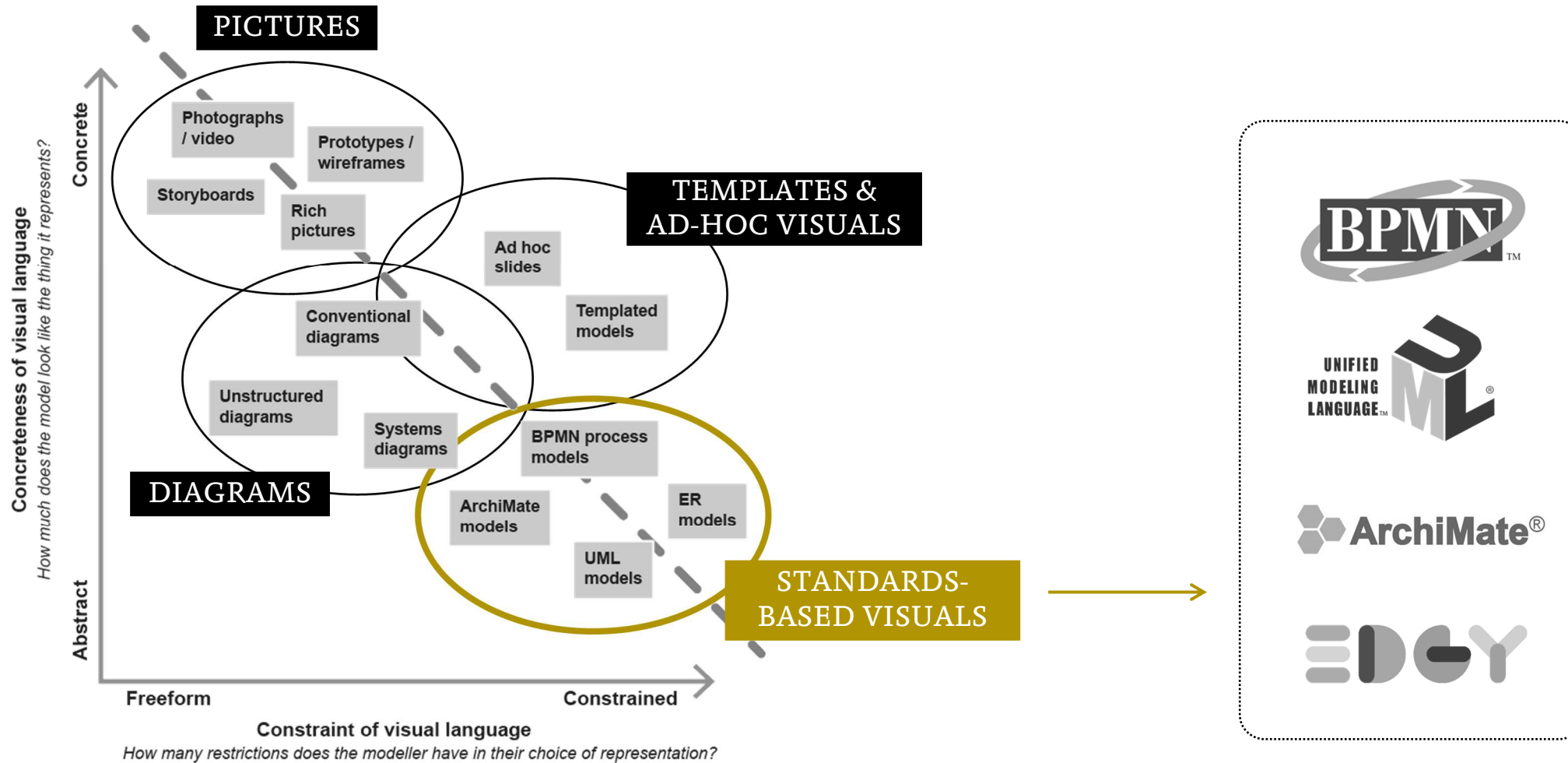


Designing Shared Understanding Across Complex Change

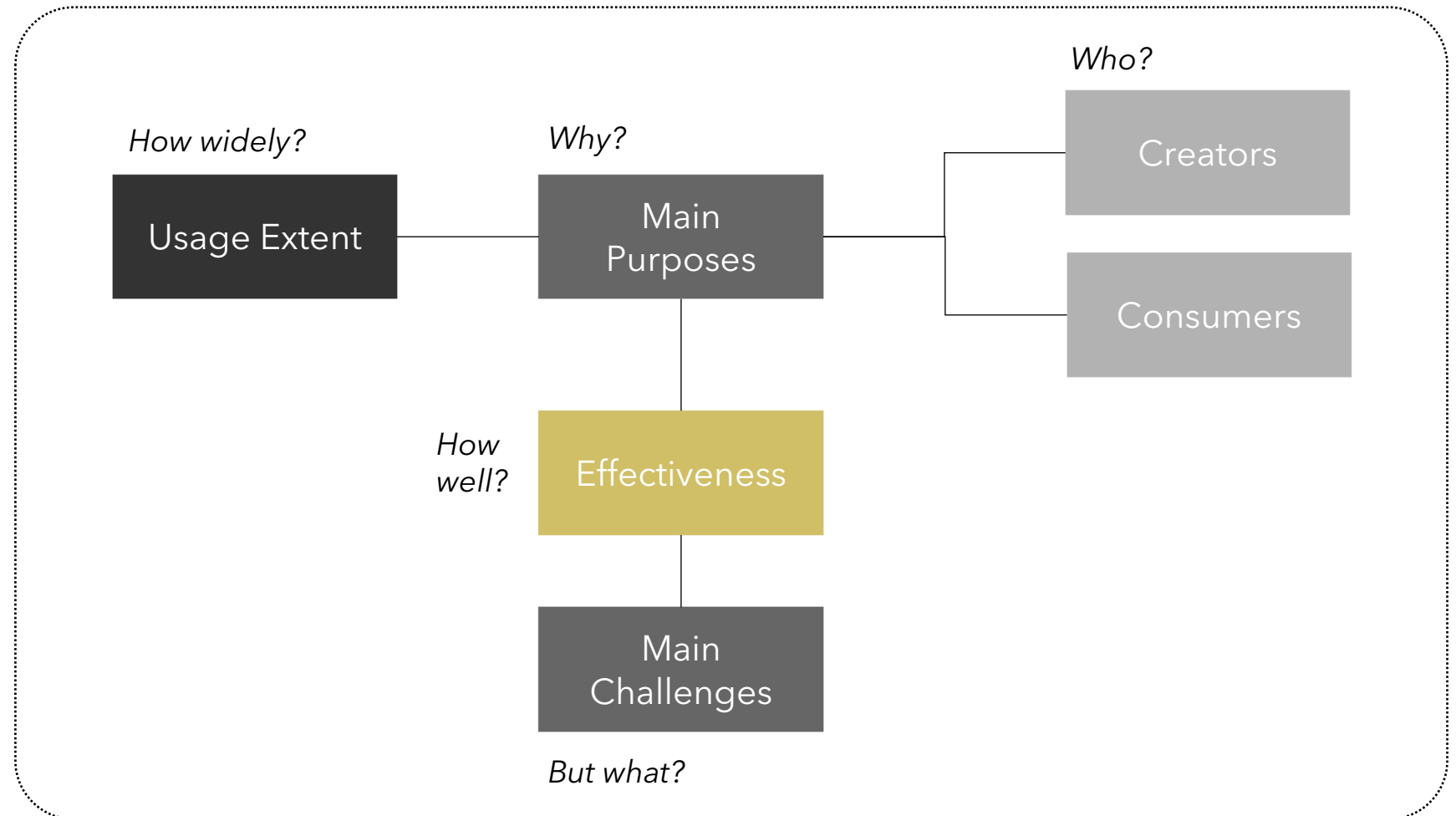
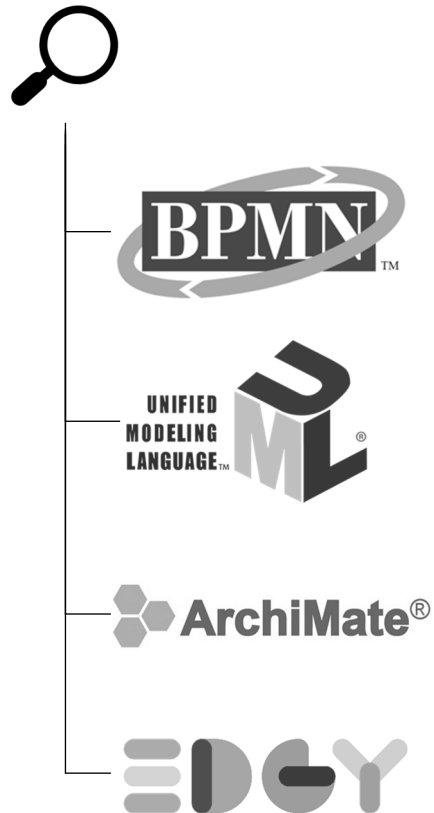
Virtual Pre-Conference Session | Intersection 26

 > Dr. Daniel Simon

 > 16 September 2026



Source: Visualising Business Transformation [Whelan & Whitla]



Who?



People

- Highest adoption by **architects** and CX / service **designers**
- Only language with **business executives** among the top consumers
- Higher overall **breadth** / variety of users than other languages

Why?



Tasks

- Focus on **communication** and **collaboration** as major rationales for use
 - "Facilitate communication between people about a certain topic at hand"
 - "Facilitate collaboration between people from different disciplines in the organization"

But what?

