



INTERSECTION
GROUP

The Missing Language of Transformation

Wolfgang Goebel
Helgi Björgvinsson



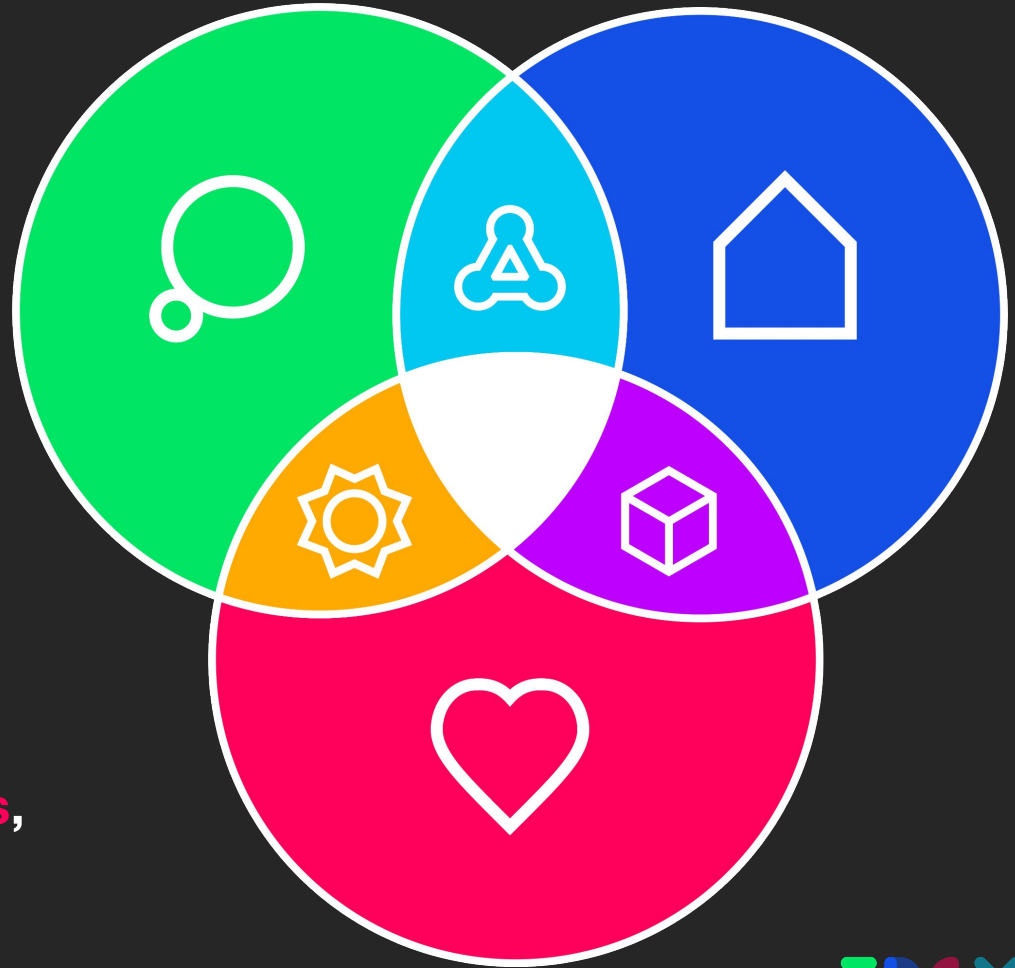
Webinar | October 22 | 10 am CEST



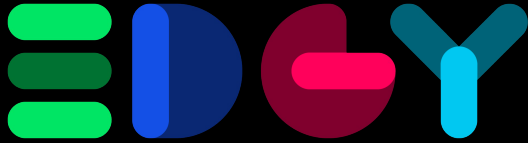
**INTERSECTION
GROUP**

We help people create better enterprises.

