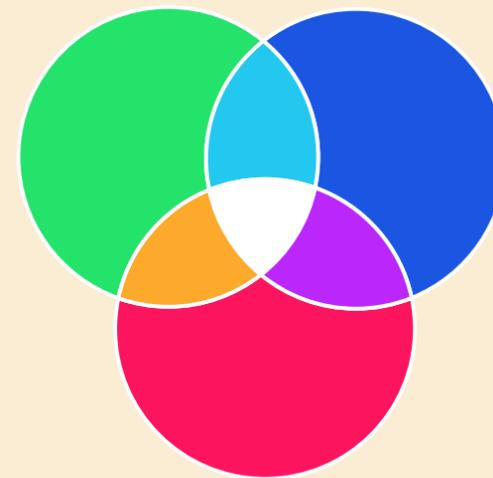
The structures needed to run a company and connect it to its ecosystem.

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

There are stereotypes.

Take it with a grain of salt.



**We need to better
train our employees!**

Chief Human Resources Officer

**We should
rethink our WHY!**

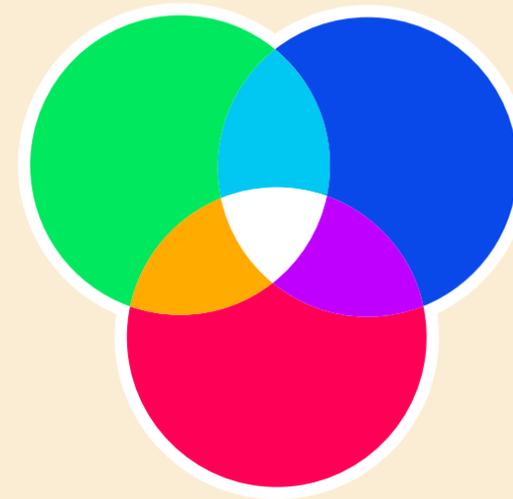
Chief Executive Officer

**We need to optimize our
IT infrastructure!**

Chief Information Officer

**Let's focus on a new market
and adapt our brand!**

Chief Brand Officer



**We focus on features
requested by our clients!**

Chief Product Officer

**We need to
become user-centric!**

Chief Experience Officer

There are stereotypes.

Take it with a grain of salt.



