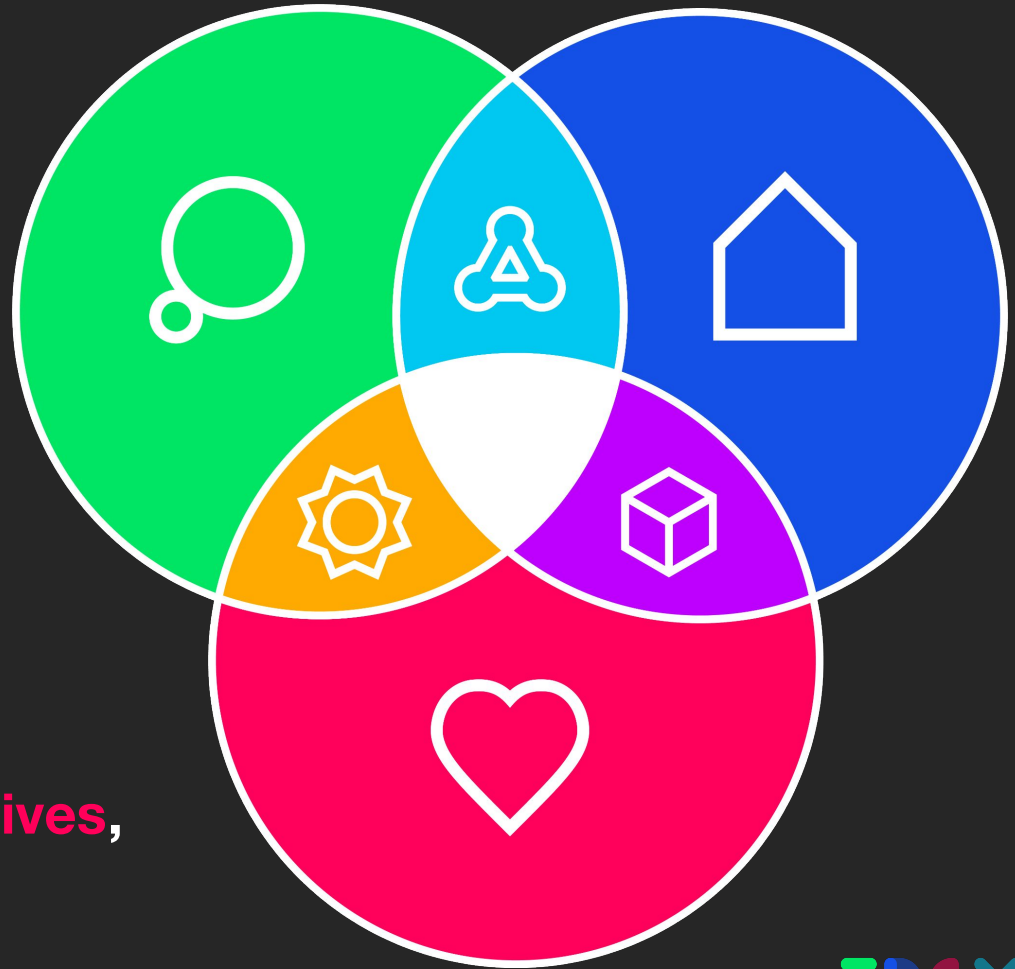




**INTERSECTION GROUP**

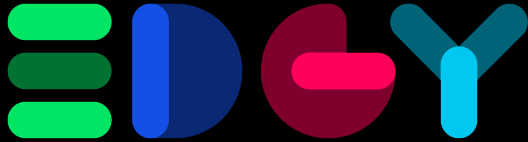
**We help people create better\* enterprises.**



\*that **serve a clear purpose**,  
are **useful to people and their lives**,  
and **deliver on their promises**.



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

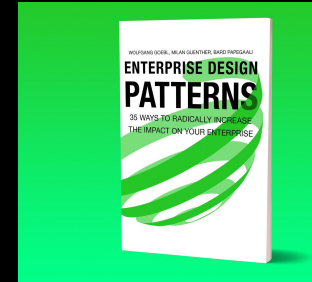


## **EDGY: a language for Enterprise Design**

An open source language to tackle key enterprise challenges by design

## **Community and Events**

10 years of conference, 1200 Slack members, 8000 subscribers



## **Learning and Publications**

Books, certified courses and digital tools delivered with our partners



# Bloomberg Businessweek

January 10 - January 24, 2010 (100)

CHINA'S  
YUAN DILEMMA 100

### Unhappy Employees



### Delayed Flights



### Tech Meltdowns



### Gifts for Public Officials



## United's Quest to Be Less Awful

p50



Enterprises are the systems that run our world.