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

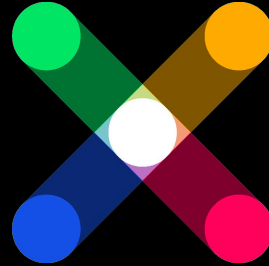


Intersection Group is a **Non Profit Association**



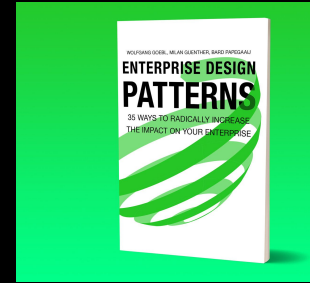
EDGY: a language for Enterprise Design

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



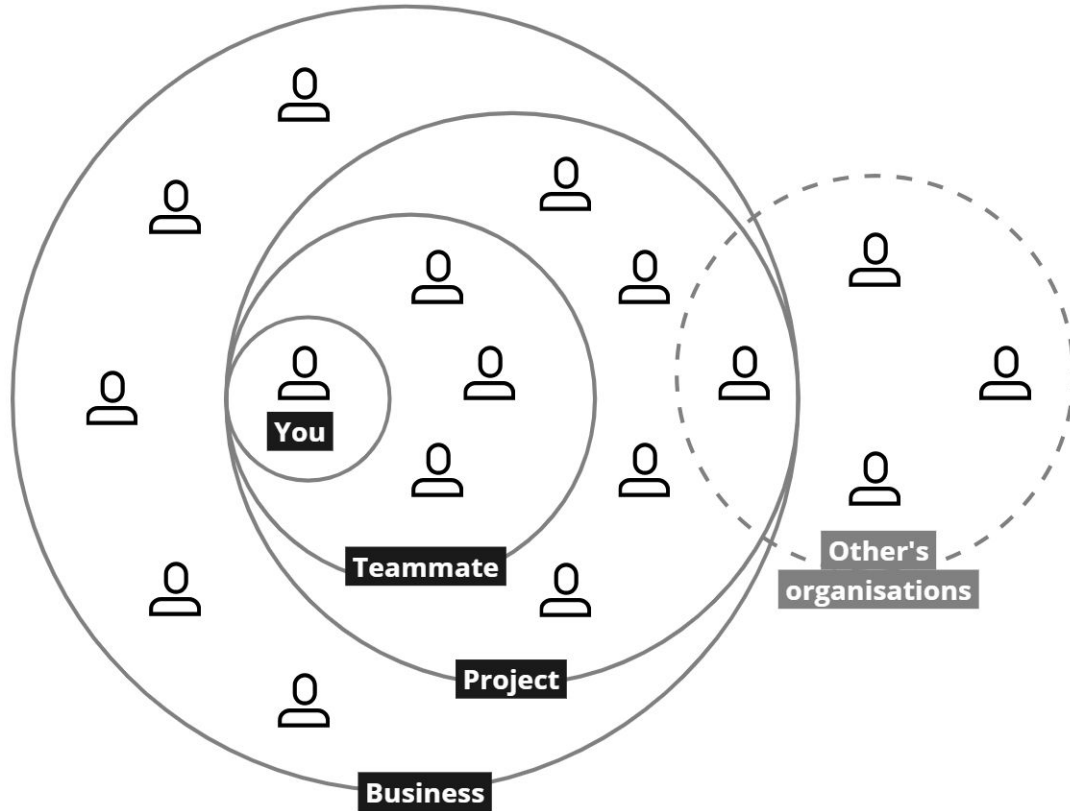




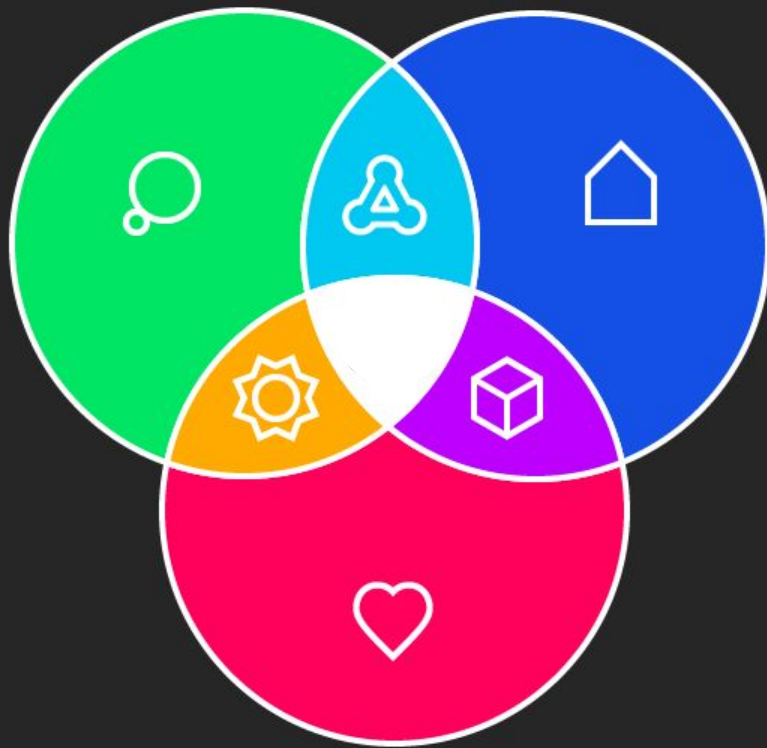
One Enterprise

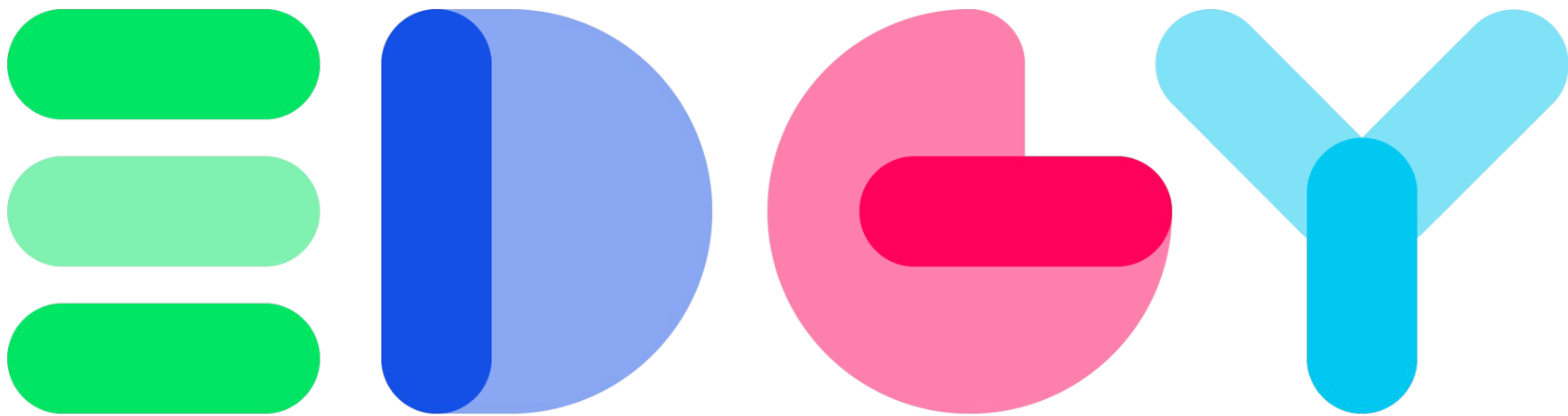
What is an Enterprise?

“An endeavour of people with a shared ambition”.