Process-driven,
internal focus

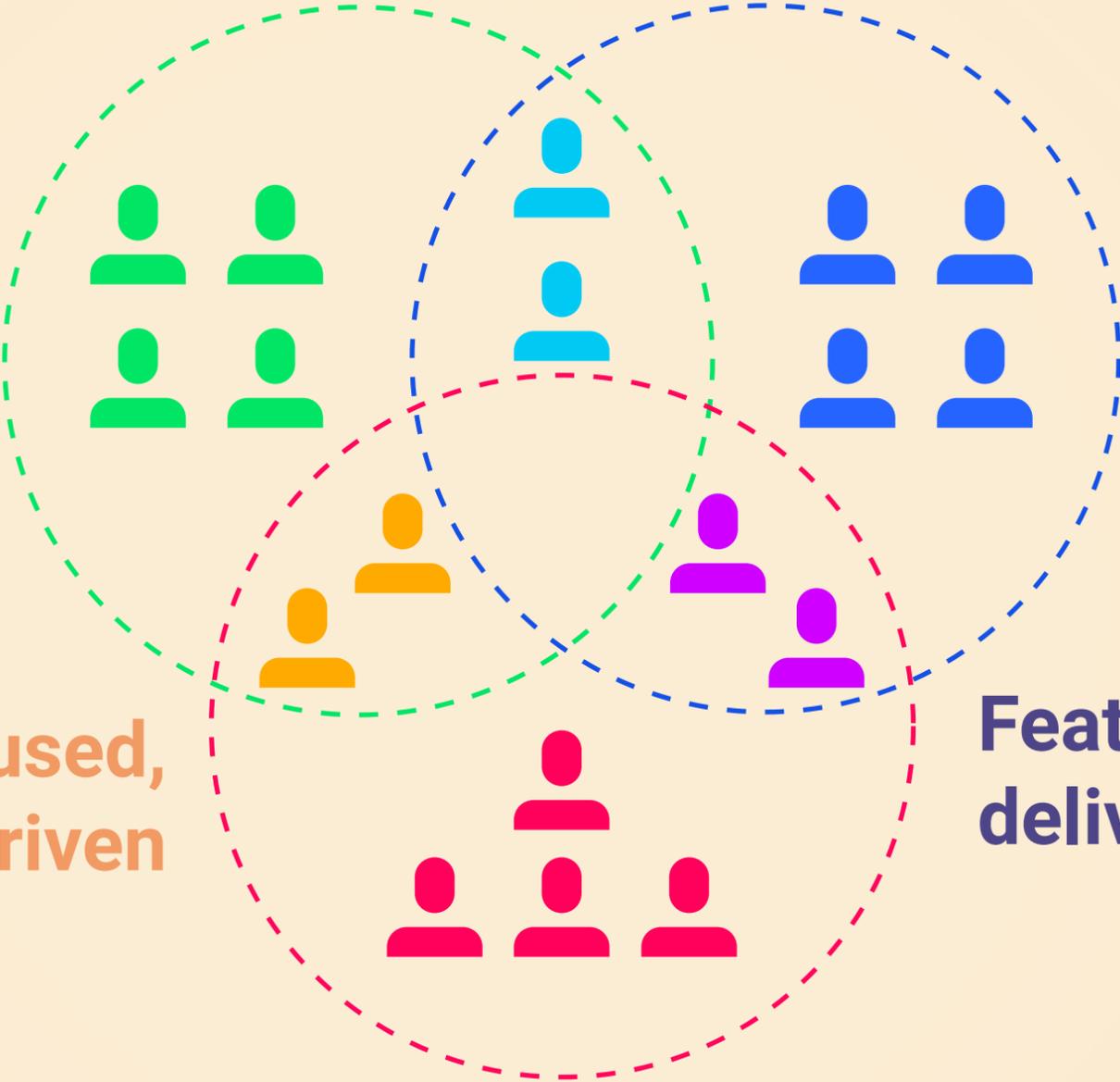
Protective, political,
slow to change

Technical and
sometimes rigid

Image-focused,
narrative-driven

Feature-focused,
delivery-driven

Emotional, user-first,
sometimes idealistic





*Where there are stereotypes,
there are patterns.*