European Connected Health Alliance



©ECHalliance



Innovation  
Creating something new

DIGITAL  
HEALTH

*dreamstime*



Transformation  
Changing what exists





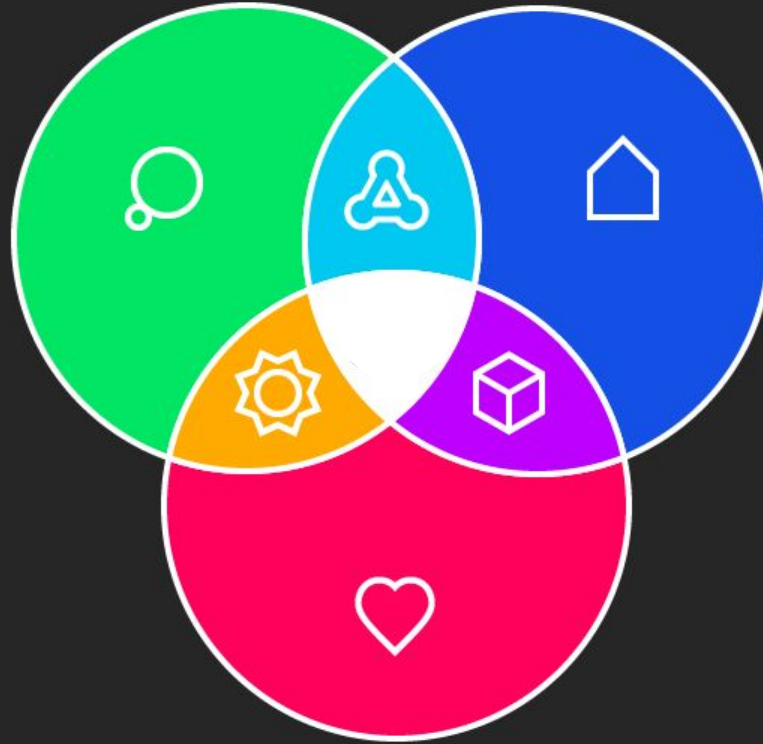


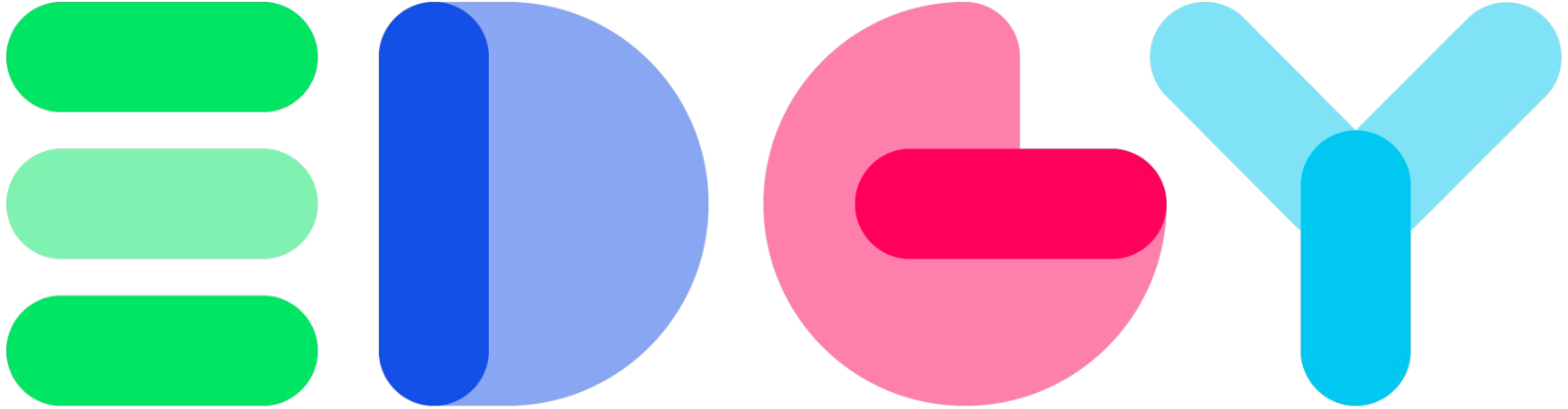


