

Webinar

# Bridging the gaps with a **Milky Way Enterprise Map**

Annika Klyver  
June 20th 2024

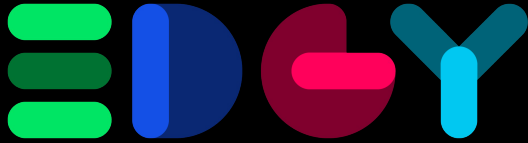




**INTERSECTION GROUP**

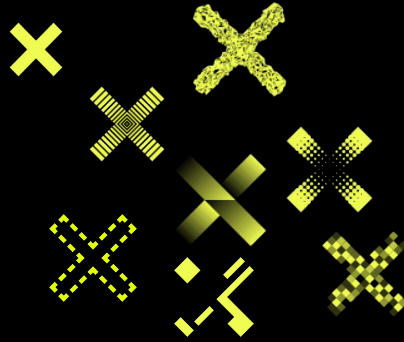
**We help people create better enterprises.**

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



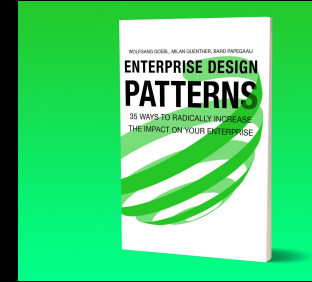
## **EDGY: a language for Enterprise Design**

An open source language  
to tackle key enterprise  
challenges by design



## **Community and Events**

Events for a global  
community of thinkers  
and practitioners



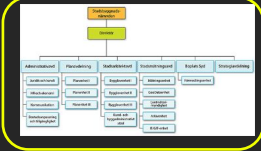
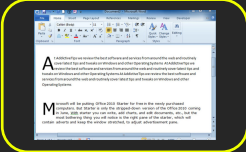
## **Learning and Publications**

Books, certified courses  
and digital tools delivered  
with our partners



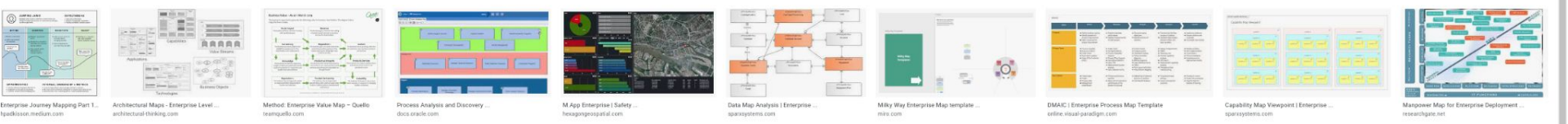


# What are we really talking about?





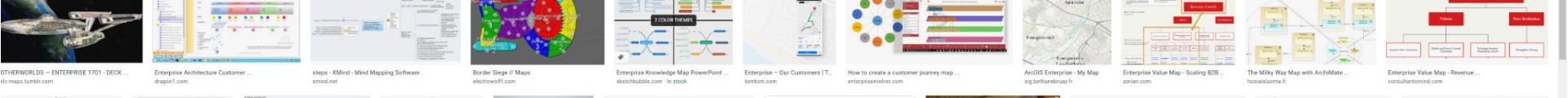
Enterprise Process Map (Part 1 of 2 ...  
Nerdovore: Star Trek Maps | Star trek ...  
Galaxy Class U.S.S. Enterprise NCC-170...  
Map of the Internet 2.0 Poster - Cool ...  
Strategy Map | Enterprise A...  
Building an Enterprise Process Map ...  
Strategy Map Diagram | Enterpr...  
The Milky Way Map with ArchMate ...  
The Milky Way Map with ArchMate ...  
AIFORISE Framework - Software ...  
MicroStrategy Unveils Holistic Map for ...



Enterprise Journey Mapping Part 1...  
Architectural Mapping - Enterprise Level...  
Method: Enterprise Value Map - Qualfo...  
Process Analysis and Discovery ...  
M.App Enterprise | Safety ...  
Data Map Analysis | Enterpr...  
Milky Way Enterprise Map template...  
DMAIC Enterprise Process Map Template...  
Capability Map Viewpoint | Enterpr...  
Manpower Map for Enterprise Deployment ...