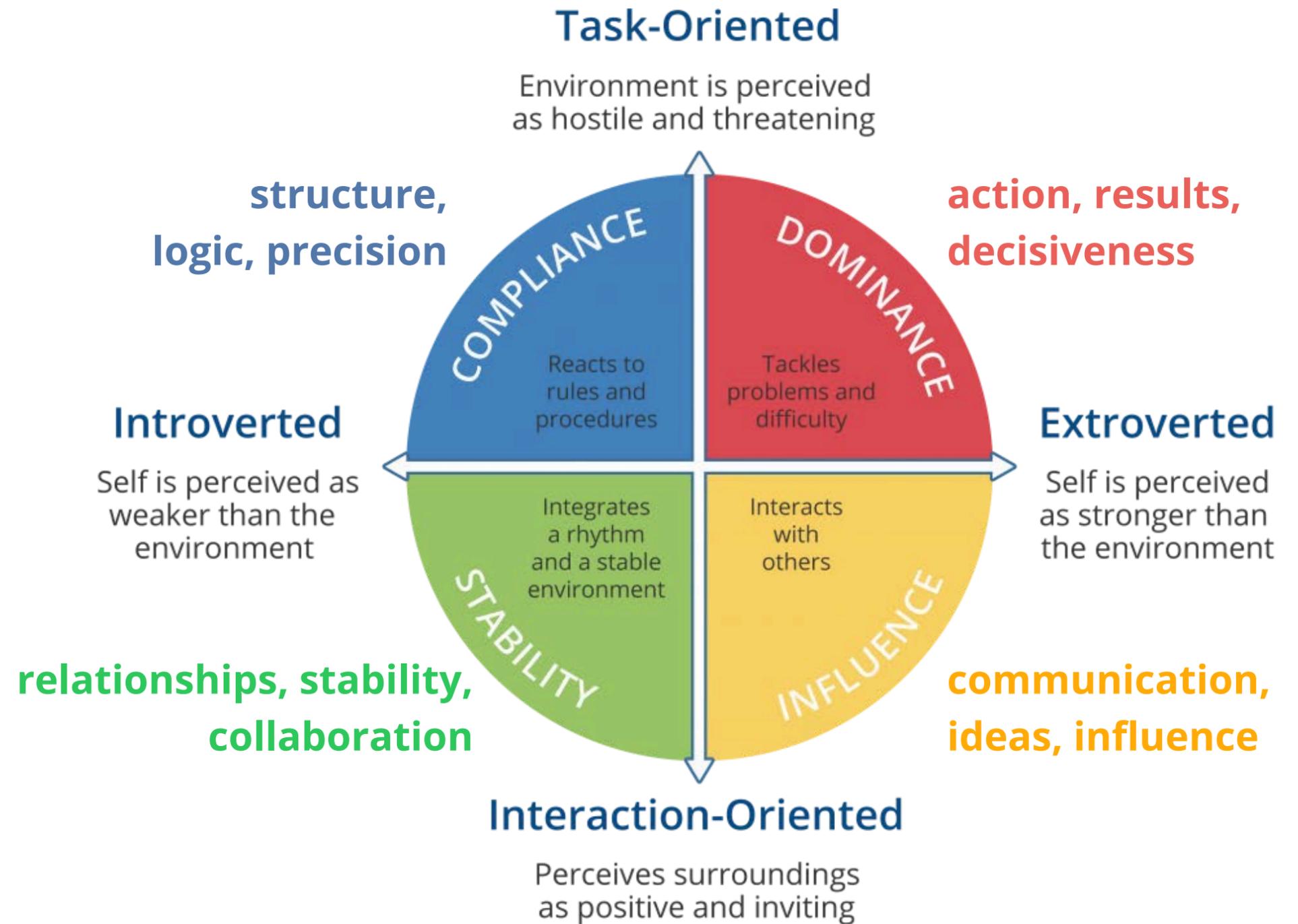
*Where there are patterns,
there is human behavior.*



What already exists

Nova Profile

It helps understand **how people prefer to behave, communicate, and make decisions** at work.

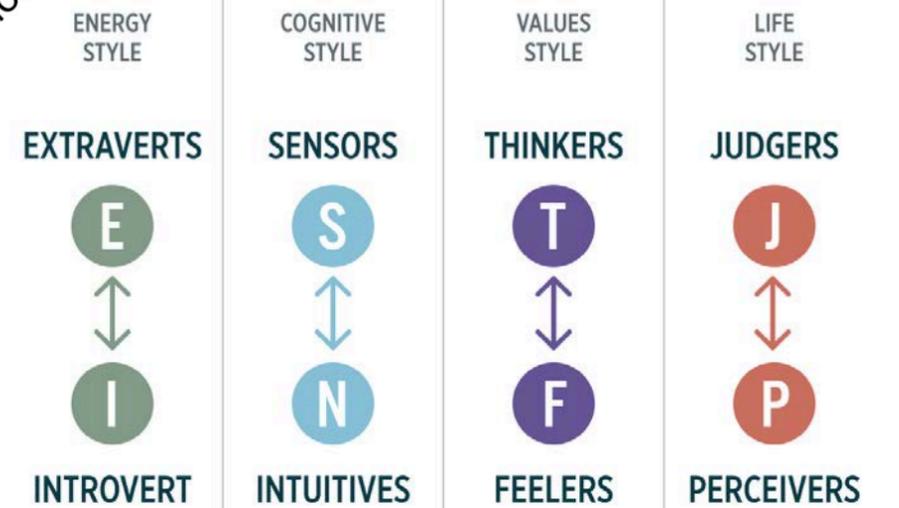
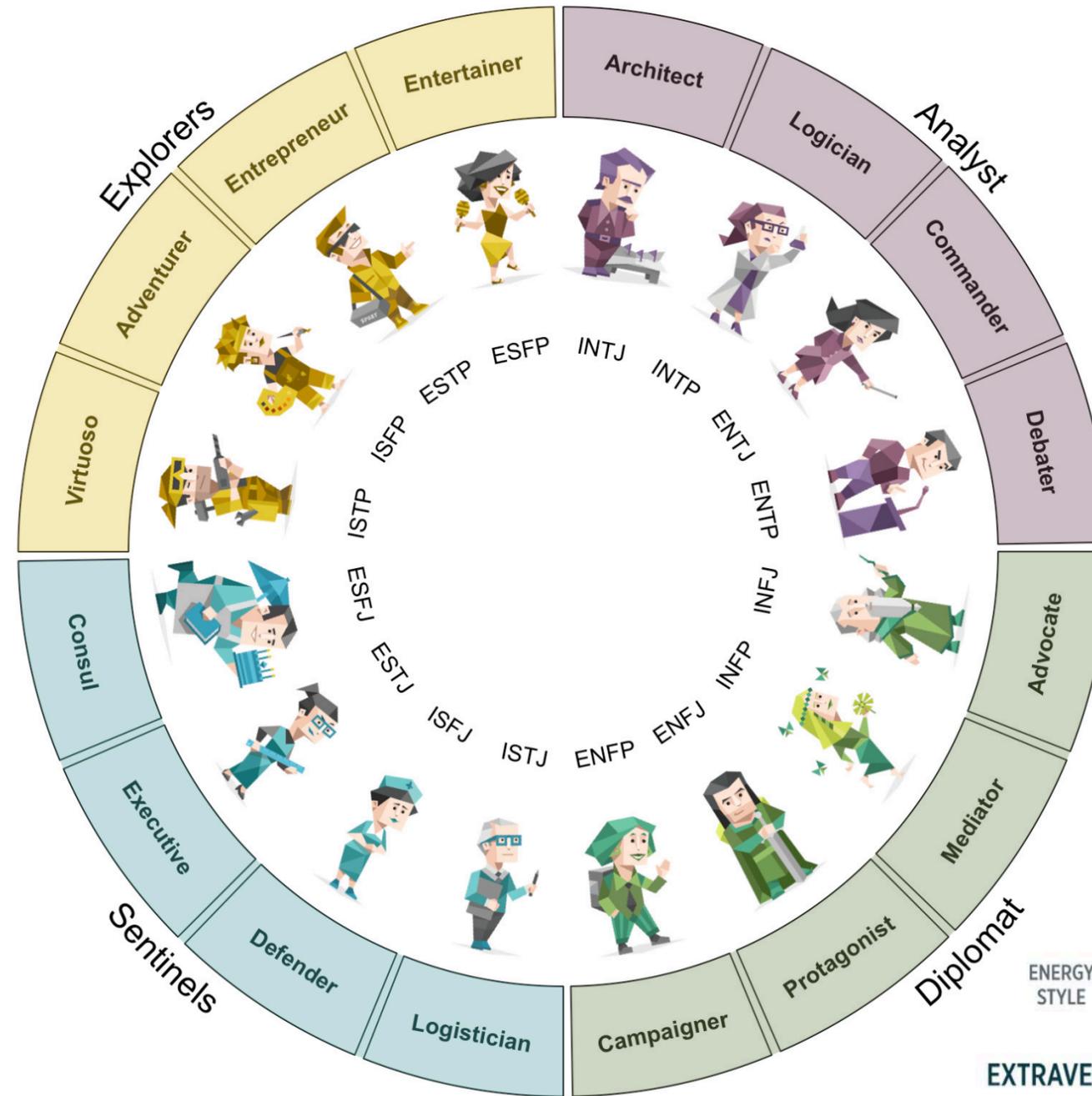