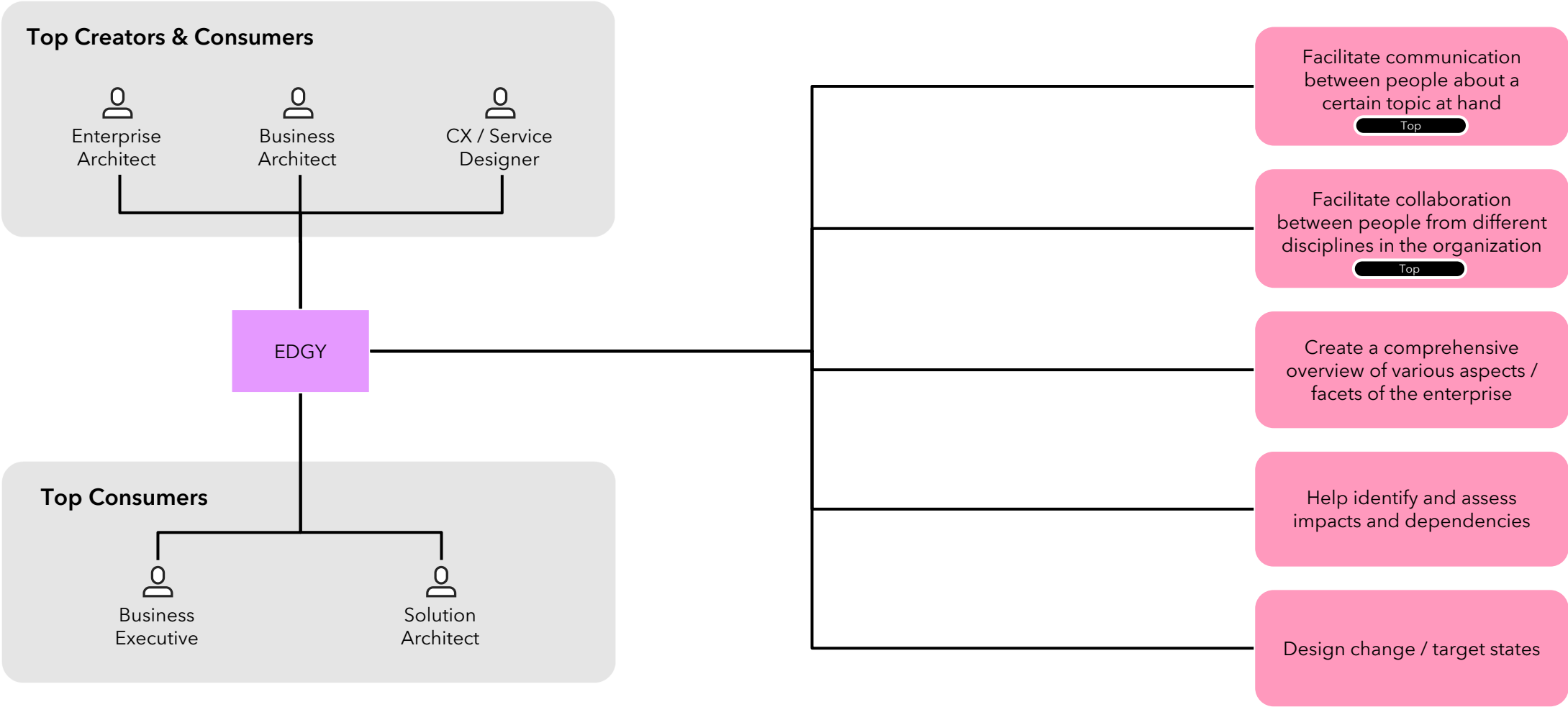


Issues

- A **limited understanding** of the needs and benefits of adoption faced in organizations
- Lack of available tool support in organizations
- **Complexity not a major issue** (unlike with other languages)