Enterprise Design Facets



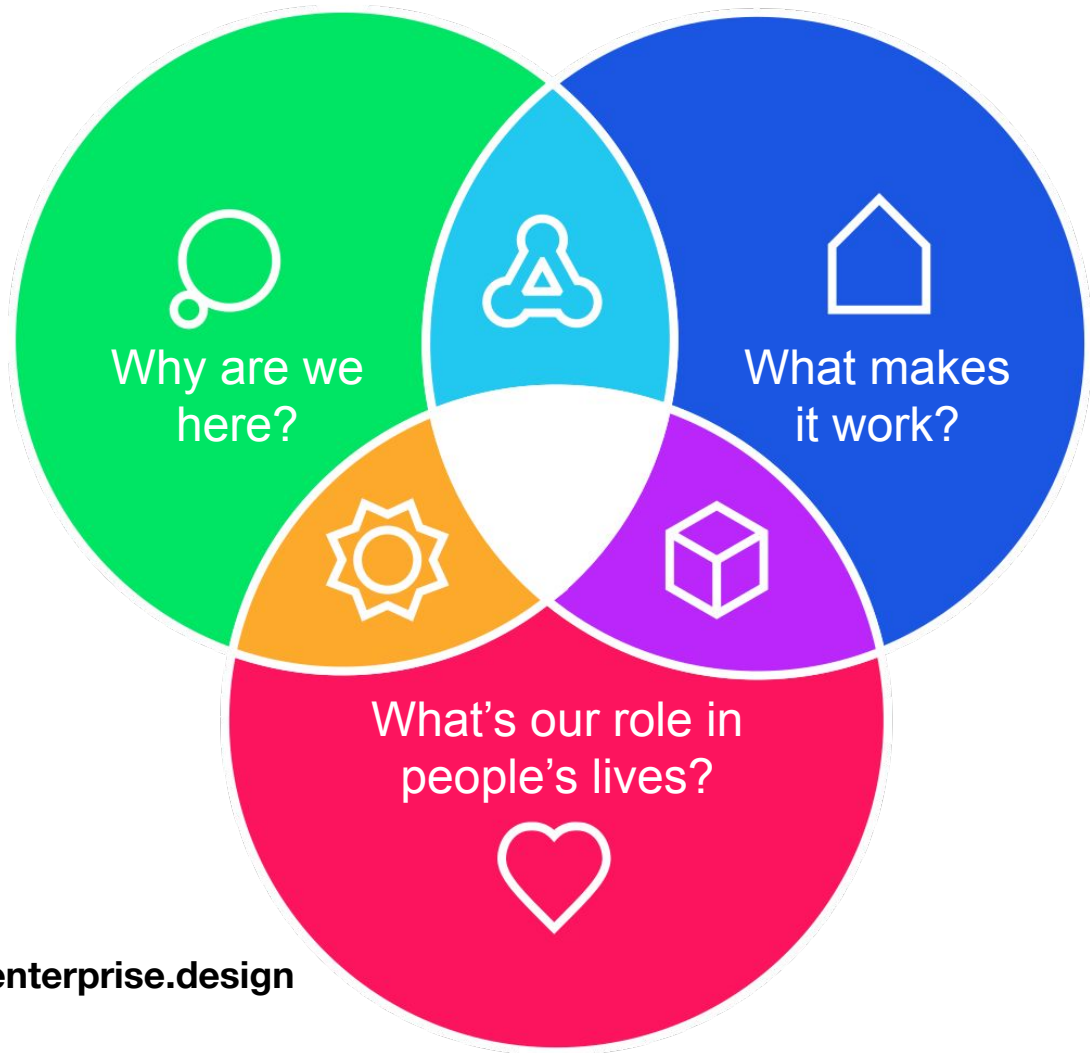


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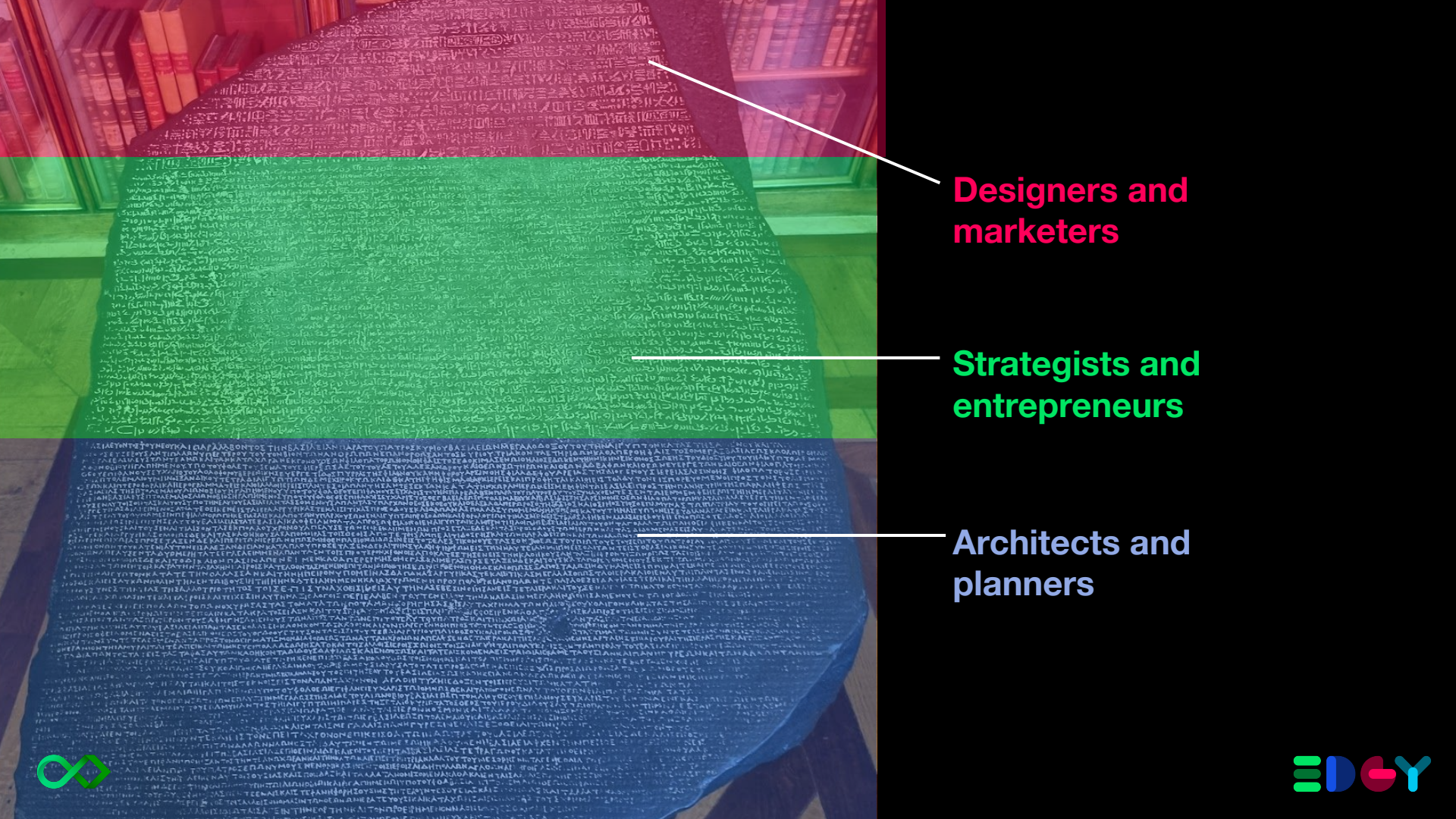
EDGY Enterprise Design Facets