Myers-Briggs

The **Myers-Briggs Type Indicator (MBTI)** is a **personality assessment tool** that categorizes people into **16 personality types** based on how they:

- perceive the world
- make decisions
- interact with others

<https://www.16personalities.com>





All models are
wrong.
Some are useful.

Let's see if EDGY is a useful model in that context.

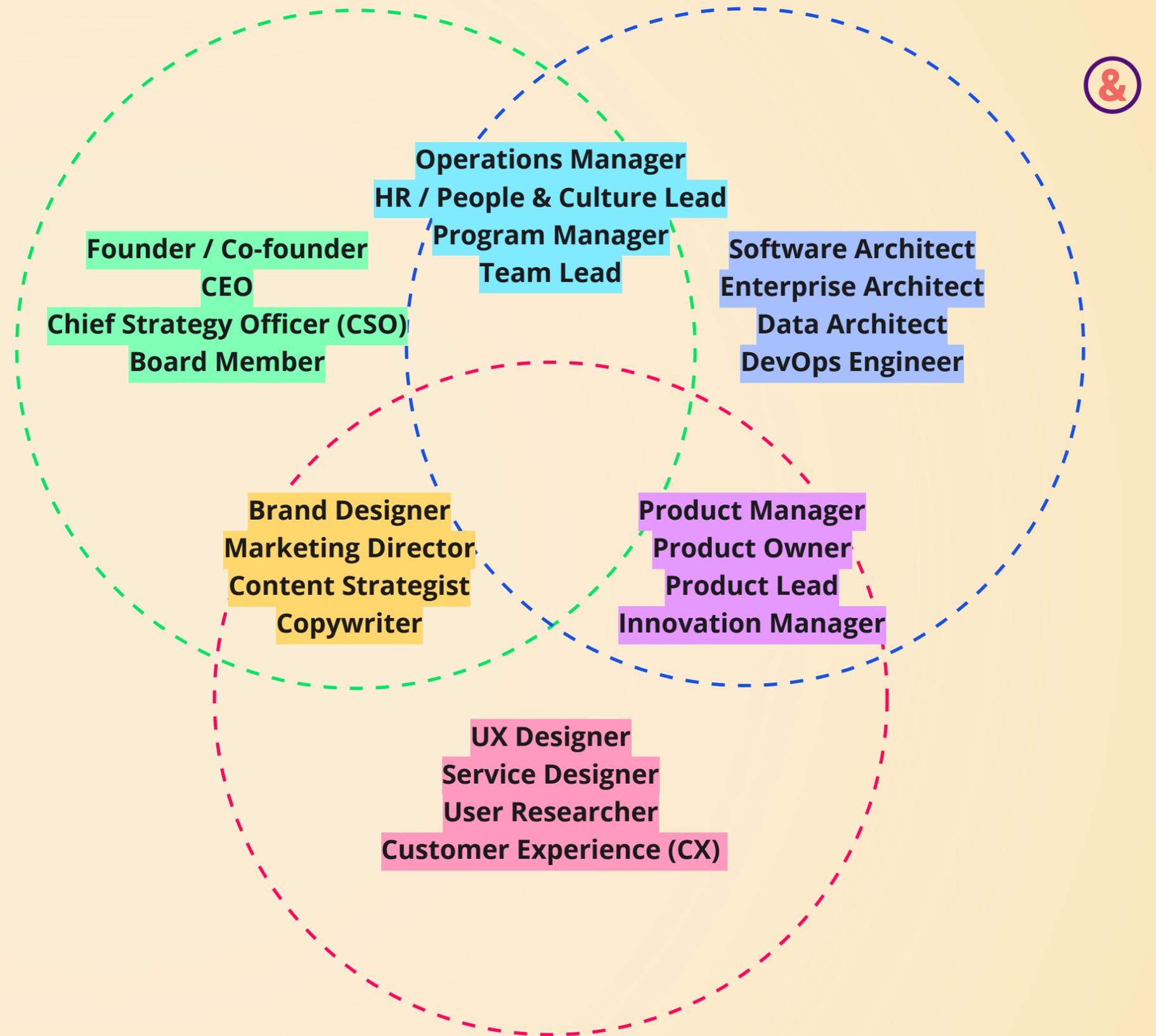




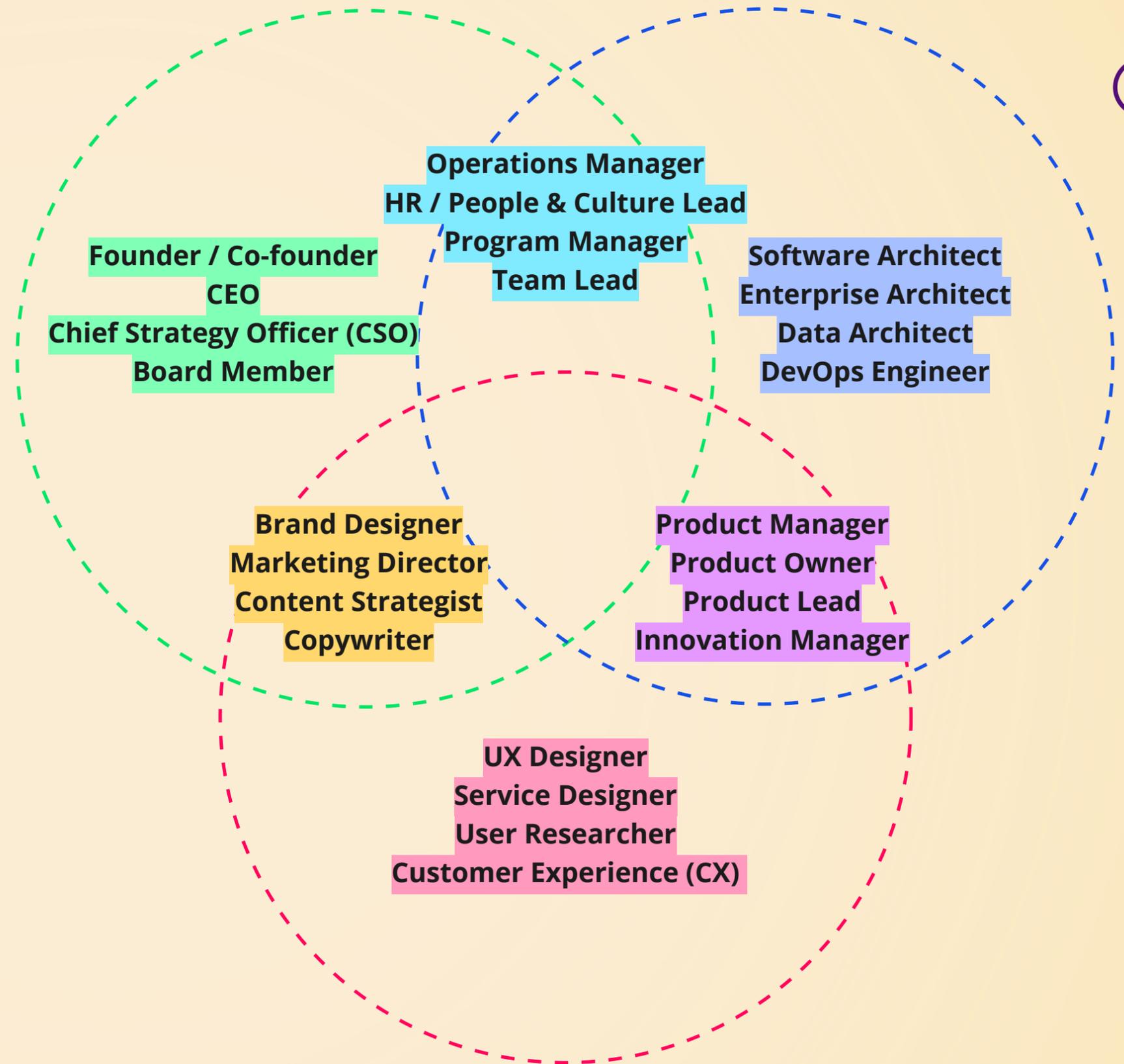
*What are people's
affinities?*

What are people's affinities?

People affinities refer to the **natural inclinations, strengths, and preferences** individuals have **toward specific aspects of an organization.**



What are people's affinities?