What's the furthest the Enterprise D...  
Bar Posters Wall Canvas Sticker Decor...  
U.S.S. Enterprise NCC-1701-D...  
Related searches  
business process mapping examples  
workflow process mapping  
star trek enterprise map  
Mapping the Enterprise...  
Why Business Outcome Journey Maps are a...  
U.S.S. Enterprise NCC-1701 ...  
Details | TribalMind...  
Enterprise Architecture (EA ...  
Manpower Map for Enterpr...  
DMAIC | Enterprise Process Map Template



STAR TREK - ENTERPRISE map...  
Customer Analysis Map...  
steps - XMind - Mind Mapping Software...  
Border Style #7 Maps...  
Enterprise Knowledge Map PowerPoint...  
Enterprise - Our Customers | T...  
How to create a customer journey map ...  
ArcGIS Enterprise - My Map...  
Enterprise Value Map - Scaling B2B ...  
The Milky Way Map with ArchMate ...  
Enterprise Value Map - Revenue ...



The Milky Way Map with ArchMate ...  
Mapping Services - Belnomat. Ma...  
Map Enterprise Architecture in context ...  
Community Enterprise Launch New...  
ENTERPRISE Car Rental at Mars...  
Map Viewer Classic - Portal for ArcGIS ...  
Related searches  
process mapping symbols  
business process mapping levels 1-5  
enterprise d cutaway  
Enterprise Evolver: An App to Map the ...  
Capability Map Viewpoint | Enterpr...  
Enterprise Architecture and Wandley ...  
Enterprise Blockchain Ecosystem Map ...

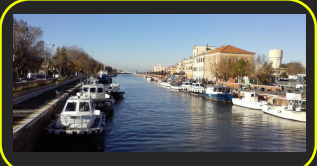
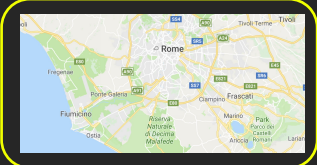
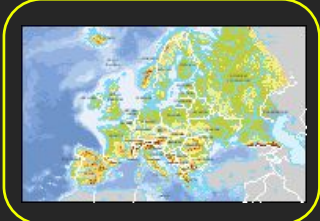


Star Trek Maps to Enterprise...  
Where is Enterprise Lo...  
malmaps | Mal's Maps | Pag...  
USD-Enterprise NCC-17...  
Mapping the Enterprise (2014 Updated)...  
Scotland's Social Enterprise Map - Good...  
Resource Map Viewpoint | Enterpr...  
Enterprise vulnerability map | Download ...  
Education and Enterprise Zone Mapping -  
DMAIC | Enterprise Process Map Template  
SAP ENTERPRISE SUPPORT VALUE MAP  
SAP Enterprise Support value map for ...  
Gare d'Alnigton TOV by Bus ...