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**Designers and
marketers**

**Strategists and
entrepreneurs**

**Architects and
planners**



Enterprise

People

Activities

Objects

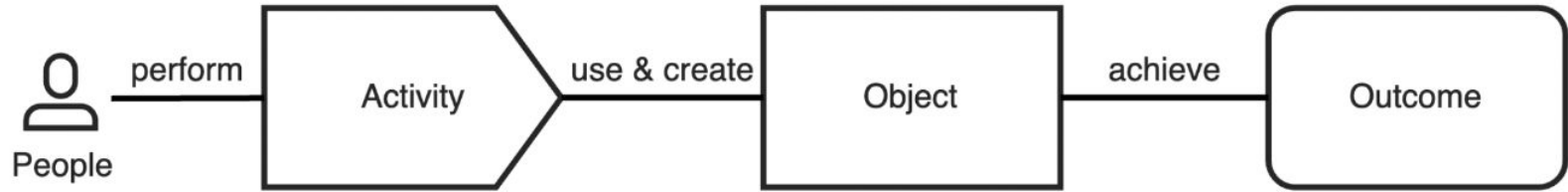
Outcomes



 **S-Bahn Mitteldeutschland**

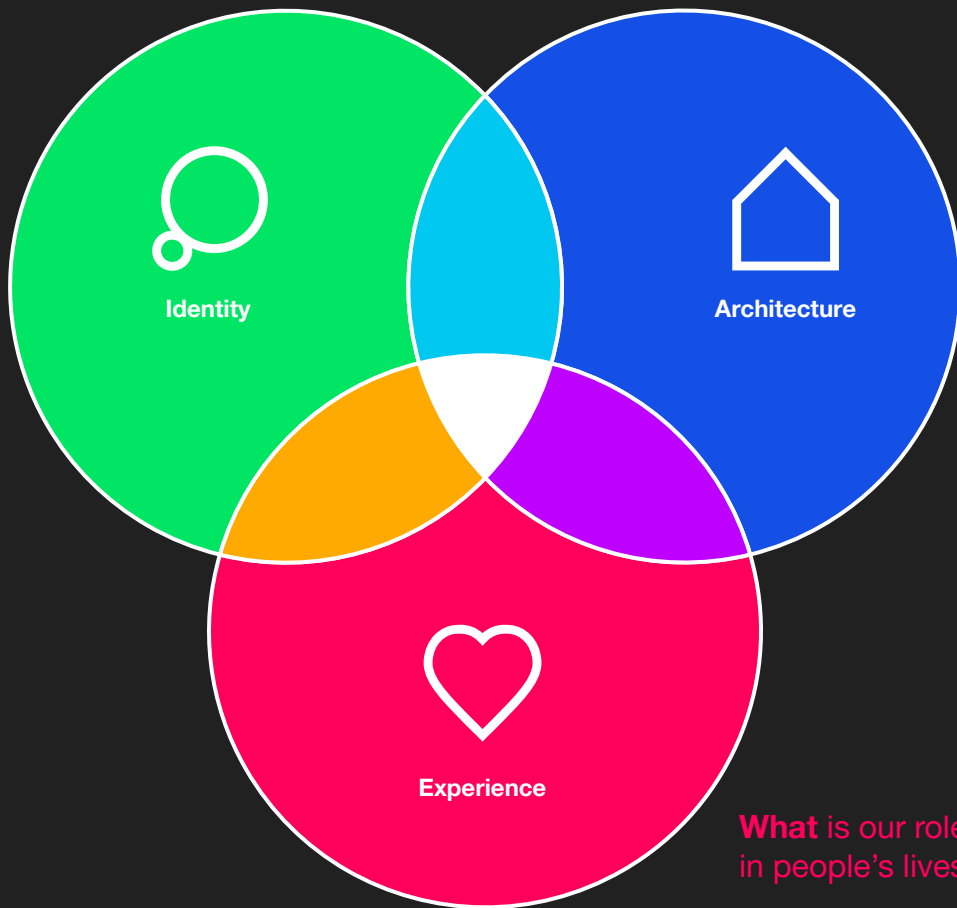


The simplest possible meta-model for Enterprise Design



Enterprise Design Facets

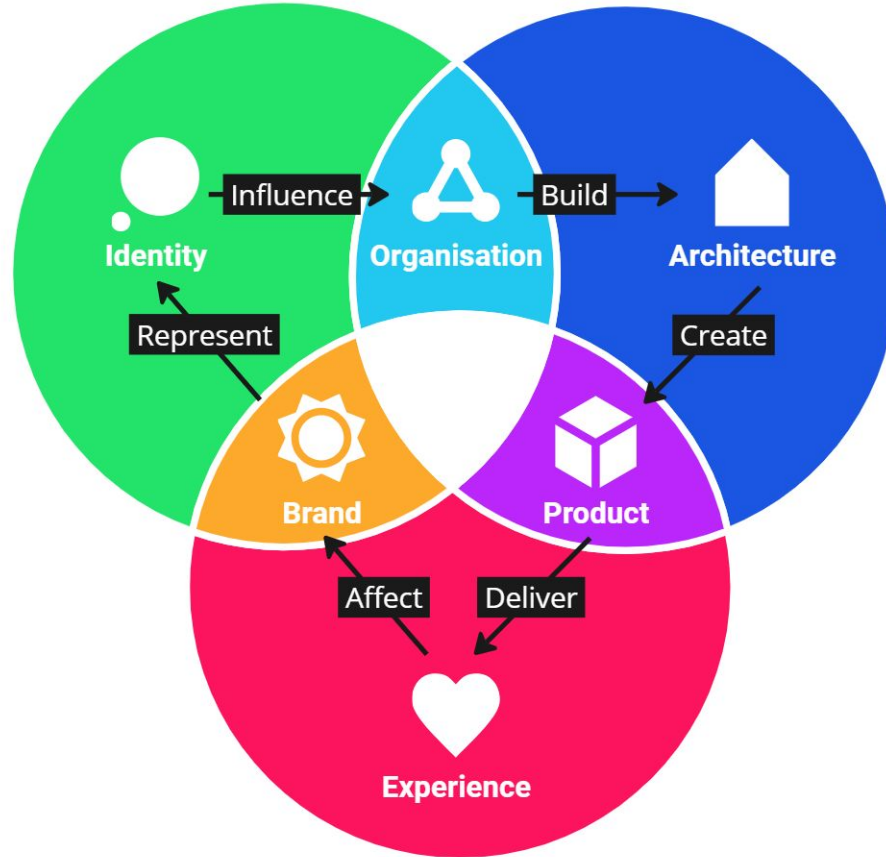
Why do we exist,
who are we, what
matters to us?



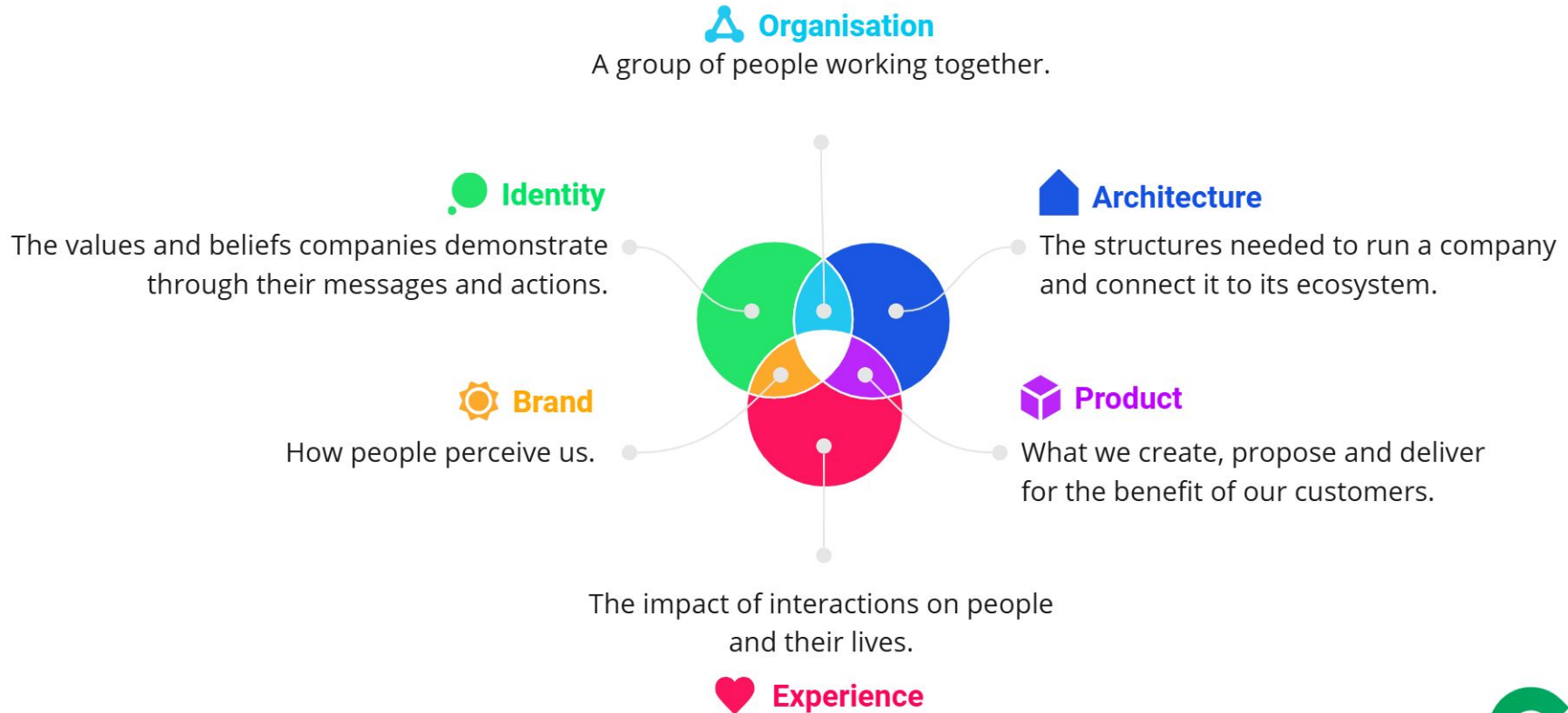
How are we
operating and what
are we capable of
achieving?

What is our role
in people's lives?