**These are
the roles we play.
Not our affinities.**

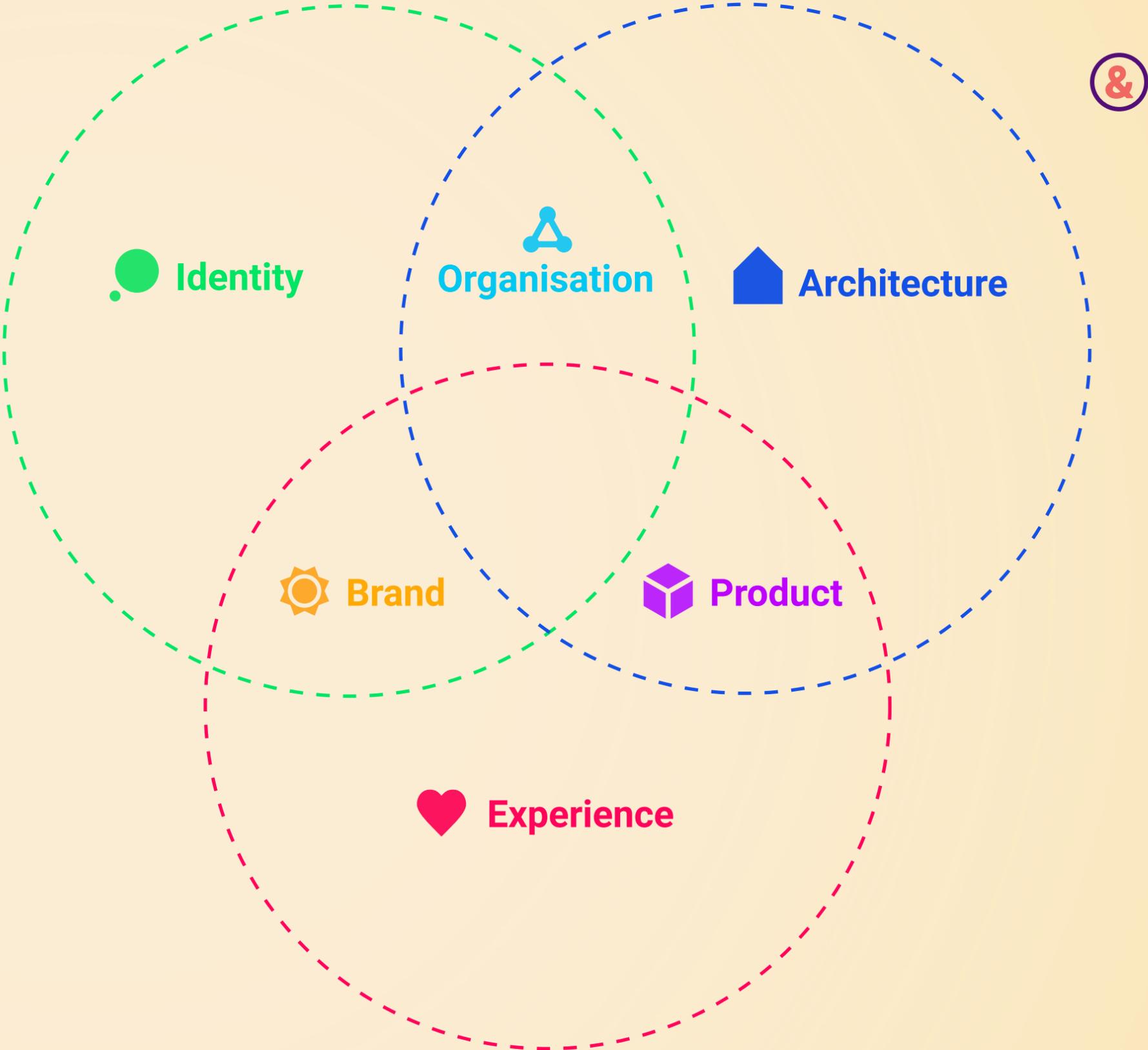
My story, our stories

Finding your affinity



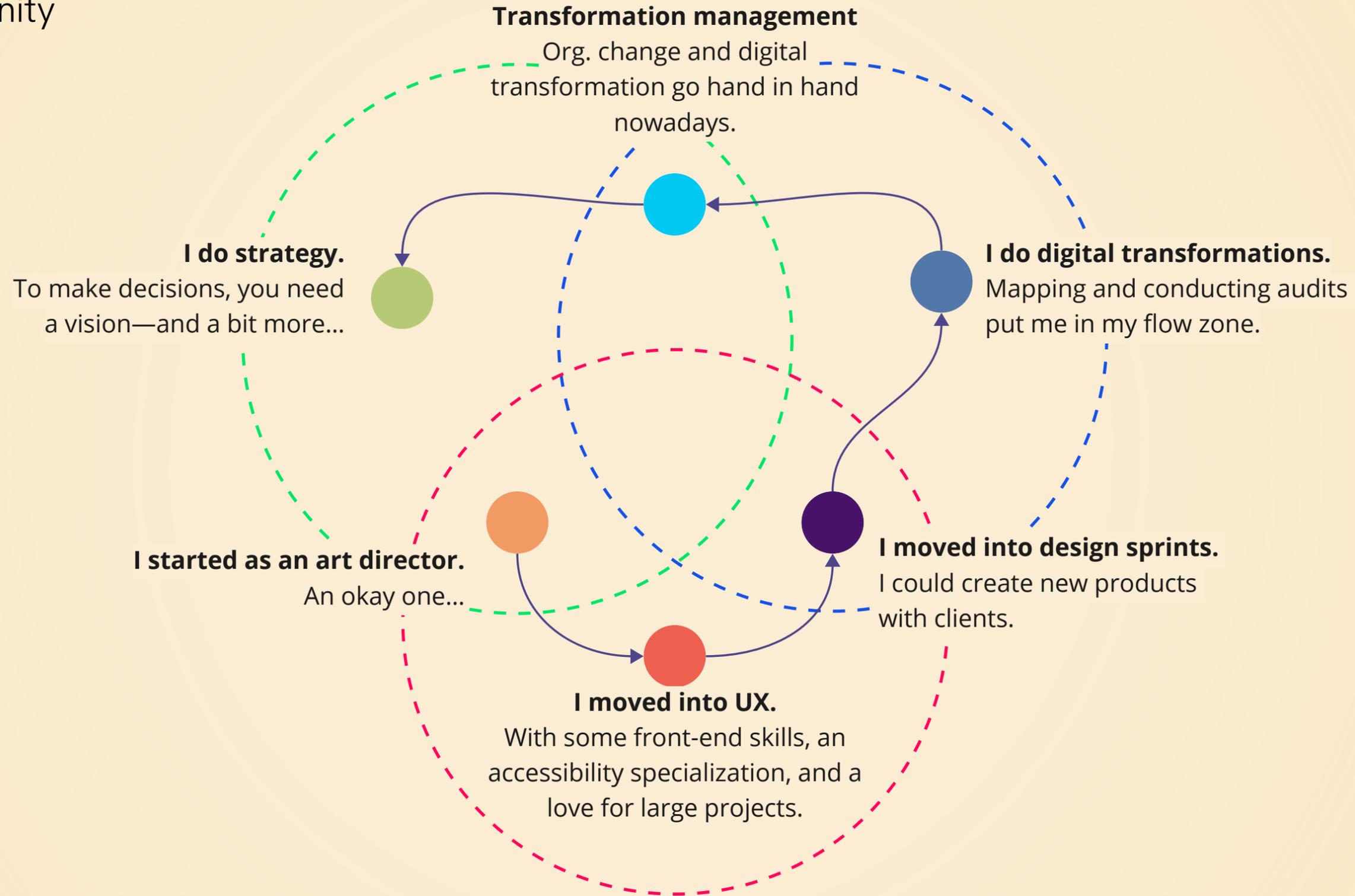
So where do I/you belong in this model?

- Am I my role?
- Am I what I studied?
- Can I be in multiple places?
- Can I be at the center?