# What about other mental models?



# We all start from the same model!

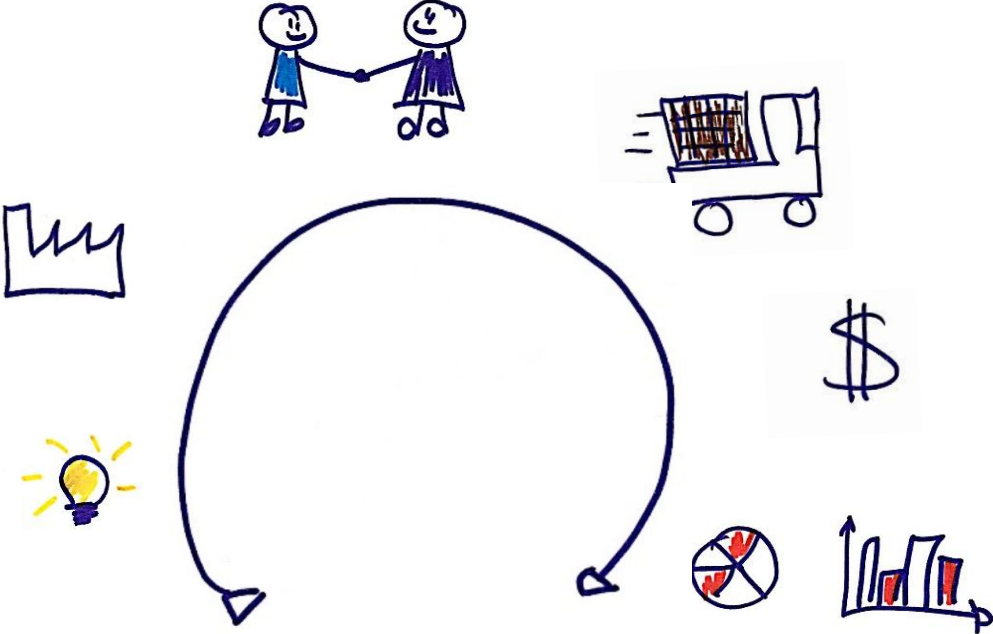




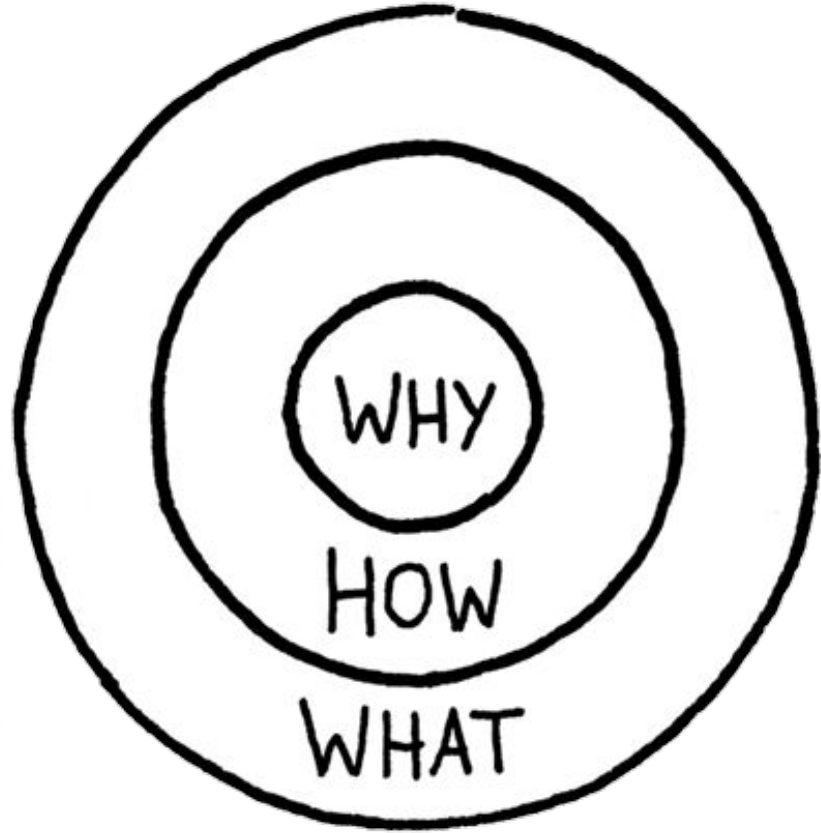
Can we create a shared map of our enterprise?