**One Enterprise**



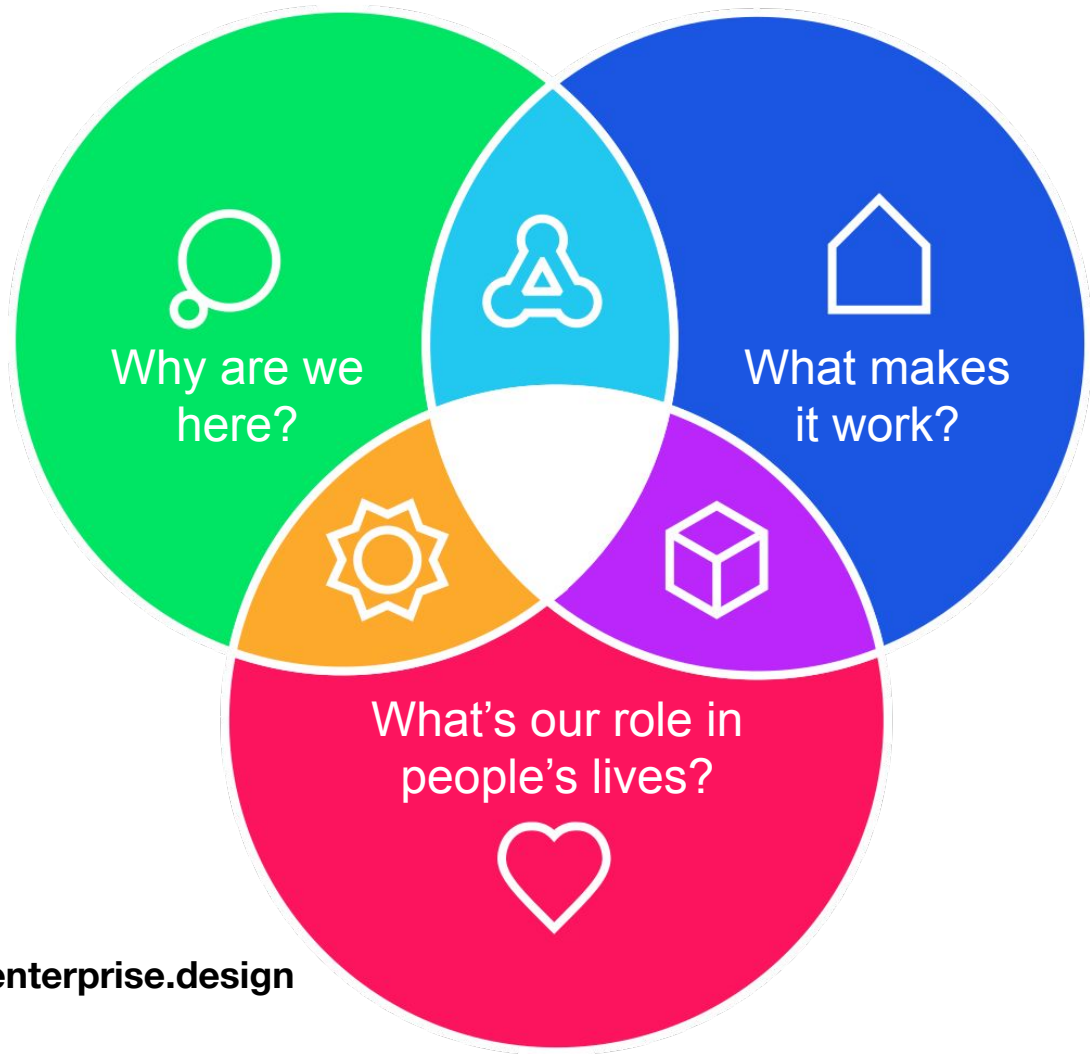
# Enterprise Design Facets





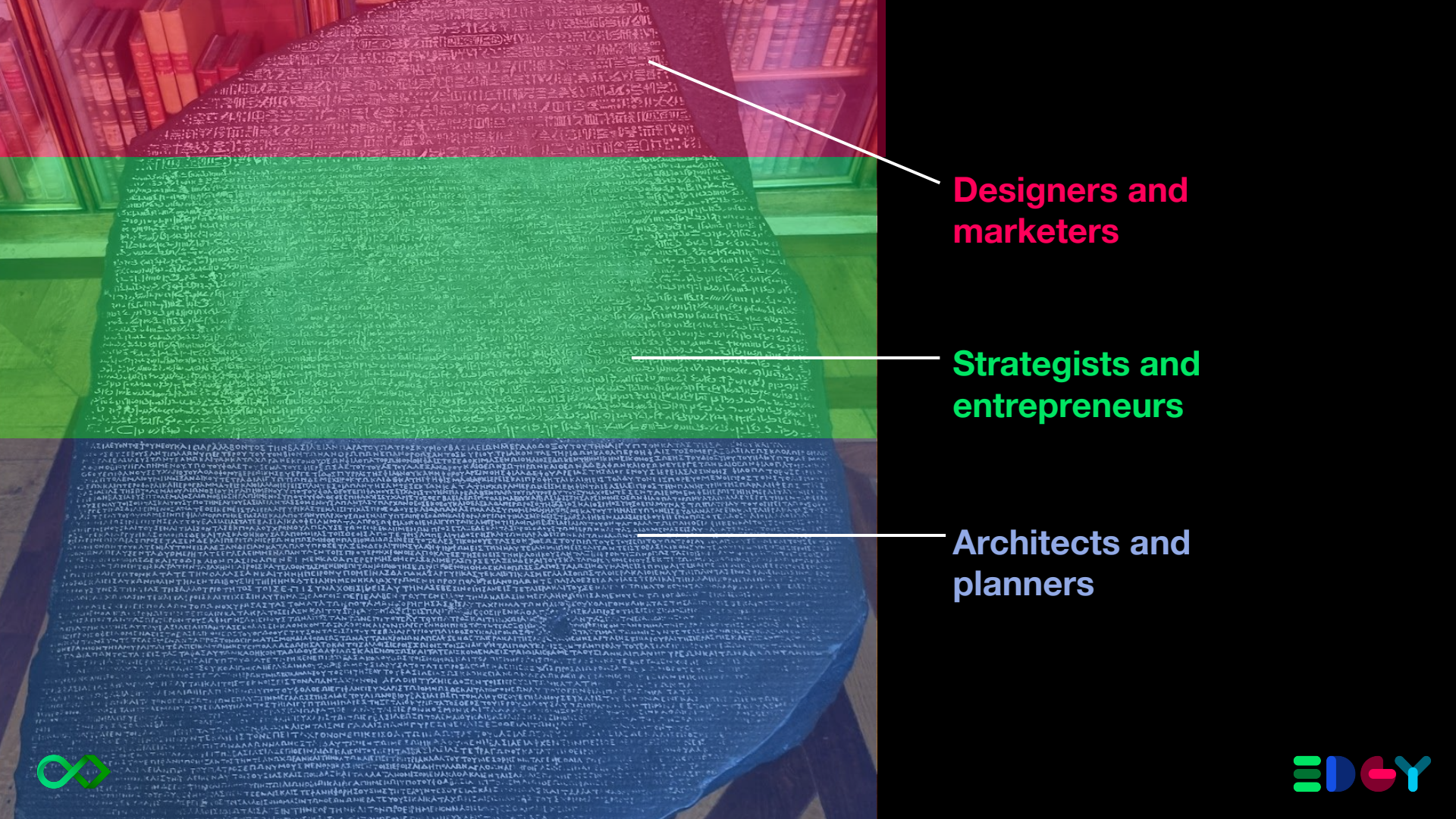
[www.enterprise.design](http://www.enterprise.design)

# EDGY Enterprise Design Facets



[www.enterprise.design](http://www.enterprise.design)