My story, our stories

Finding your affinity



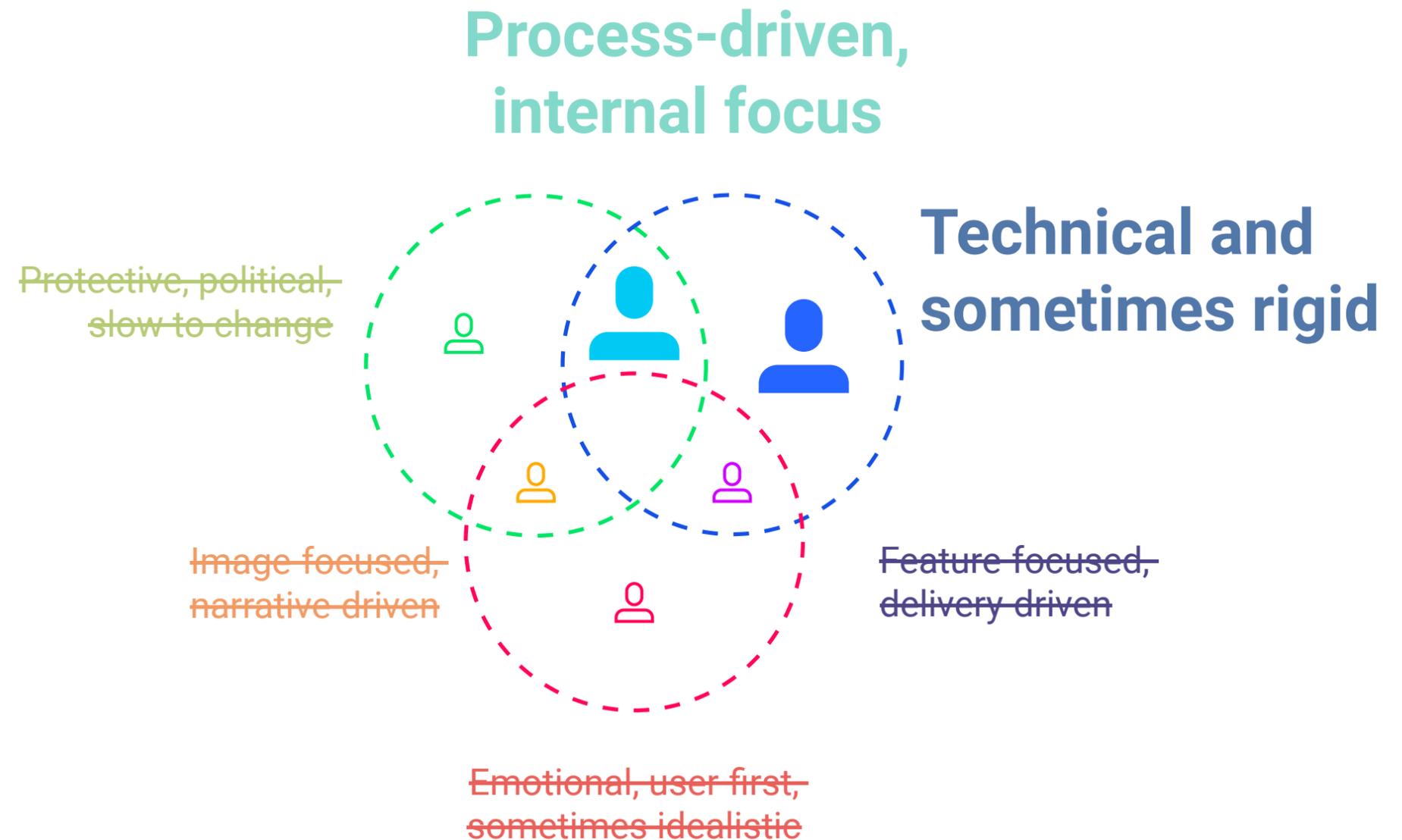


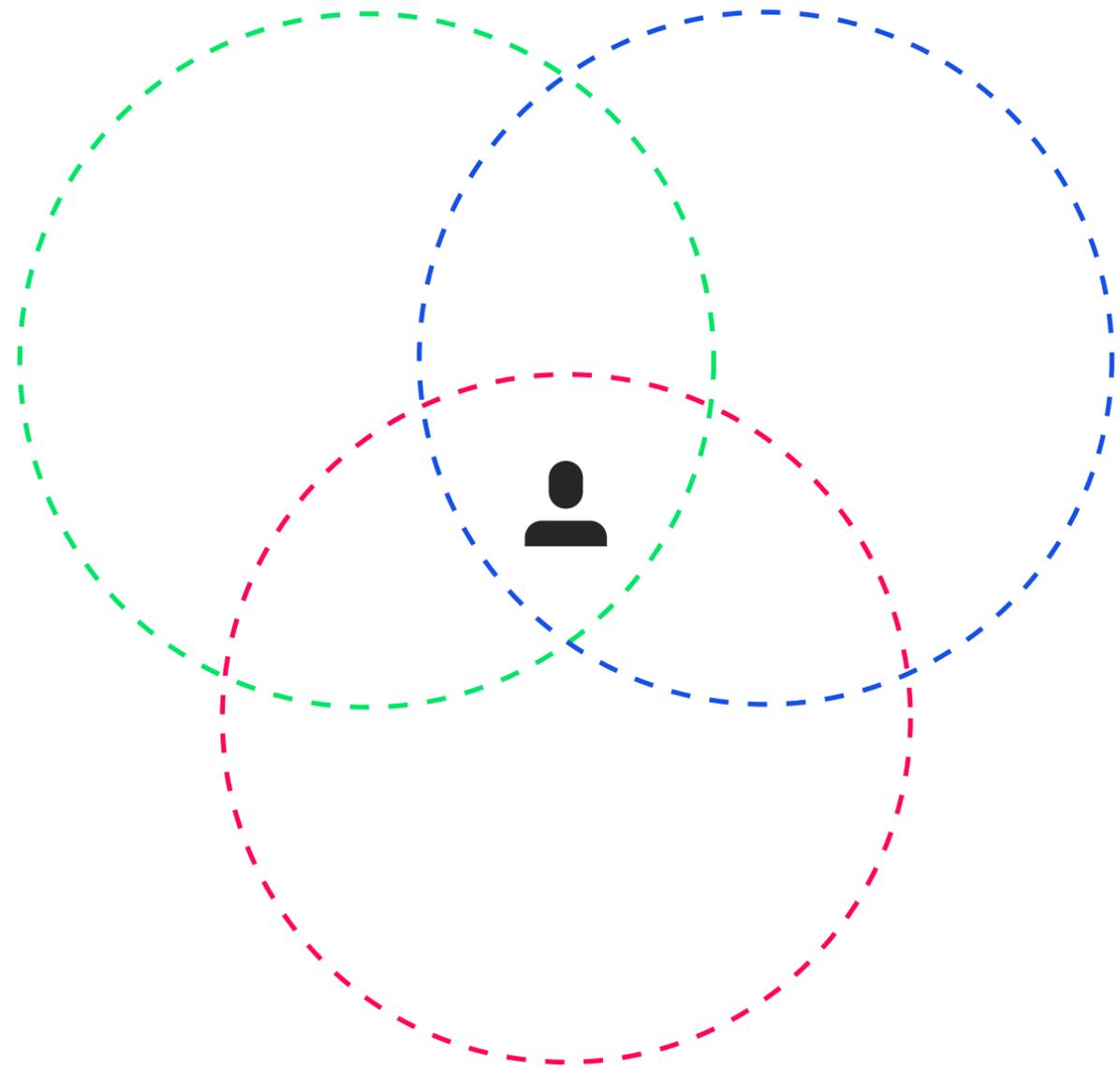
Behaviors > Roles

My behaviours

Making sense of complexity

- Mapping
- Audits
- Large systems
- Enterprise-level thinking





We can never truly sit in the middle, but strong enterprise designers bring experience across multiple areas.