# Find a value flow

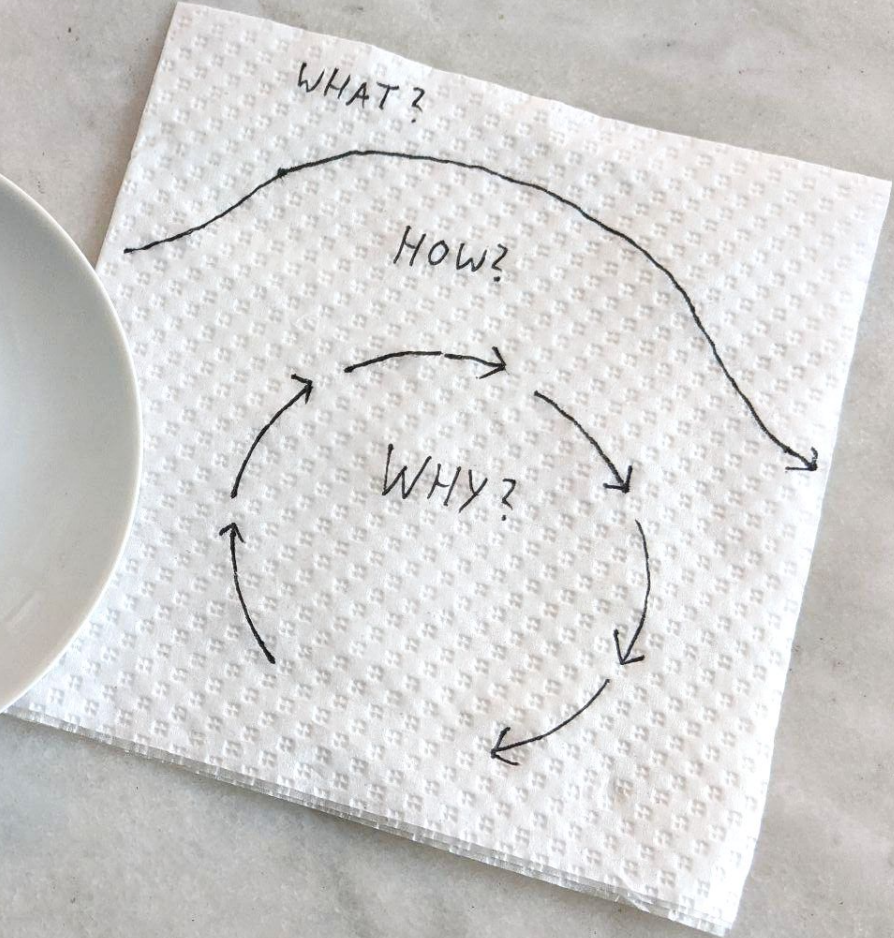


*“Start with why”*



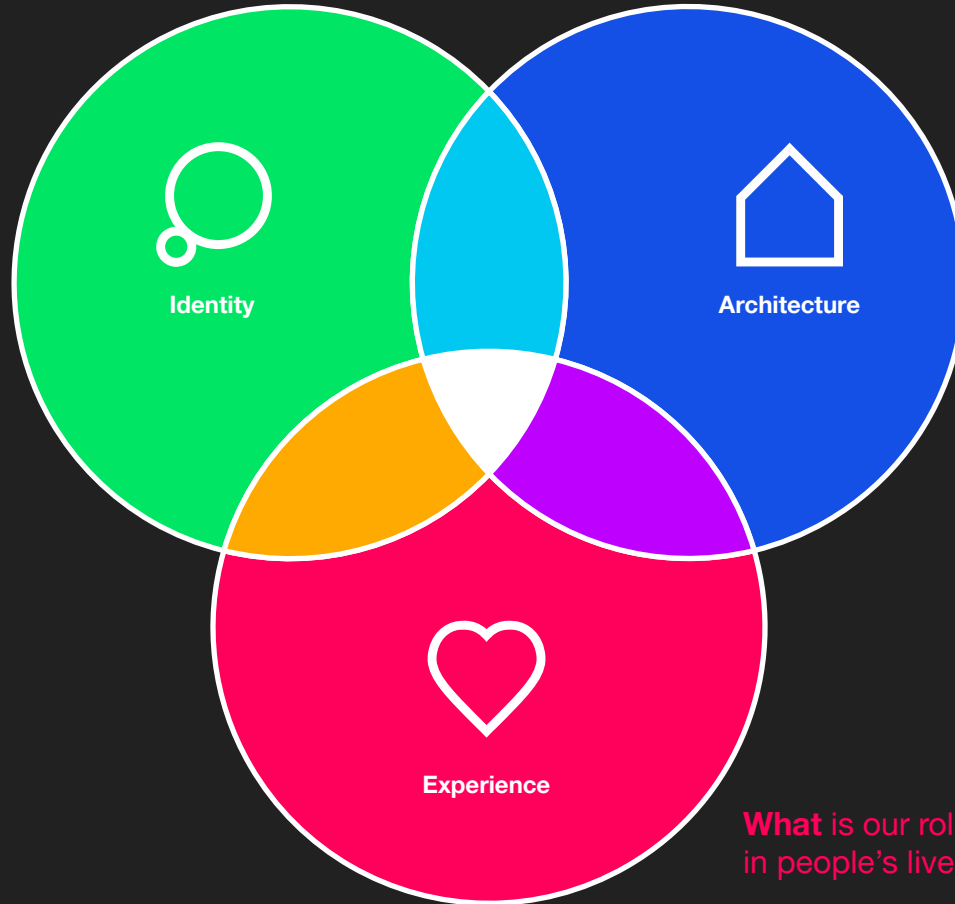
Simon Sinek