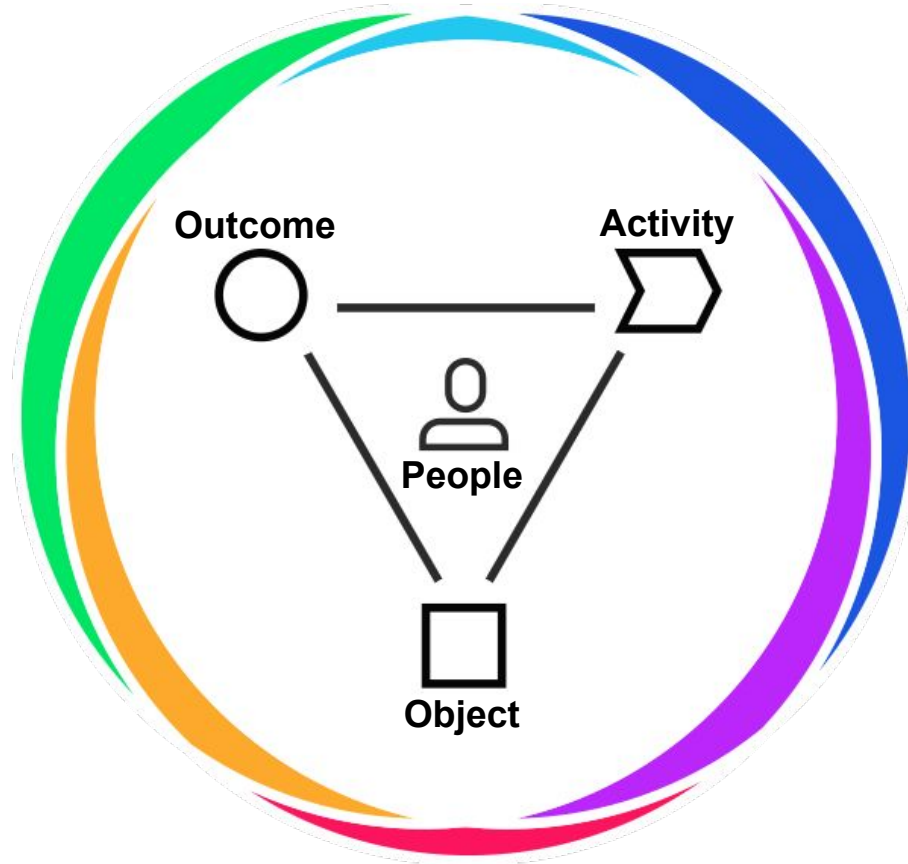
Designers and  
marketers

Strategists and  
entrepreneurs

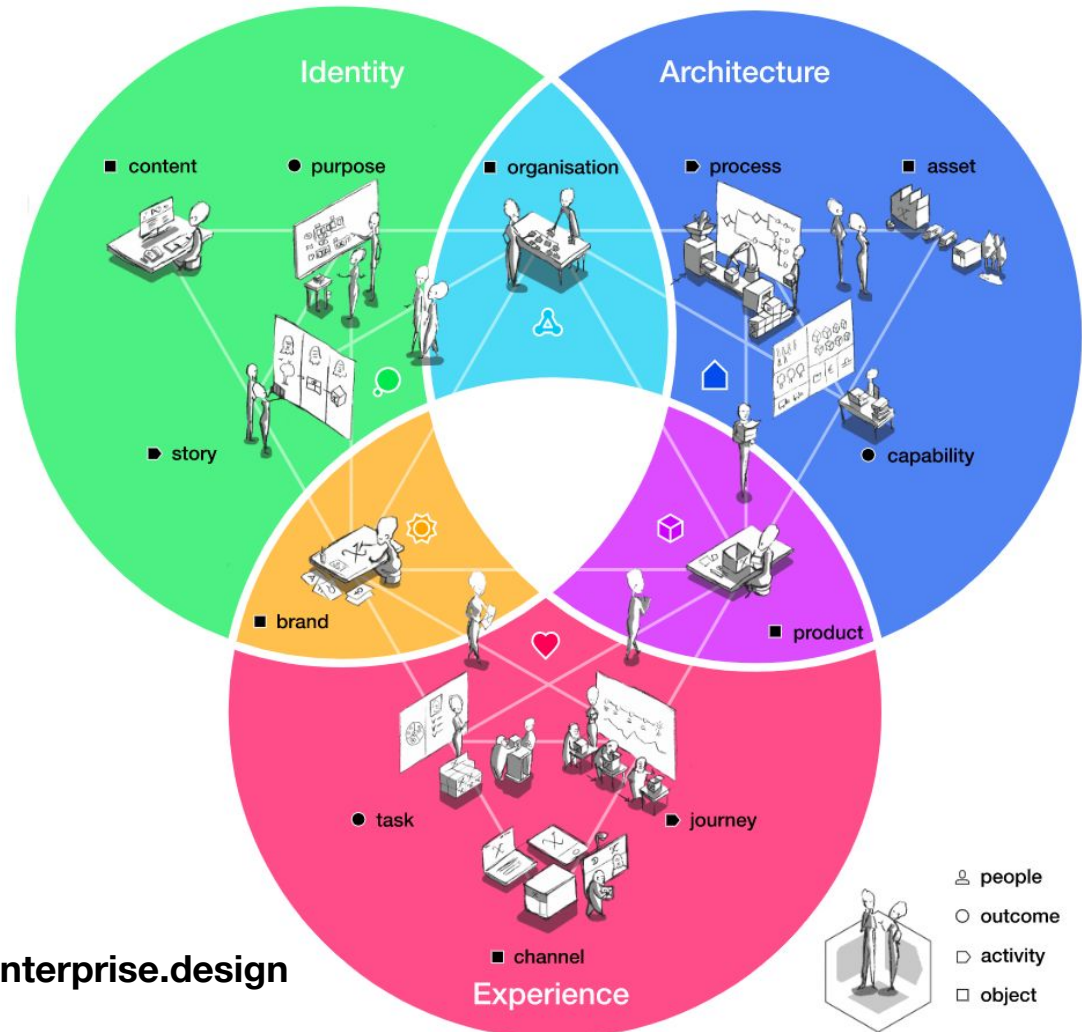
Architects and  
planners



# Four Base Elements



# EDGY Enterprise Elements



[www.enterprise.design](http://www.enterprise.design)