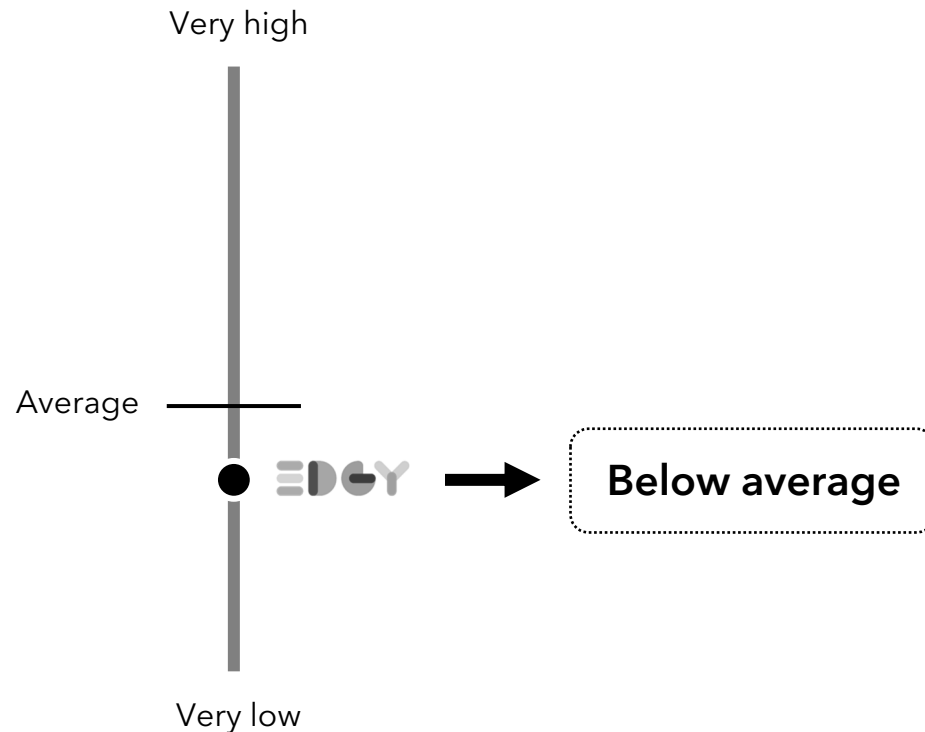
Survey Results

... Which Can in Turn Be Well Described in EDGY ☺

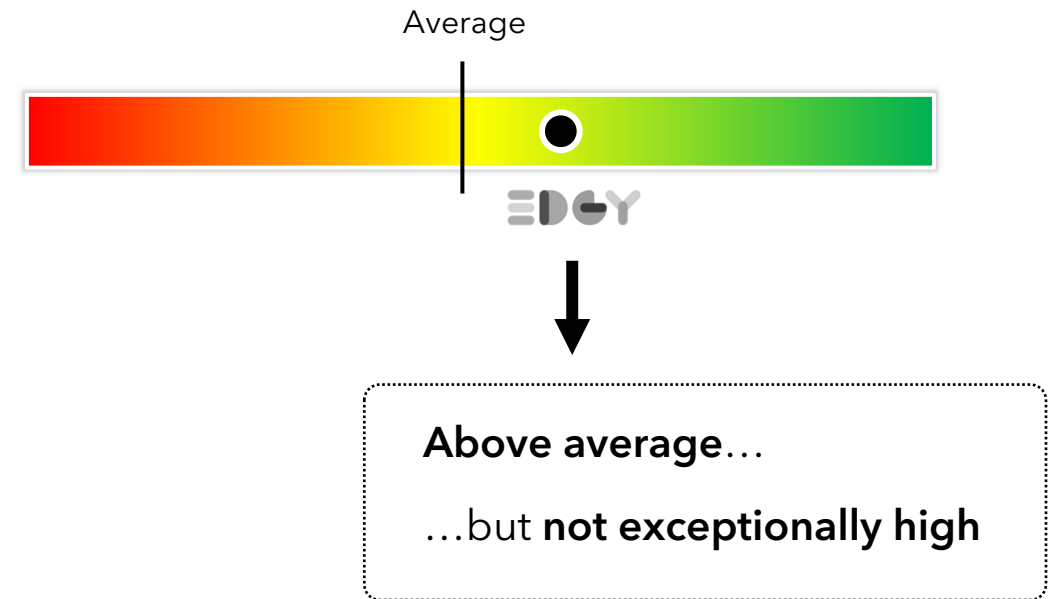




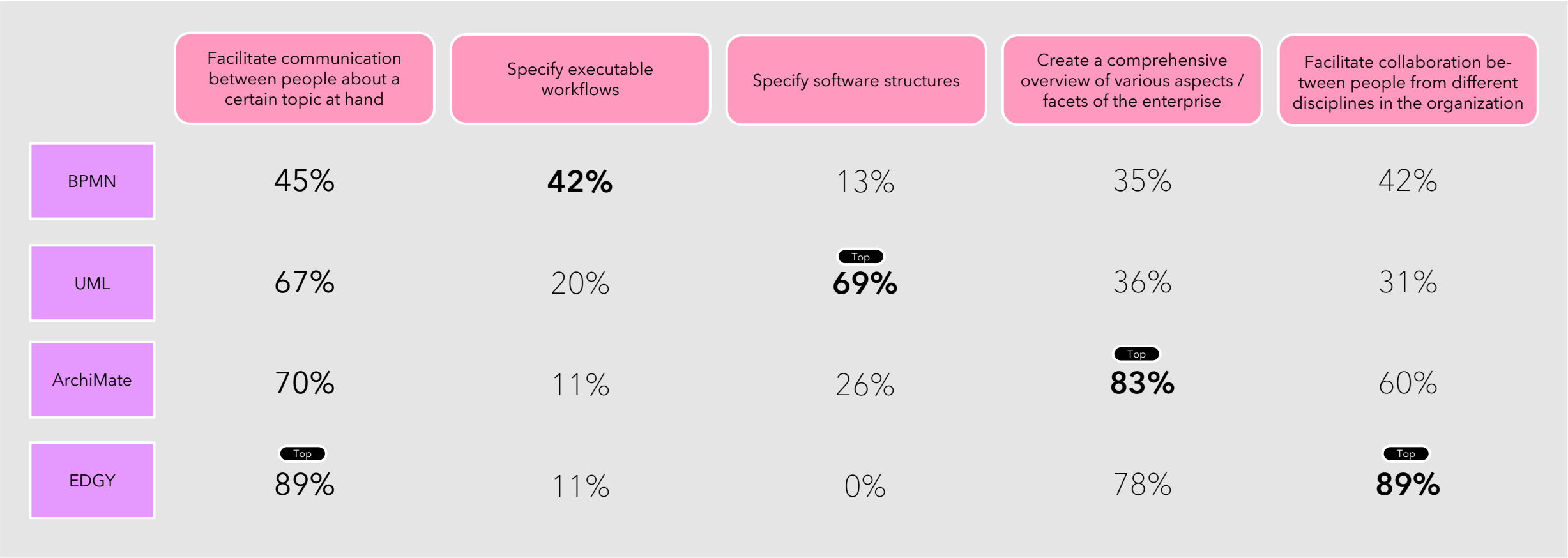
Usage Extent



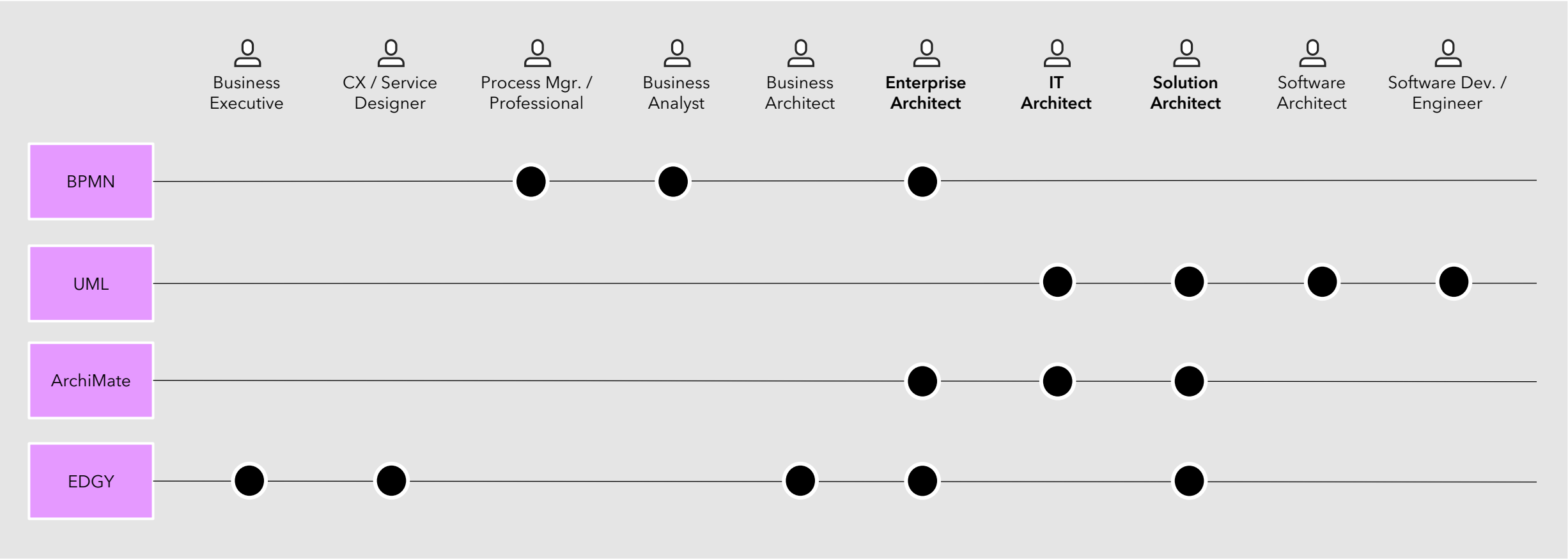
Effectiveness



Selected Rationales and Their Relevance per Language

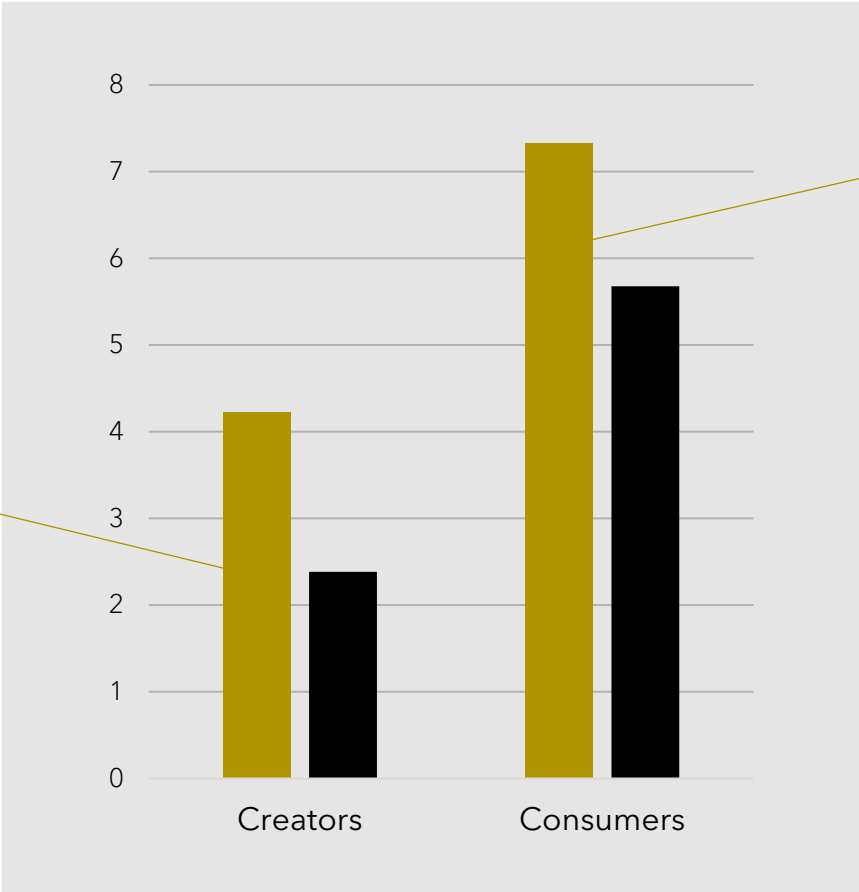


Top Three Consumers per Language (more than three where third position is shared due to the same number of mentions)