Still, as an enterprise designer, you should aim for the middle ground.

The weird part...



To designers, **I'm not a designer anymore.**
To architects, **I will never truly be an architect.**

It's like changing countries...
I'm a citizen, but I'm from elsewhere.
I have a different culture...



**Having a role outside
your affinity may be an
advantage.**



**I'm fine
being weird
to my peers.**



*What are enterprise
affinities?*

What are enterprise affinities?

Enterprise affinities refer to the **core elements** that fundamentally **define an organization** and **shape its competitive strategy**



What are enterprise affinities?



What if...

Patagonia change its environmentally friendly approach for a growth-at-all-costs strategy?

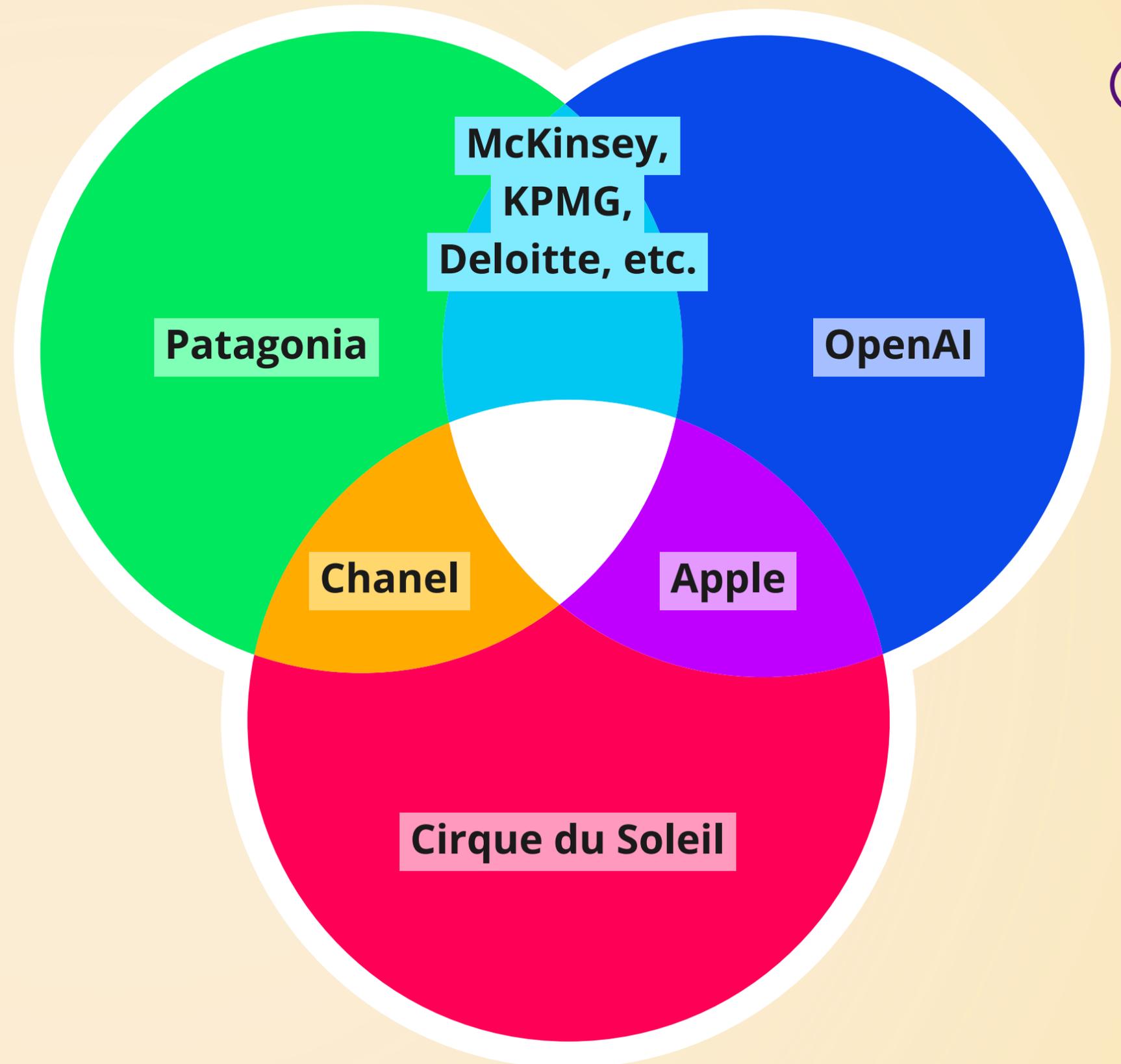
McKinsey, KPMG, and Deloitte stop selling consulting and start offering a new SaaS product?