# ○ Purpose

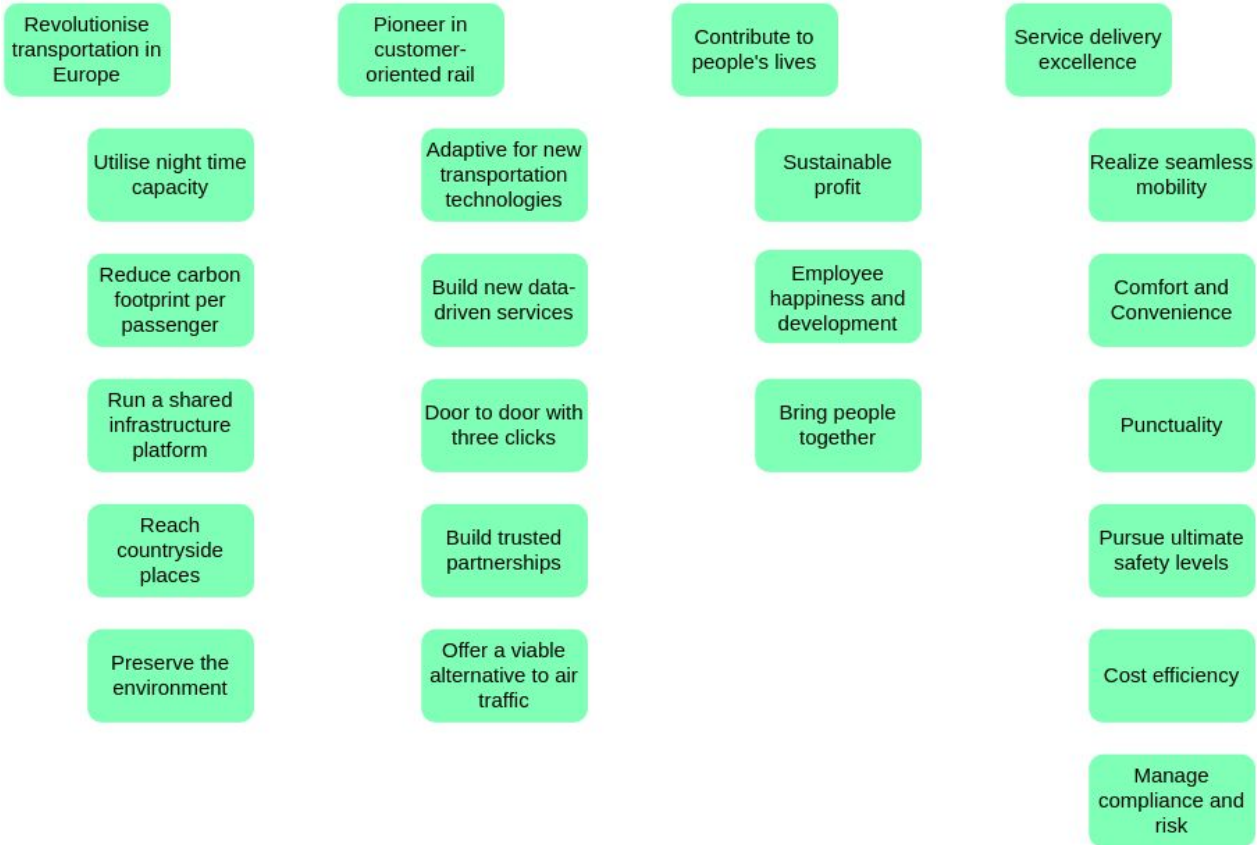
**A reason why an enterprise exists and what people pursue and believe in.**