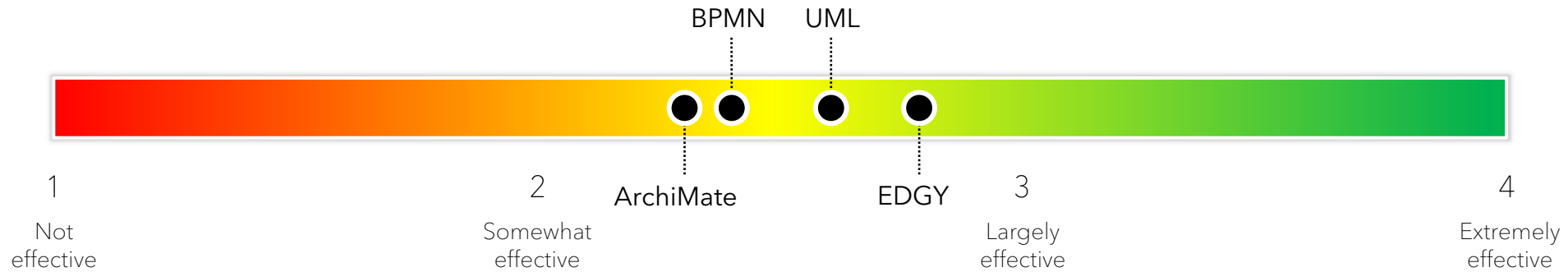
Average Number of Roles Using EDGY vs. Others

- 1. Enterprise Architect
- 2. Business Architect
- 3. CX / Service Designer
- 4. IT Architect
Product Manager
Strategy Manager
- 5. ...



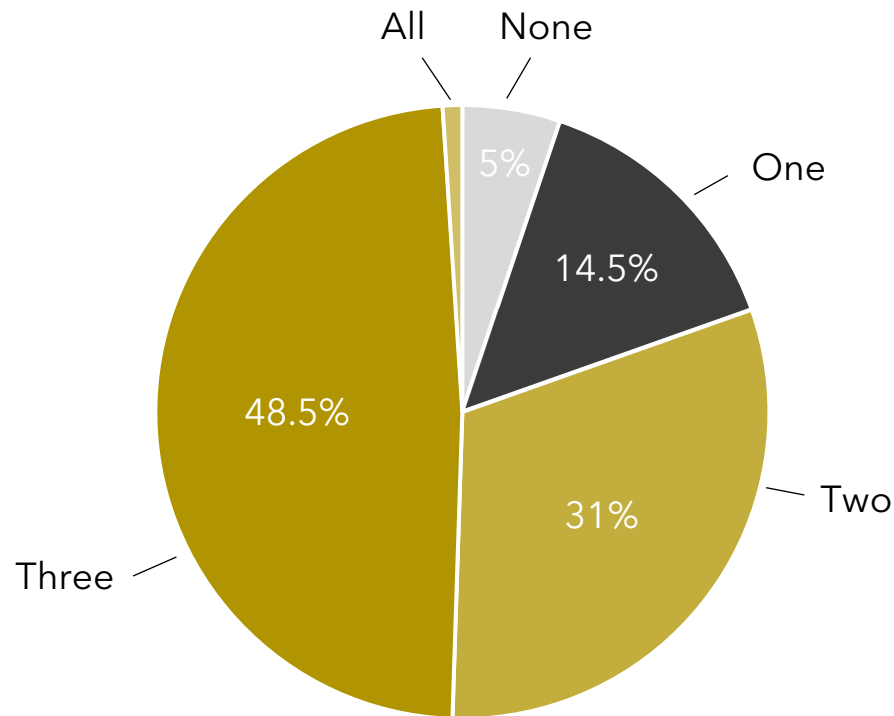
- 1. Enterprise Architect
- 2. Business Executive
- 3. Business Architect
CX / Service Designer
Solution Architect
- 4. Brand Manager
IT Architect
IT Executive
Strategy Manager
- 5. ...





- Most organizations (between 70% and 90%) use languages only to a **moderate extent at most**
 - There is a positive relationship between usage extent and effectiveness!
- Language use is found to be **challenging**, which often comes down to complexity
- Language use suffers from a **lack of training and/or tool support**
- Languages are used with high **expectations** and/or for purposes they might not be well suited for

Number of Languages from the Survey Used in Organizations



plus other languages: CMMN, EPC, ...