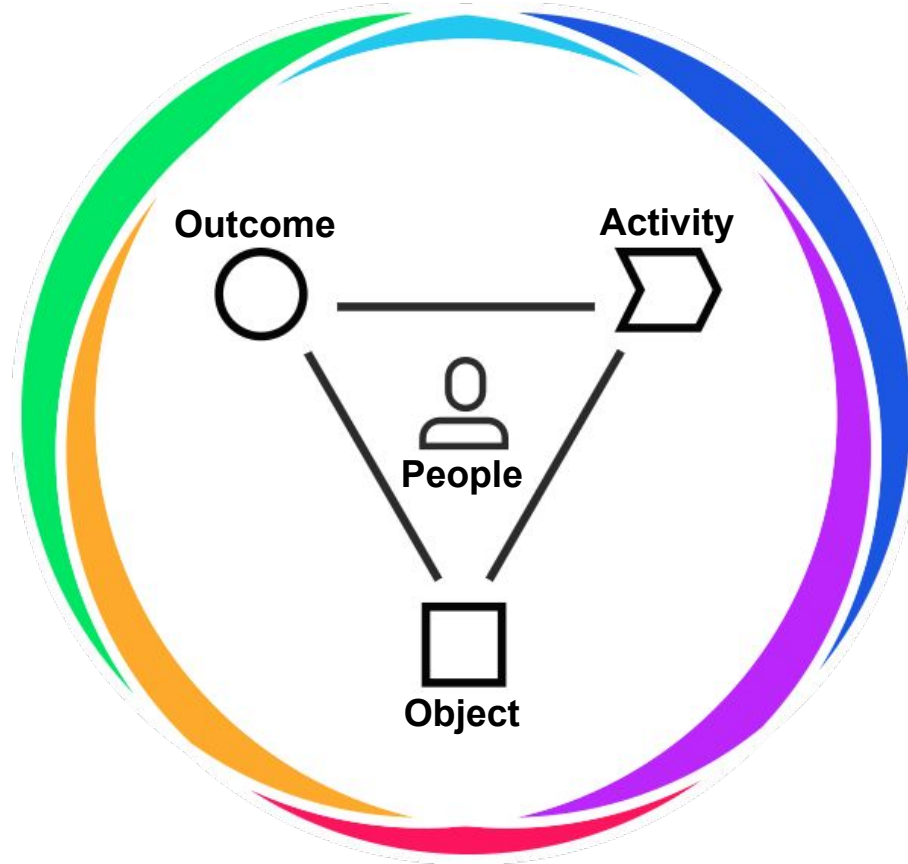
Everything is connected



The Mental Model – Facets and Intersection



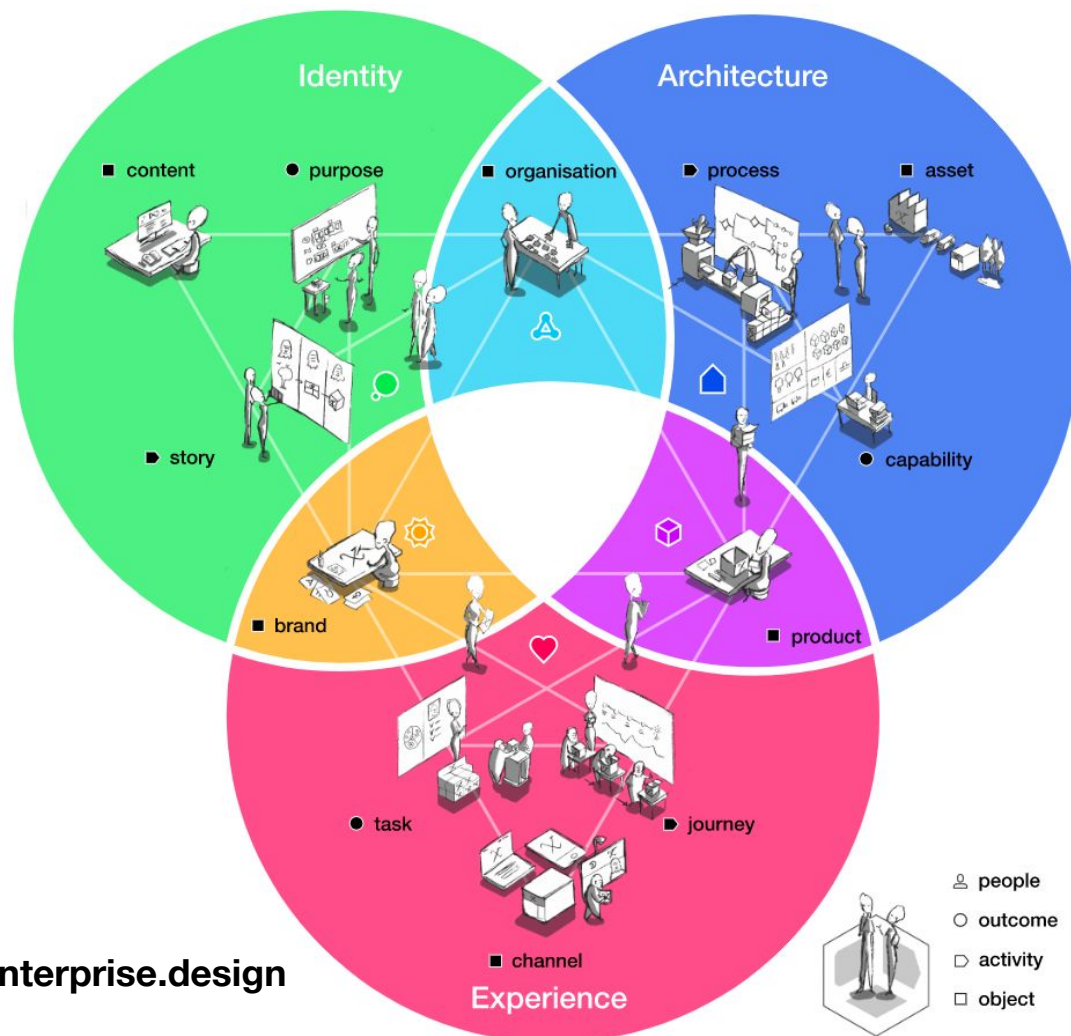
Four Base Elements



EDGY Enterprise Elements



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○ Purpose

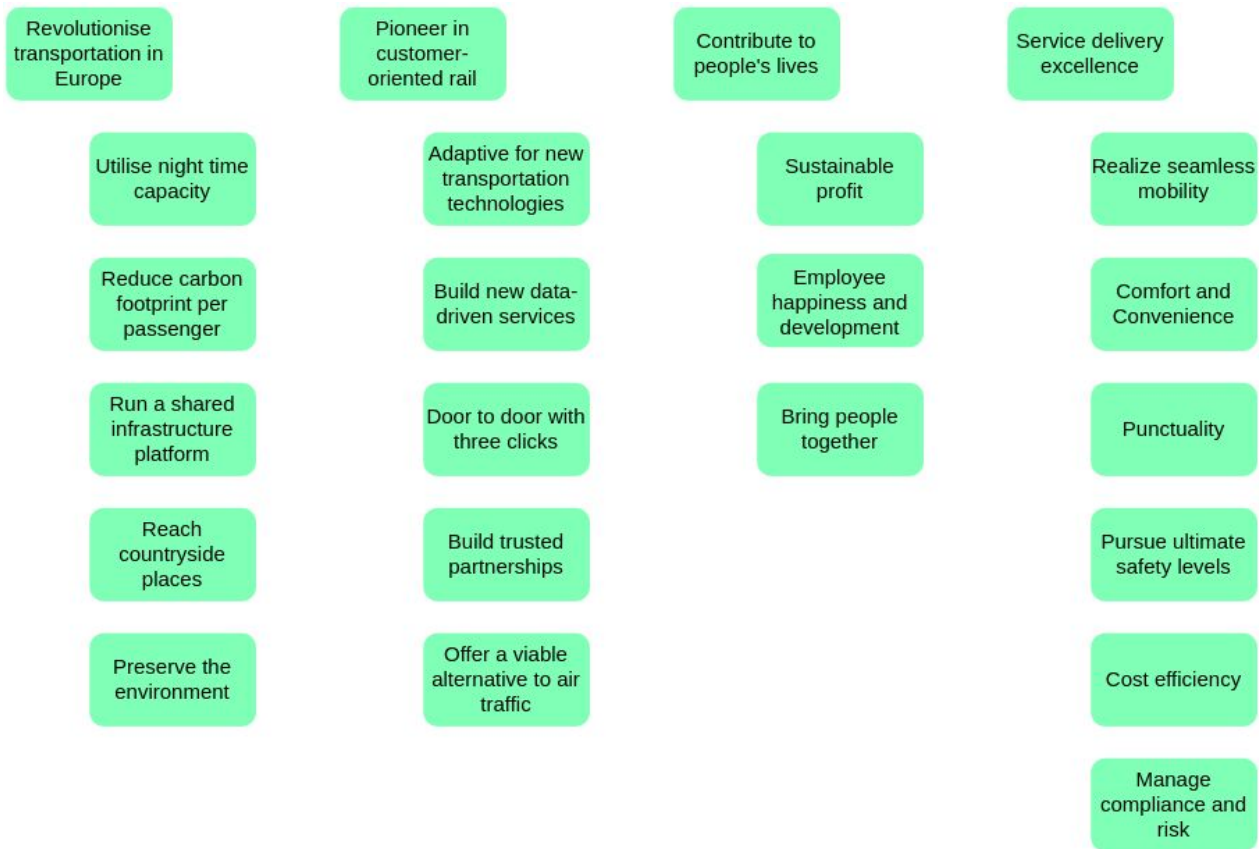
A reason why an enterprise exists and what people pursue and believe in.