# Your enterprise on a napkin



# Enterprise Design Facets

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

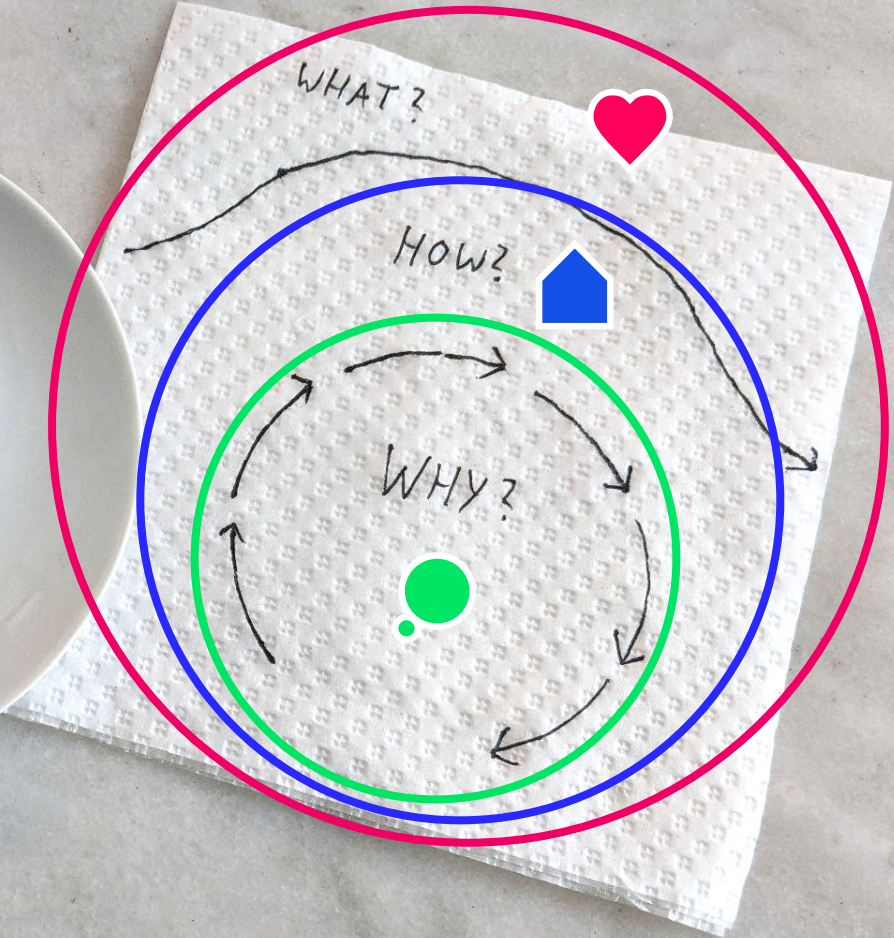