Examples

Benefits from a combined use of ArchiMate and BPMN/UML

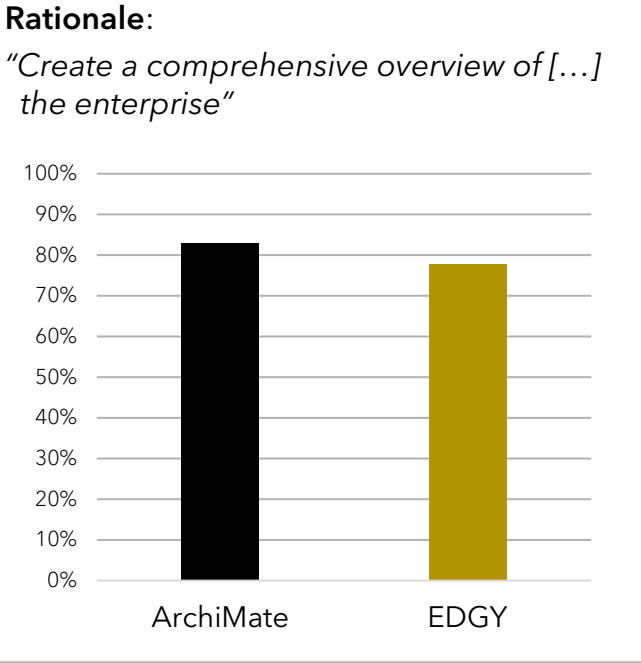
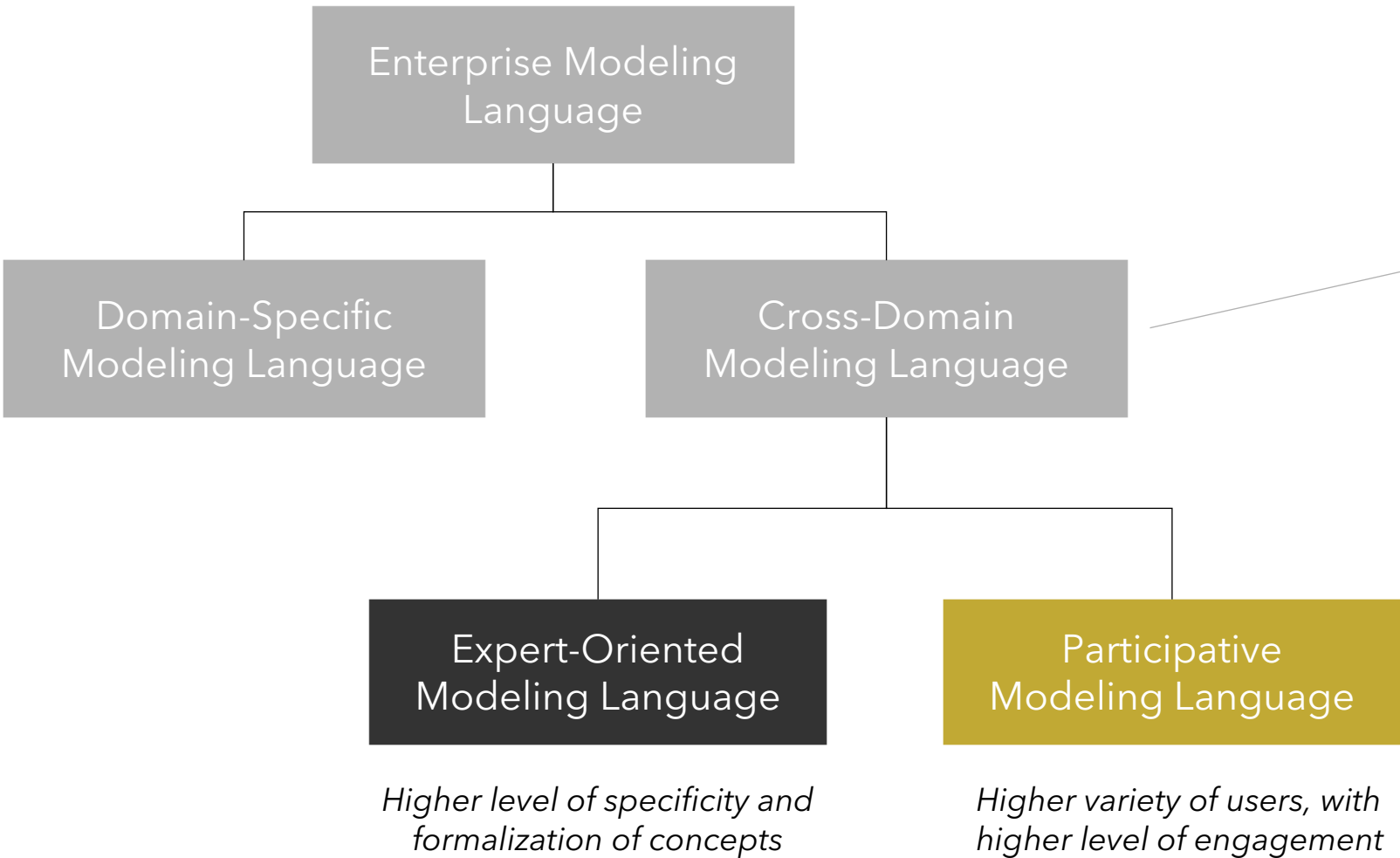
1. A comprehensive overview ("big picture") and the chance to drill down into specific domains [75%]
2. Facilitating a better understanding of how specific elements (e.g., process) and any details of them fit into the bigger picture [75%]