Bring people together

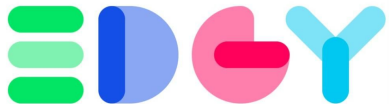


Purpose Map



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.

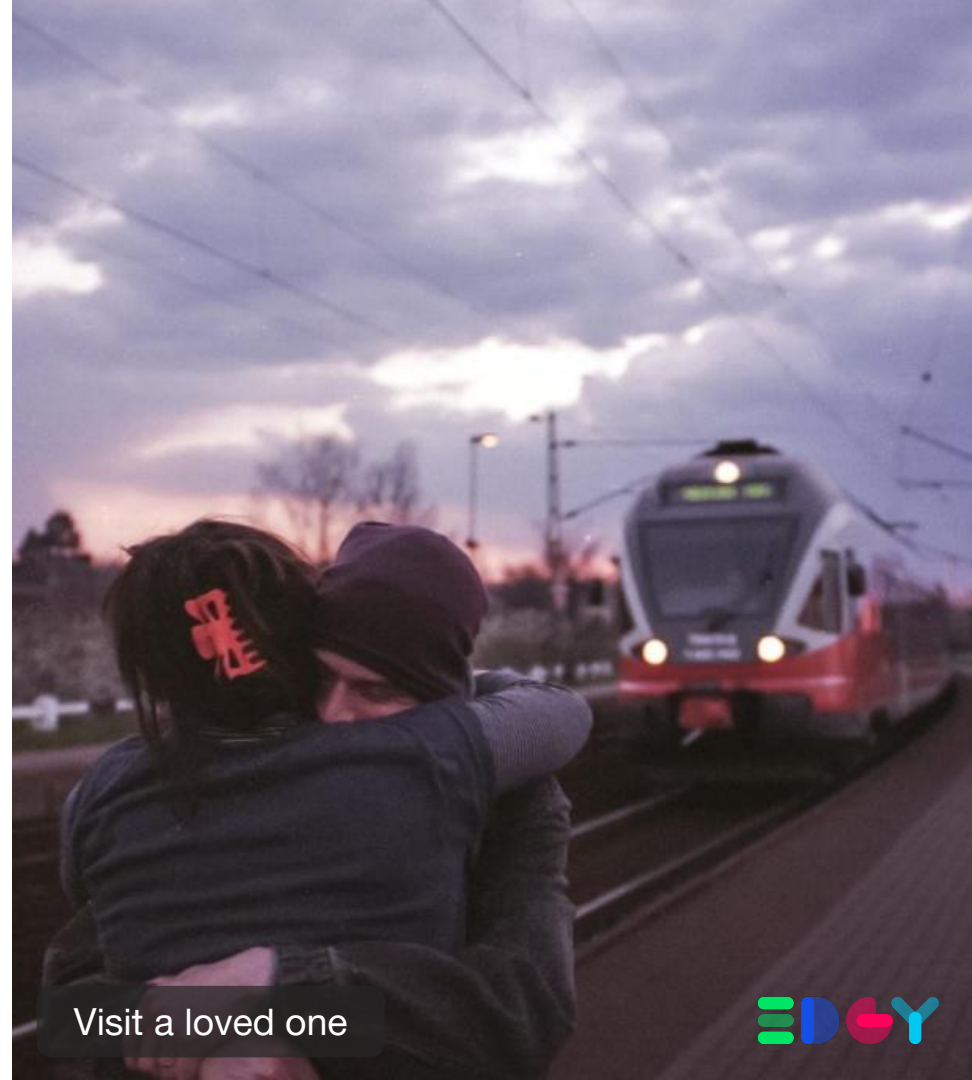
Individual purposes of people and their behaviour are aligned with the design of the enterprise.

○ Task

A task is something a person wants to get done.

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

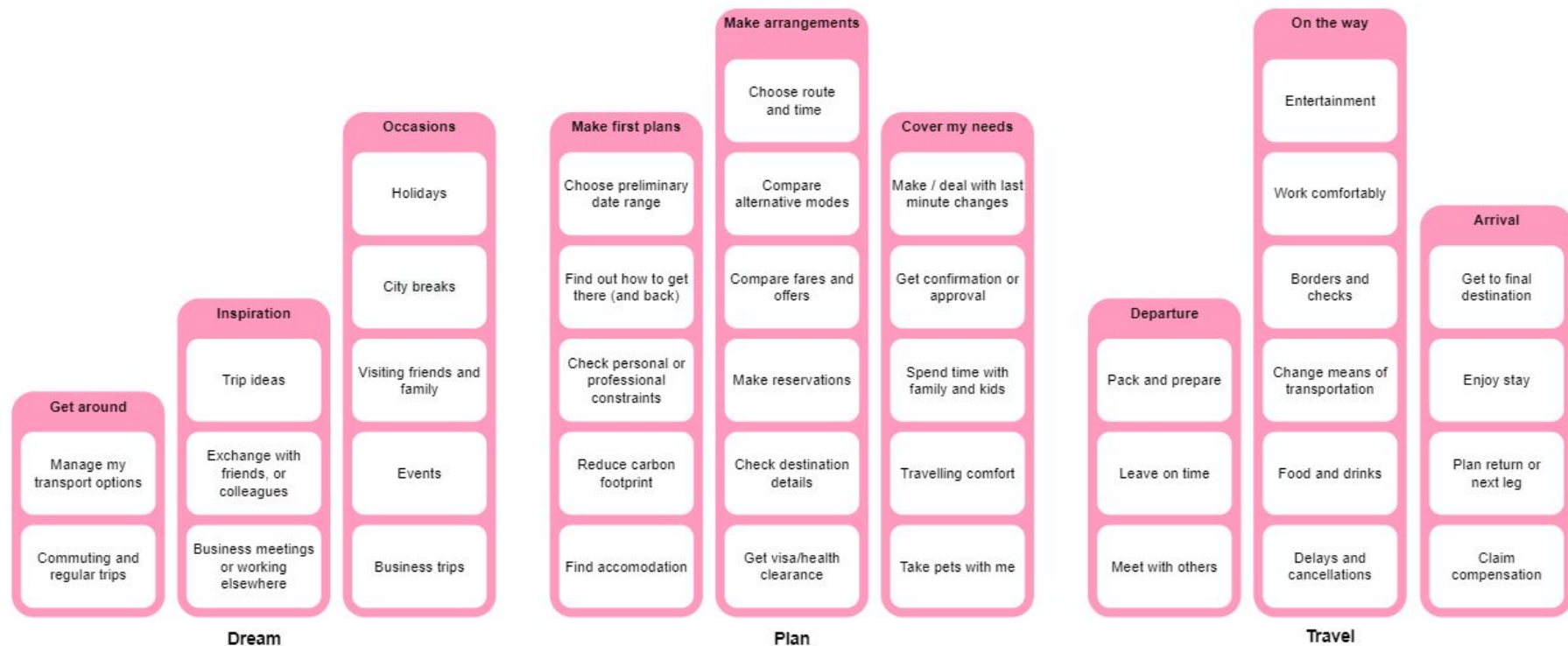
Enterprises appear in people's experiences and help with certain tasks.