**How** are we operating and what are we capable of achieving?

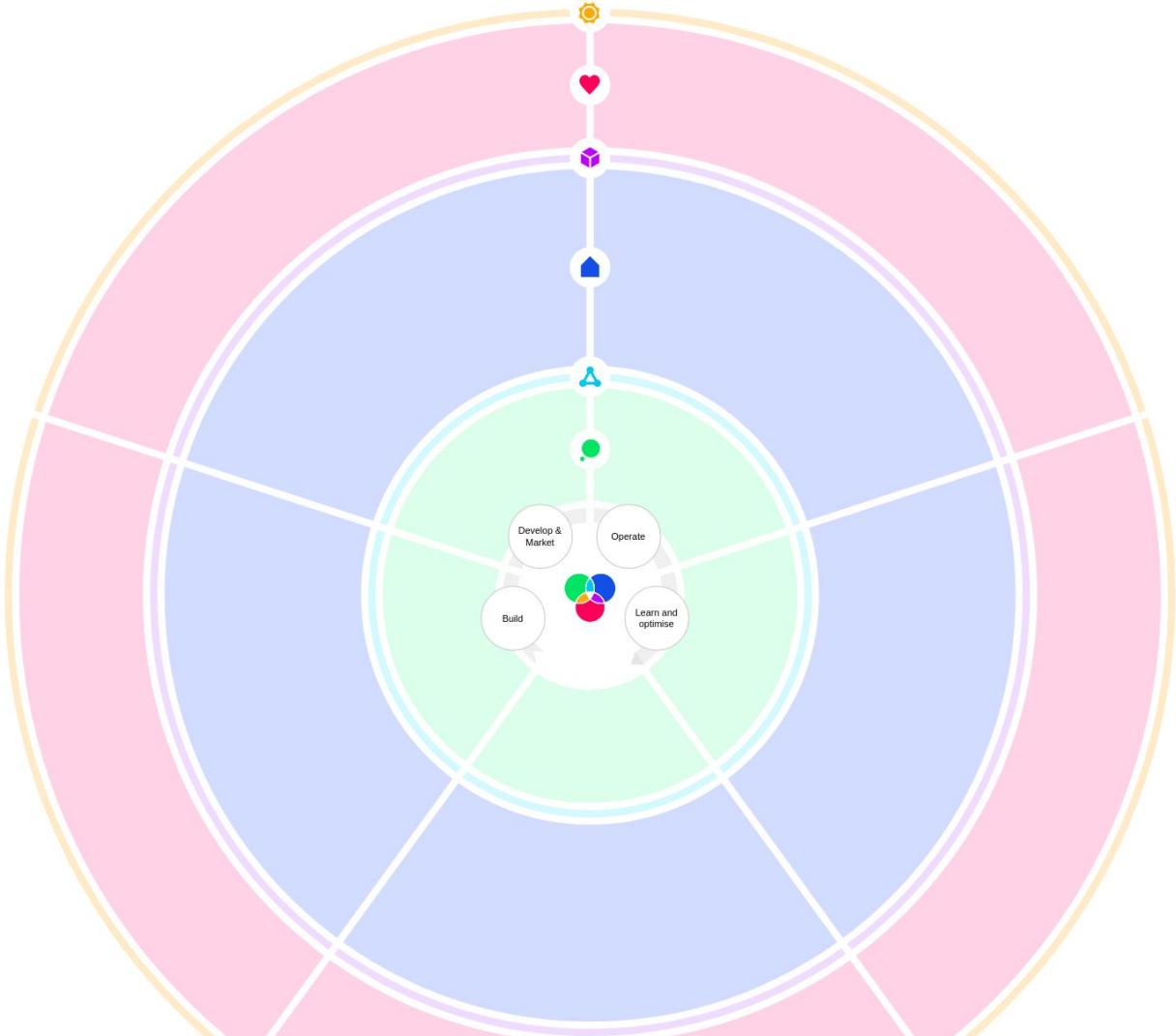
**What** is our role in people's lives?