Benefits from a combined use of EDGY and BPMN/UML

1. More effective conversations and collaboration between people from different disciplines in the organization, and also support for discussions within certain stakeholder groups based on more specificity [100%]
2. A comprehensive overview ("big picture") and the chance to drill down into specific domains [80%]
2. Increased utility of documentation with representations tailored to different stakeholder needs [80%]

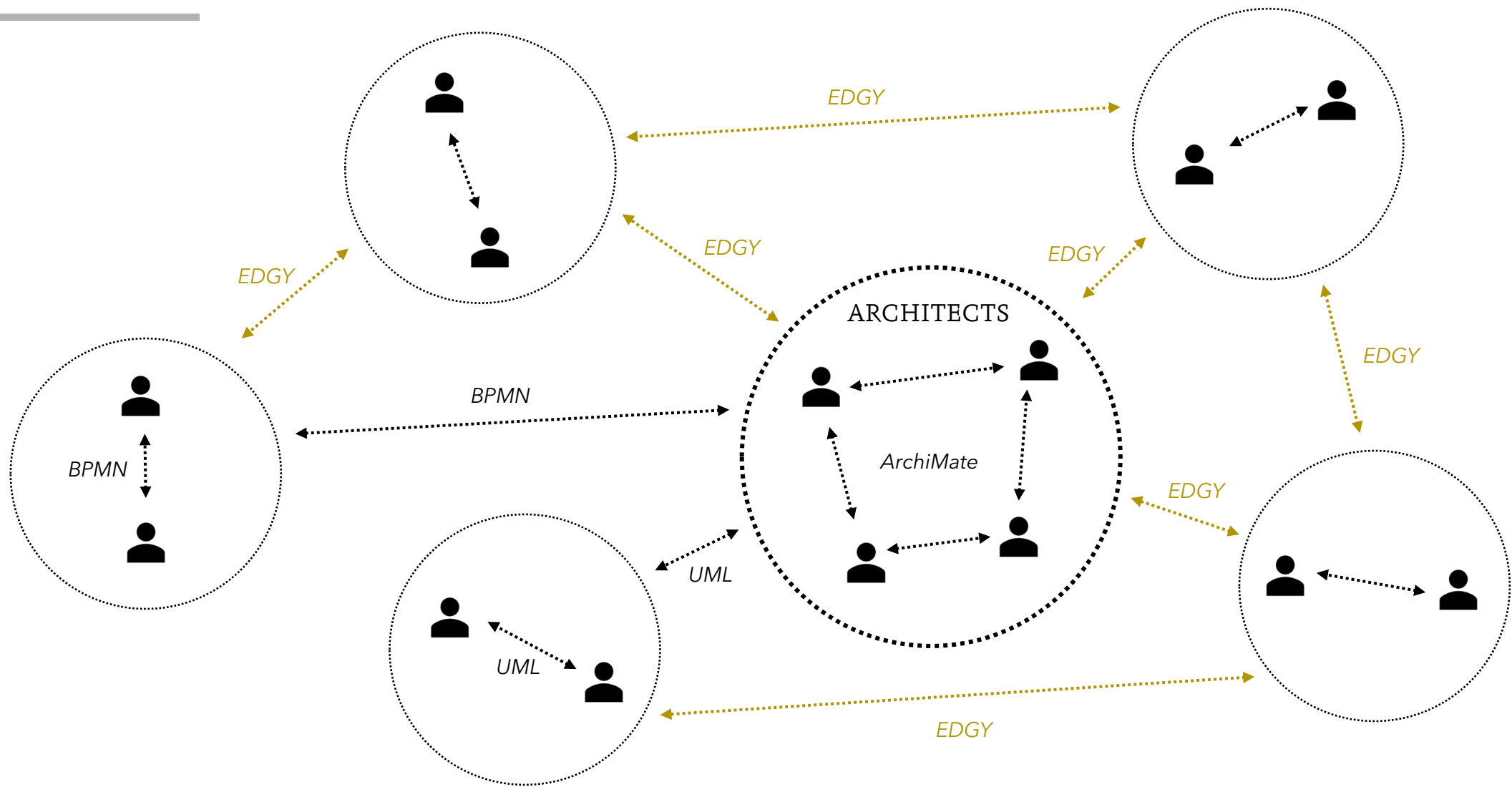
Conclusions

Different Needs Require Different Types of Languages



Conclusions

Effective Language Use Is Ultimately a Matter of Proper Enterprise Design



Thank You!

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