Visit a loved one

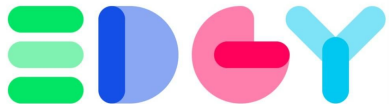


○ Task Map



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

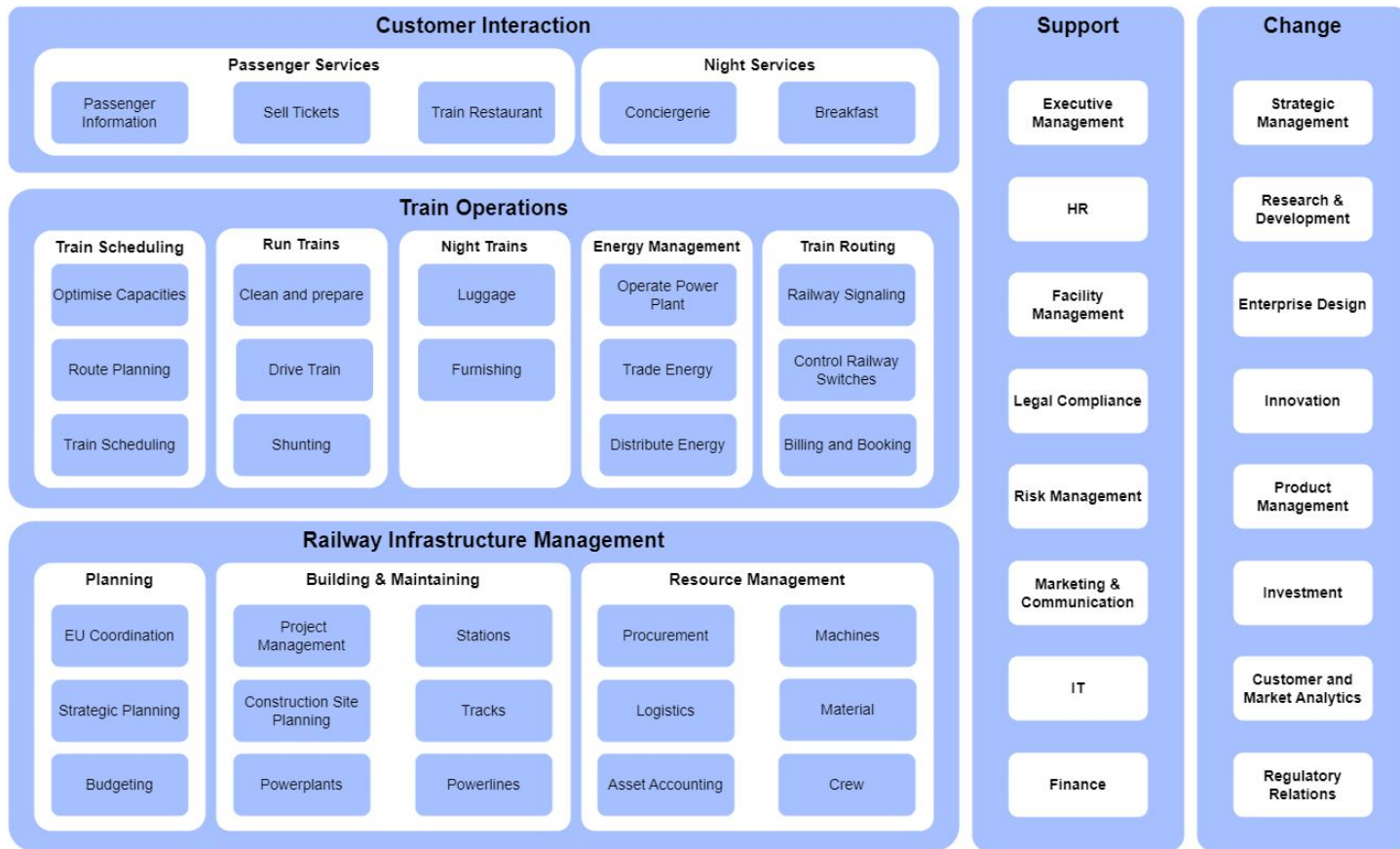
What we are able to do by orchestrating people and assets.



Run Train

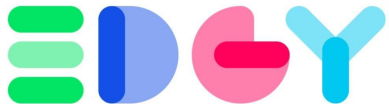


○ Capability Map



Today

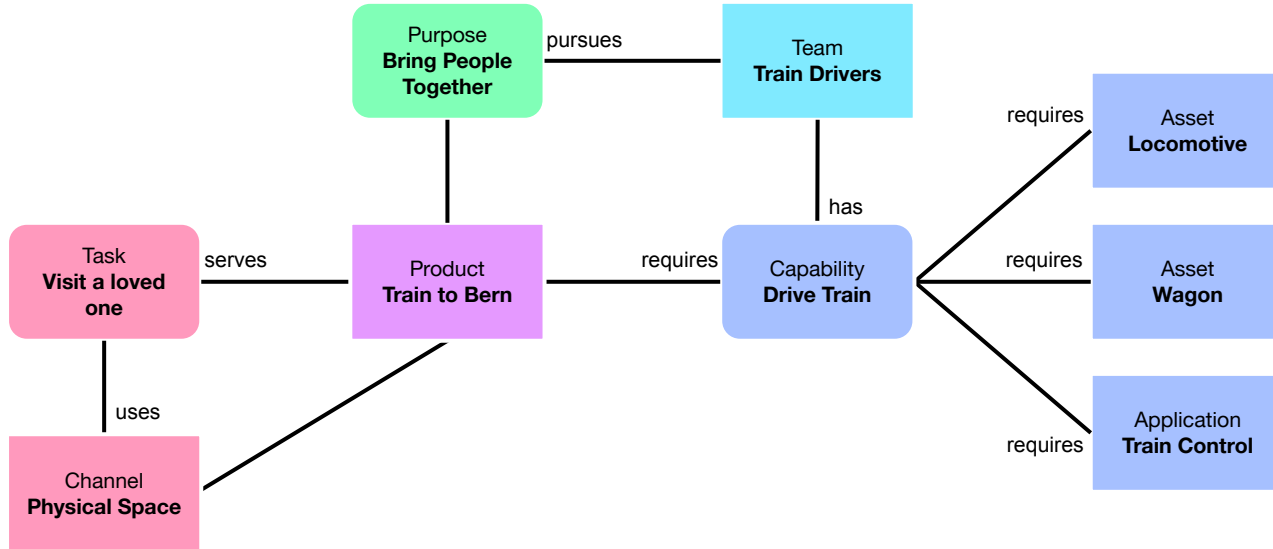
Architecture is limited to a few highly specialised and technical roles.



