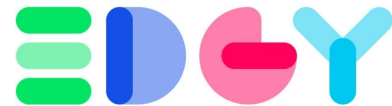**Today**

Many different architecture and design disciplines using different languages.

Tomorrow

Coherent design involving all relevant co-designers, speaking the same language.
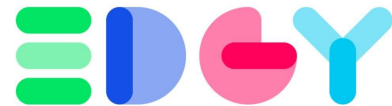
EDGY

Today

Tomorrow

Identity, Experience and Architecture are designed in isolation.

Enterprises are co-designed combining all three Facets in a coherent approach.
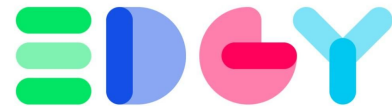
EDGY

Today

Any given brief is taken literally and determines a limited scope of a change initiative.

Tomorrow

Enterprises ask questions related to all Facets and actively reframe challenges to uncover the true scope of a change initiative.
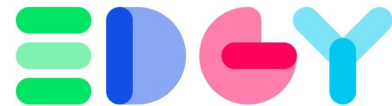
EDGY

Today

Experts use complex and specific languages limited to their small communities of practice.

Tomorrow

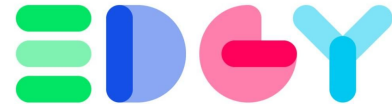People from various disciplines co-design the enterprise using just four simple base elements.

EDGY

Today

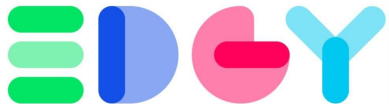**People across the enterprise develop concepts using inconsistent specialist languages.**

Tomorrow

Concepts of disciplines are linked across Intersections via EDGY relationships.

EDGY

Today

Identity is not consciously considered, designed or expressed.
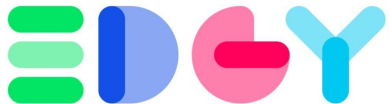
Tomorrow

Enterprises co-design a shared Identity and make it a guiding star of all their decisions and behaviours.

EDGY

Today

Identity is too often conveyed via superficial content and not consistent with what's actually delivered.
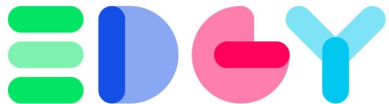
Tomorrow

Identity is modelled as Purposes and Stories

conveyed via Content

that is in agreement with the Experiences and Architecture of the Enterprise.

Today

Enterprises create meaningless vision statements that are incoherent with their actual design and behaviour.
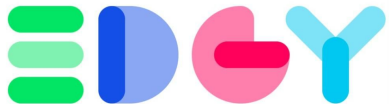
Tomorrow

Enterprises tell clear and compelling stories to convey their purpose.

Individual purposes of people and their behaviour are aligned with the design of the enterprise.

EDGY

Today

We start from boxes and put people as resources.

We decide based on power and politics.

Tomorrow

We start from a joint ambition and get people to contribute.

We define collaboration- and decision making rules that fit our Identity and our business.

Today

Brands are created as isolated projects with branding, marketing or communication agencies for specific audiences.
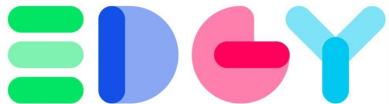
Tomorrow

Meaningful content expresses our purpose as a coherent set of brands that tell a compelling story towards all relevant audiences.
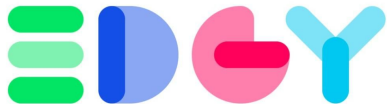
Today

Architecture is done by specialised, technical roles.
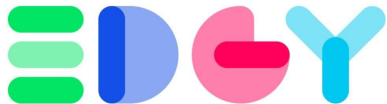
Tomorrow

Architectural Thinking is applied by "everybody" as part of a collaborative co-design process.

Today

Process Management is done in the Process department.

Capability Design is done by Enterprise Architects.
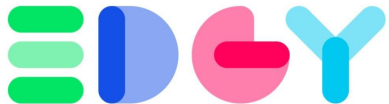
Asset Management is done by Finance and Logistics.

Tomorrow

Capabilities and Processes are in sync via the same top-level structure.

Capability based Asset Management is used throughout the enterprise

Today

**Capability maps use uncommon language and are used exclusively by Enterprise Architects.**

Tomorrow

Capability Boards are co-designed by all relevant business experts and used throughout the company (for Management, Organisation, Finance, IT, Asset Management, ...)

EDGY

Today

Organisations are structured into departments and teams by their managers.

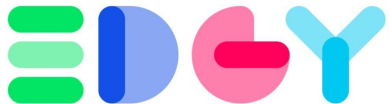**A combination of politics and gut feeling.**
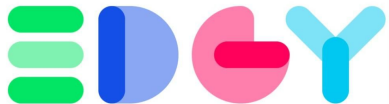
Tomorrow

Capabilities are co-designed by all relevant experts first.

Organisation structures are derived from capabilities.

EDGY

Today

Innovation and design teams envision new products for market fit or chasing technology trends.
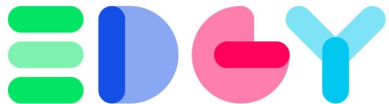
Tomorrow

We build new products on our strengths, combining a set of clearly identified capabilities.

EDGY

Business Question

How to sell more travel tickets to young people?
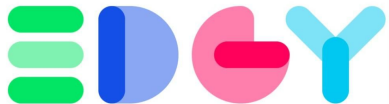
Human Question

Why do young people visit other cities?

How do they plan their trip and coordinate with others?

What makes them decide for a transport option?

EDGY

Today

To build our business, we make up personas for customer segments we want to buy our product.
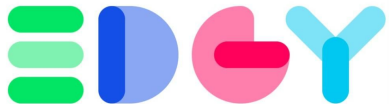
Tomorrow

We ask human questions and listen deeply to gather first hand insight into people's experiences.

EDGY

Today

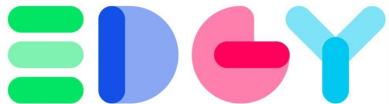**Products and services are designed and developed as independent projects or in isolated teams.**

Tomorrow

Experience design efforts are aligned with purpose, delivery capabilities and other relevant enterprise elements.

EDGY

Today

We create customer journey maps to represent what people experience when using our product.
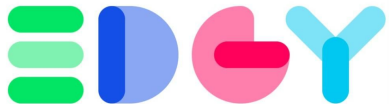
Tomorrow

We obtain clear evidence of people's Top Tasks and design our enterprise to be useful for them.

EDGY

Today

The client decides a set of product requirements to then hand over to implementation teams.

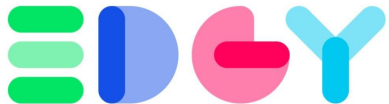## Tomorrow

Products are designed to serve people's Top Tasks, backed up by evidence and insight, and relying on co-creation and validation.

EDGY

Today

Brands are created purely as communication tools to market products, reach audiences and create awareness and reputation.

Tomorrow

Enterprises establish meaningful brands that guide design decisions.

They turn their identity into a coherent way to appear in and contribute to people's lives, and make unique *signature experiences* happen.

EDGY