Bring people together

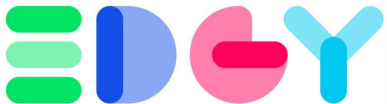


# Purpose Map



## Today

**Enterprises create disconnected mission, vision and strategy 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.**

## ○ Task

**A task is something a person wants to get done.**

**It's an expression of people's needs and intent.**

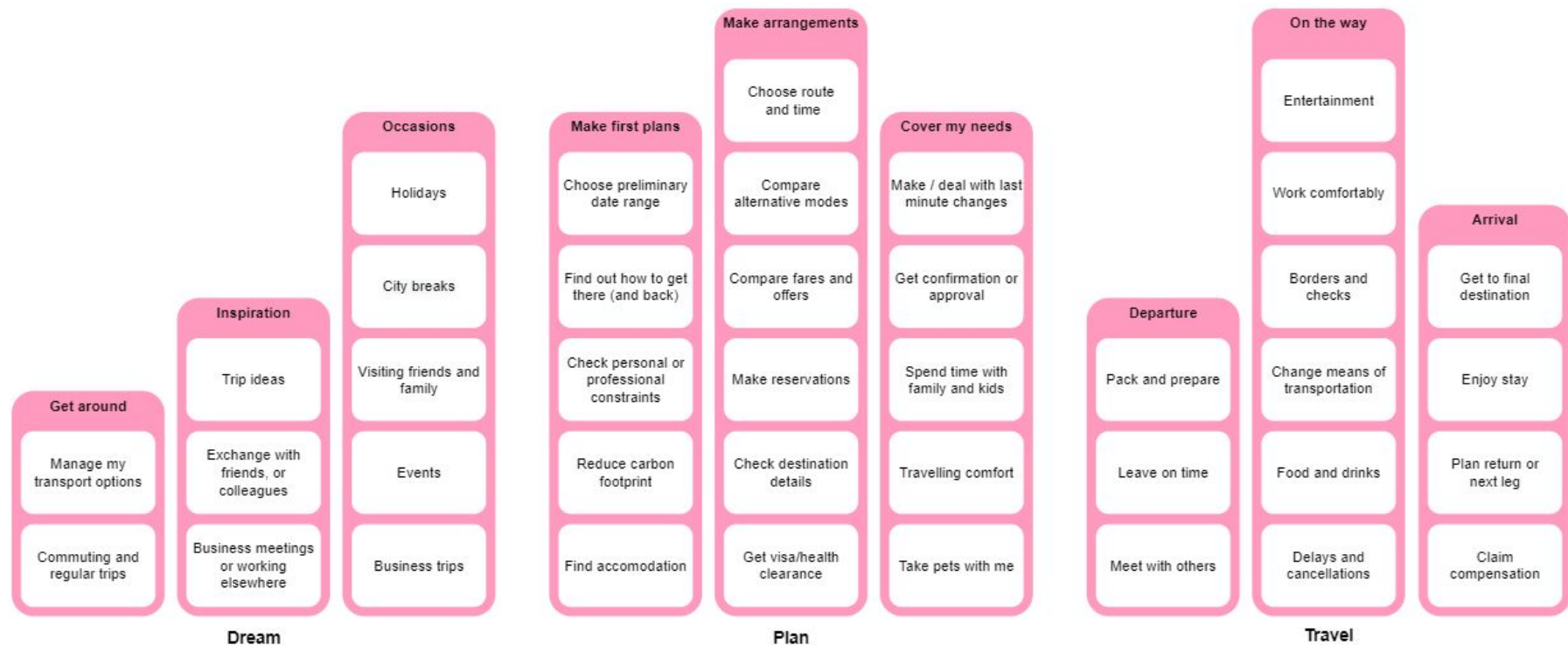
**Enterprises appear in people's experiences and help with certain tasks.**



Visit a loved one

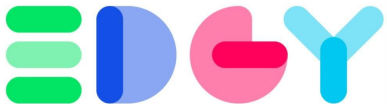


# Task Map



# Today

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



# Tomorrow

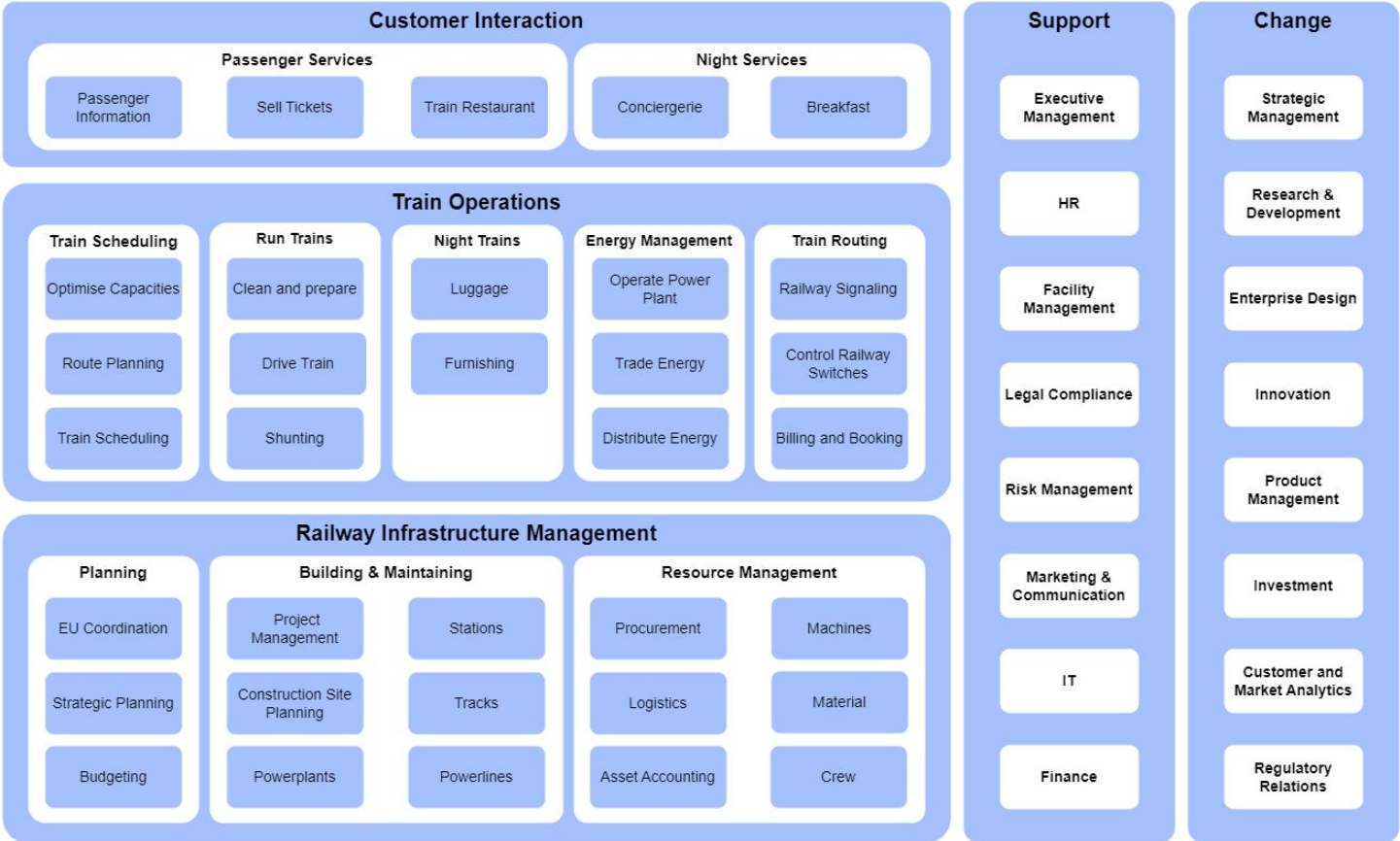
**We listen deeply to gather  
first hand insight into  
people's tasks and  
experiences.**