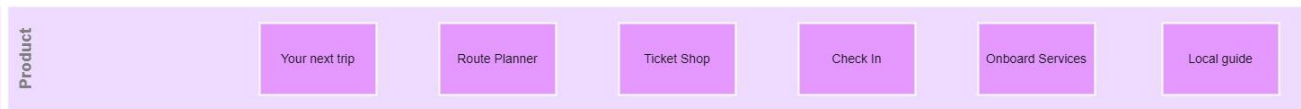
Tomorrow

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

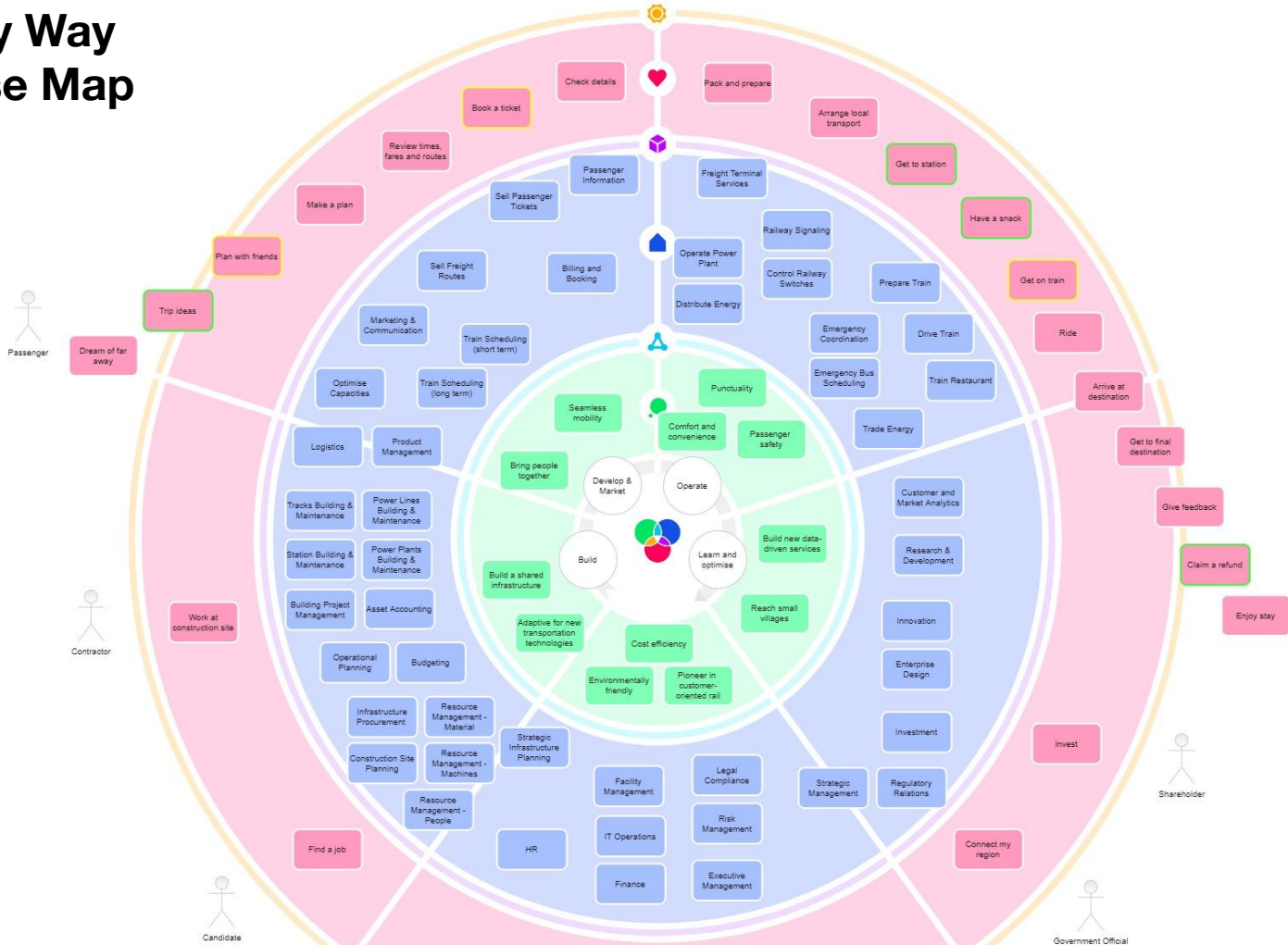
Connecting the dots



Service Blueprint



The Milky Way Enterprise Map



LEARN



Language Foundations – Certified Level 1
Enterprise Design Facets and Enterprise Elements
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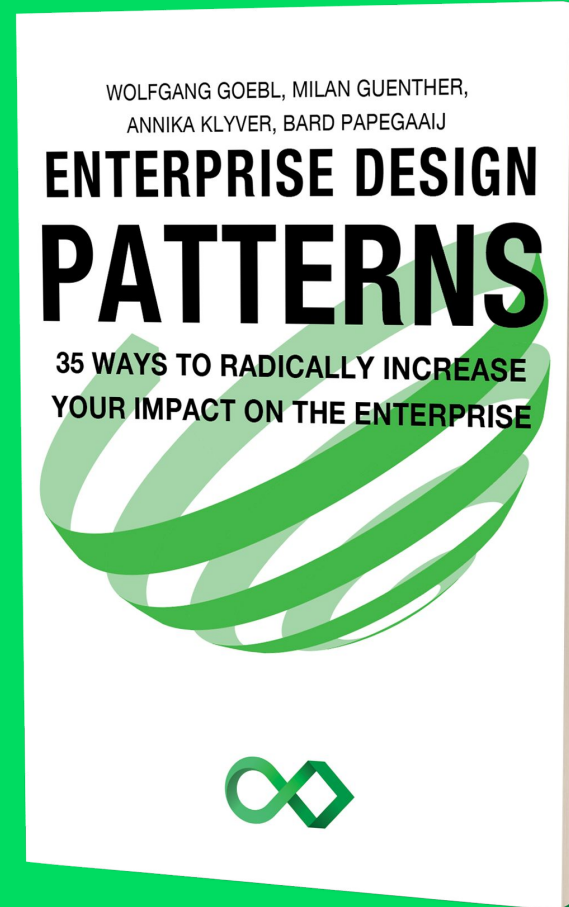


Register at: intersection.group/events



Patterns

Journey to impact
Behaviour patterns
Practice patterns
Creations patterns



 enterprisedesignpatterns.com



EDGY Language Foundations: Enterprise Design Facets and Elements | Autumn 2026

Online cohort-based course

Training

October 21 to November 30, 2026, Mondays & Wednesdays | 4pm-5:30pm CE(S)T

Online

October 12 to November 30, 2026

Learn Enterprise Design Facets and Elements with EDGY 23

Details

Register now



The Missing Language of Transformation

Designing enterprises together with EDGY

Webinar

October 22, 2026, 10am, CEST (Berlin, Paris)

Online

Details

Register



Why Transformations Drift

Eleven Enterprise Design Patterns for keeping intended outcomes intact

Webinar

October 28, 2026, 10am, CET (Berlin, Paris)

Online

Details

Register



From Scattered Change to Coherent Design

Seven EDGY maps that turn the language into a practice

Webinar

November 11, 2026, 4pm, CET (Berlin, Paris)



Capability Maps Reloaded

Bring your Capability Maps to the next level!

Webinar

November 24, 2026, 10am, CET (Berlin, Paris)

Online



From Assumed Alignment to Shared Understanding

with the EDGY Enterprise Scan

Webinar

December 9, 2026, 10am, CET (Berlin, Paris)

Online

Register at:
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