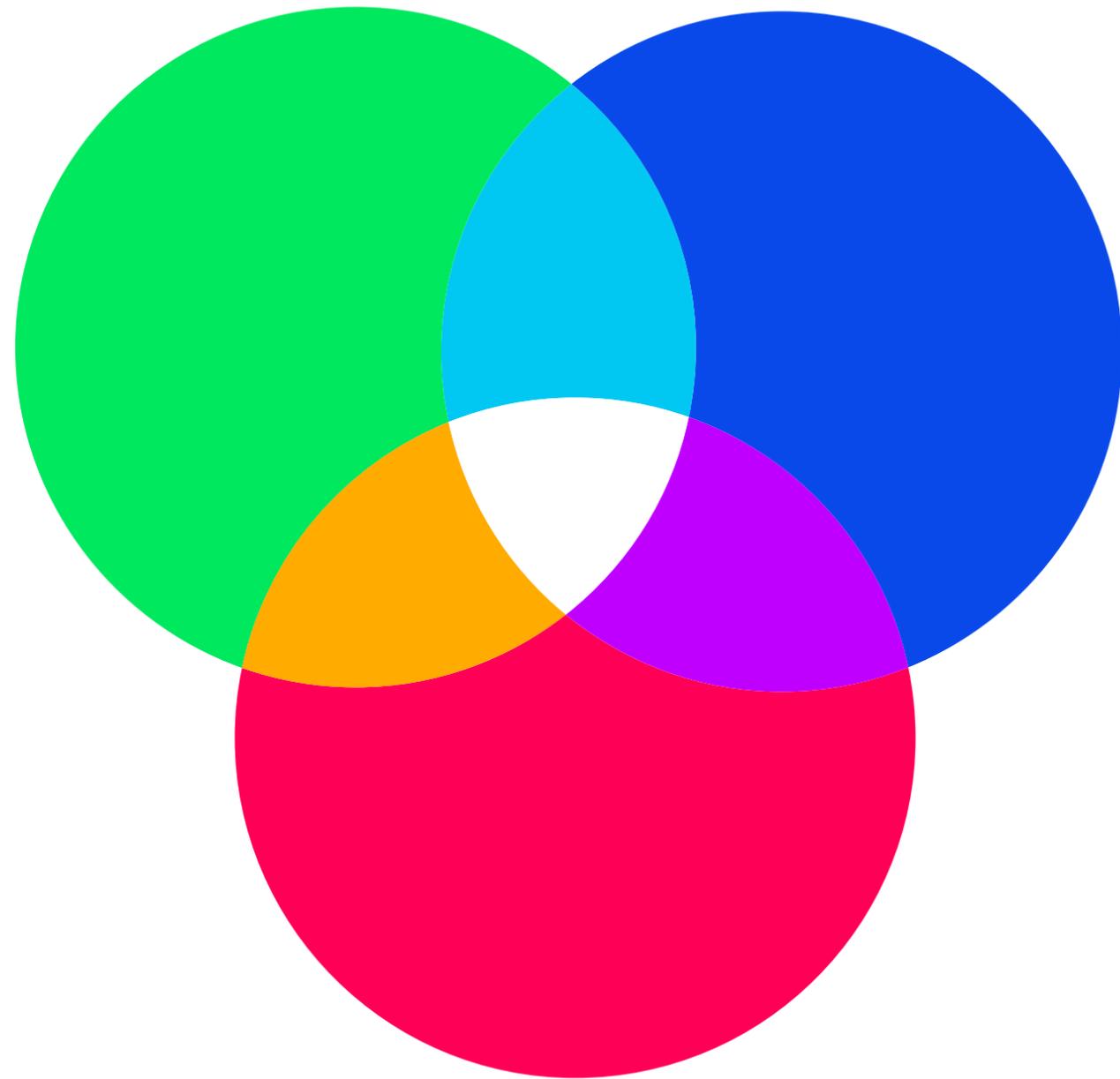
OpenAI stop working on AI and start focusing on mental health and human connection?

Chanel change its logo?

Apple start making washing machines like Samsung?

Cirque du Soleil stop doing live performances and focus on selling merchandise?





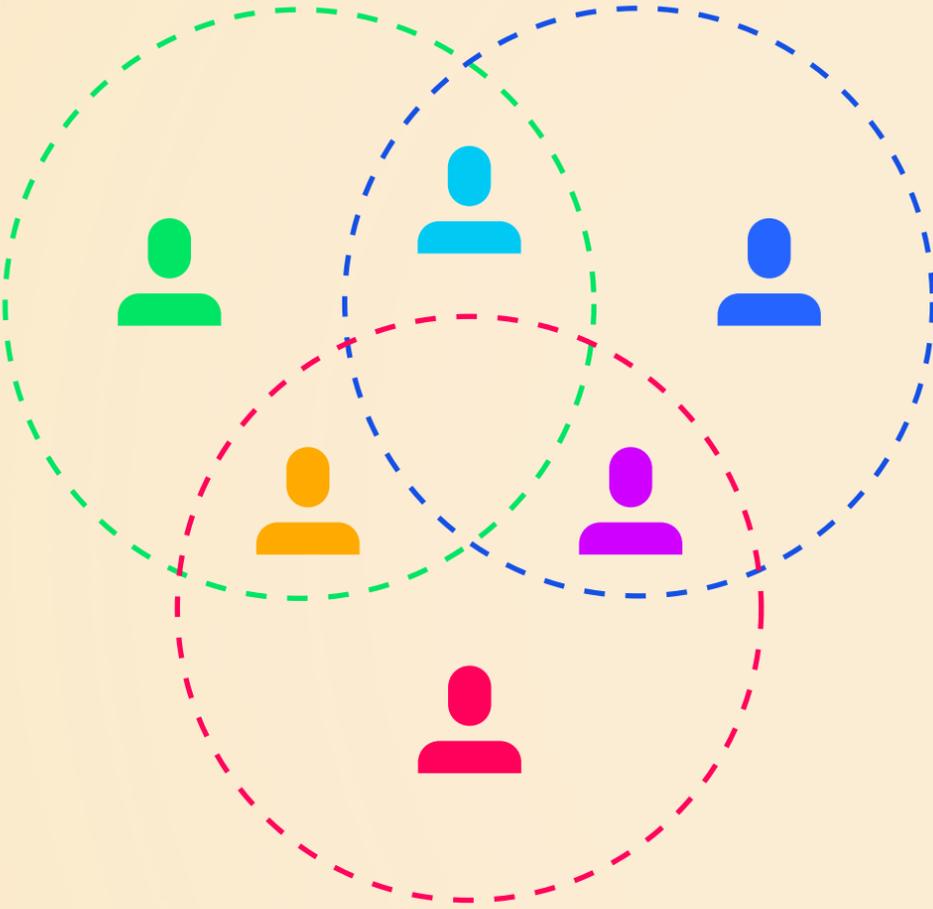
Just like people,
enterprises can
change over time.
The are contexts
that forces them to
change...

...or die (Kodak, Blockbuster, BlackBerry,
Toys "R" Us, and many more).



How does it all connect?

How does it all connect?



How people behave



How enterprise behave

How does it all connect?



To make an enterprise truly successful, **people need to know themselves** and understand whether they are **core to the enterprise or in a support role.**

It's a team effort. Not everybody can be Gretzky, Ronaldo, or Tom Brady.



All of this is about

Self-awareness

Effectiveness

Fulfillment

Happiness



Is it science?



NO

But it's been useful so far.

Qualitative

**So far, these are
documented
observations.**

Quantitative

**One day, it will be
quantified...**

... eventually.



So... what are
your affinities?



Personal and enterprise.

&friends

Thank you!
Merci !



Js Daigle
Qc+Mtl



E. Letarte
Mtl+Paris

Book us for a



Coffee



Happy Hour



Virtual meeting

bonjour@andfriends.ca

99