# ○ Capability

What we are able to do by orchestrating people and assets.



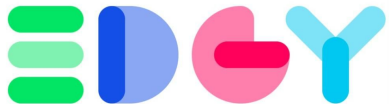
# Capability Map





# Today

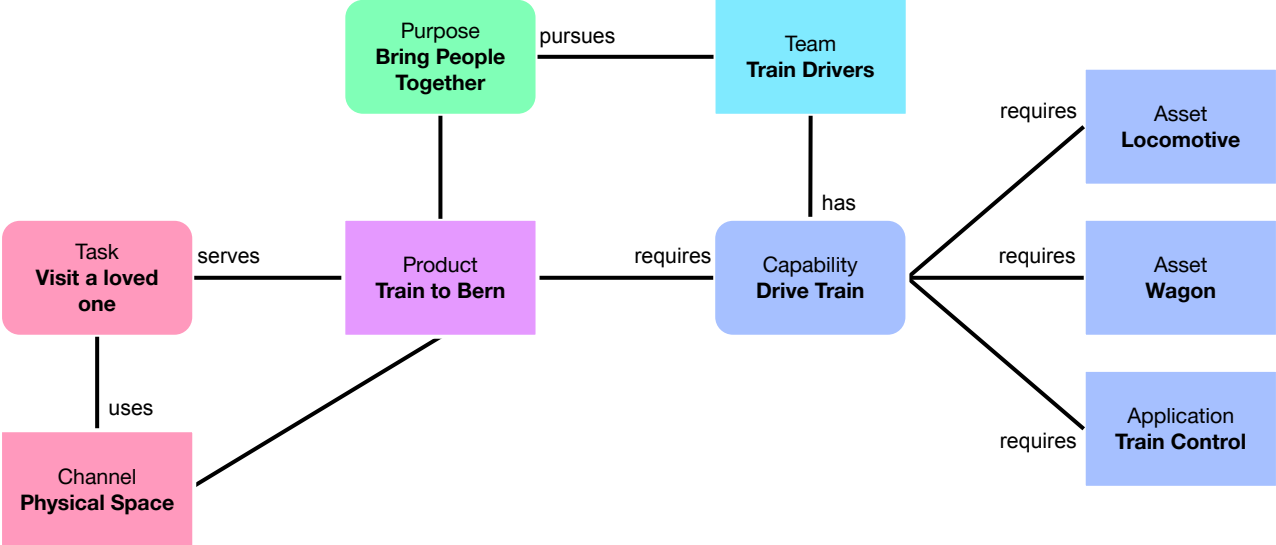
**Architecture is limited to a few highly specialised and technical roles.**



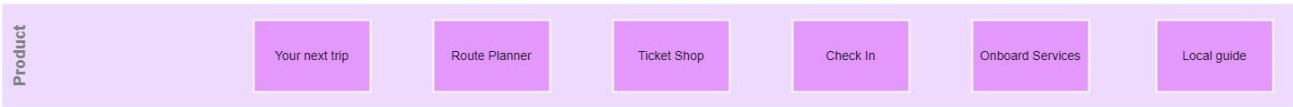
# Tomorrow

**Capability co-design is done by “everybody” as part of collaborative architecture work.**

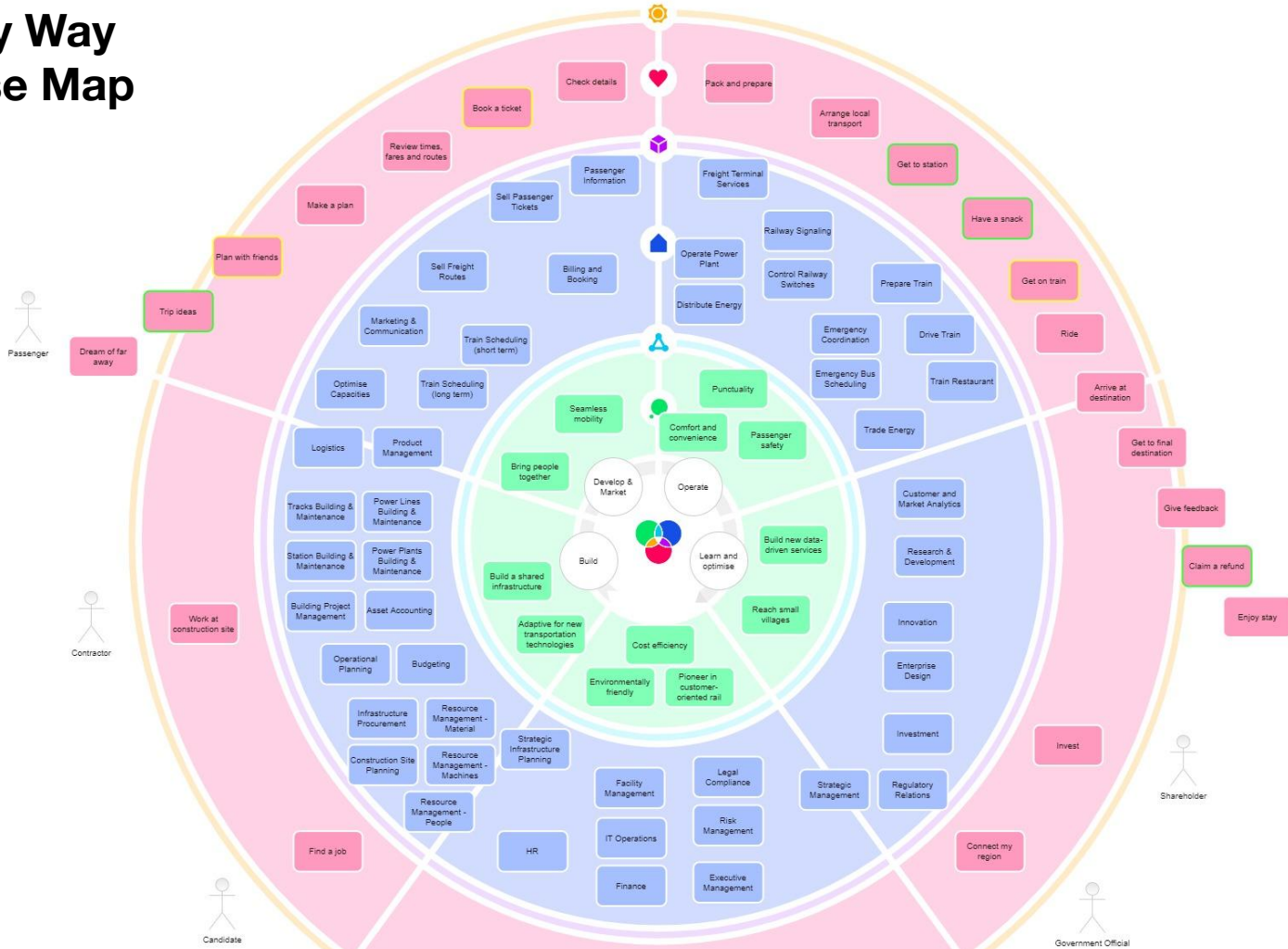
# Connecting the dots



# Service Blueprint



# The Milky Way Enterprise Map



# LEARN



**Language Foundations** – Certified Level 1  
Enterprise Design Facets and Enterprise Elements  
6 week online cohort starting October 2024



Register at: [intersection.group/events](https://intersection.group/events)





# INTERSECTION24

Rome, September 18–20

**Save the date!**

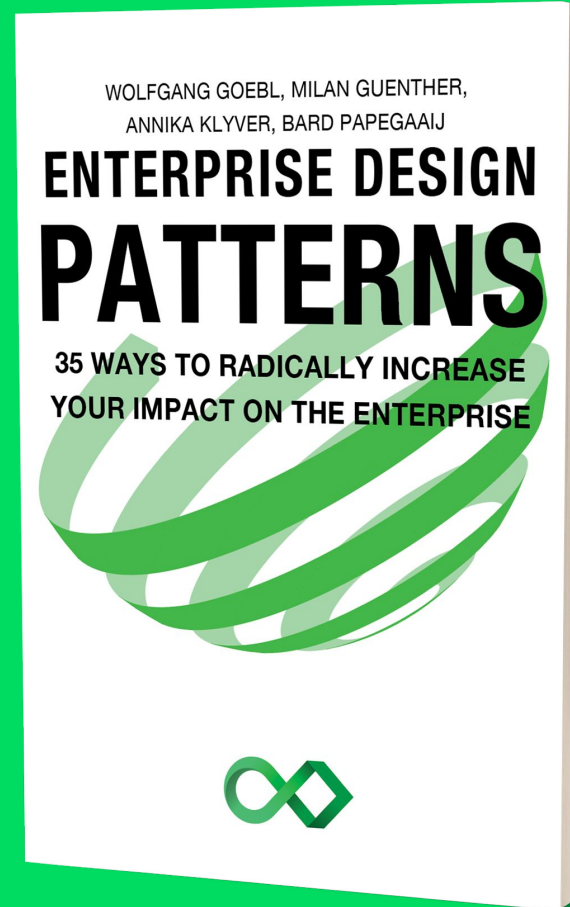


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# Patterns

- Journey to impact
- Behaviour patterns
- Practice patterns
- Creations patterns





### Transforming Ideas into Impact with Enterprise Design

Patterns for sustainable impact in your enterprise

Webinar

May 16, 2024, 4pm Berlin, Paris (CEST)

Online



### The Art of Human Interaction

Behavioural patterns to enhance relationships and collaboration within the enterprise

Webinar

May 30, 2024, 4pm Berlin, Paris (CEST)

Online



### Capability Maps - Reloaded

Bring your Capability Maps to the next level!

Webinar

June 13, 2024, 4pm Berlin, Paris (CEST)

Online



### Milky Way Enterprise Maps

Your enterprise on a napkin

Webinar

June 27, 2024, 4pm Berlin, Paris (CEST)

Online



Register at: [intersection.group/events](https://intersection.group/events)







# An Open Source tool for collaborative Enterprise Design.



[www.enterprise.design](http://www.enterprise.design)



**INTERSECTION GROUP**

**We help people create better enterprises.**

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