# Your enterprise on a napkin



# Milky Way base map



# ○ Purpose

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





# Purpose

Revolutionise transportation in Europe

Utilise night time capacity

Reduce carbon footprint per passenger

Run a shared infrastructure platform

Reach countryside places

Preserve the environment

Pioneer in customer-oriented rail

Adaptive for new transportation technologies

Build new data-driven services

Door to door with three clicks

Build trusted partnerships

Offer a viable alternative to air traffic

Contribute to people's lives

Sustainable profit

Employee happiness and development

Bring people together

Service delivery excellence

Realize seamless mobility

Comfort and Convenience

Punctuality

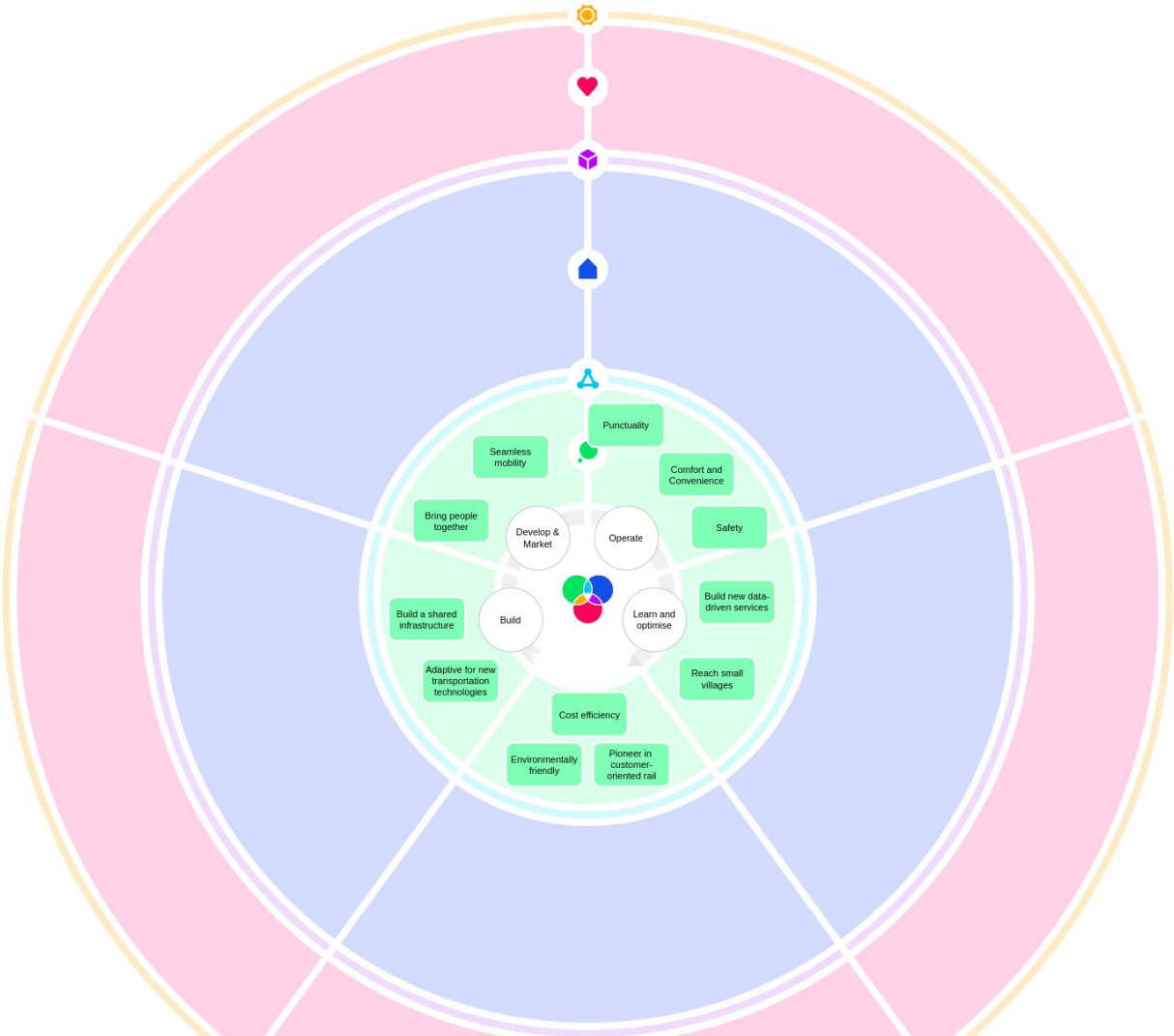
Pursue ultimate safety levels

Cost efficiency

Manage compliance and risk

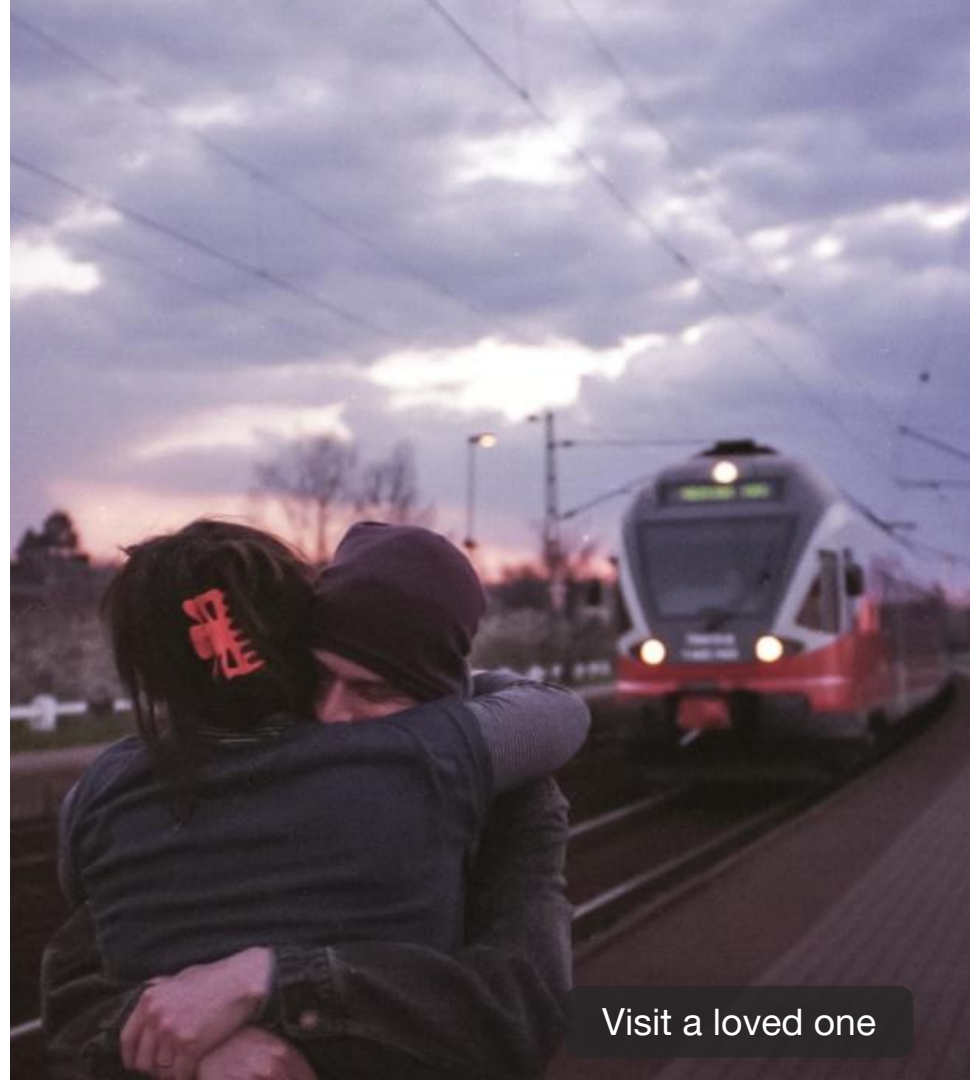
# Milky Way base map

## Purpose



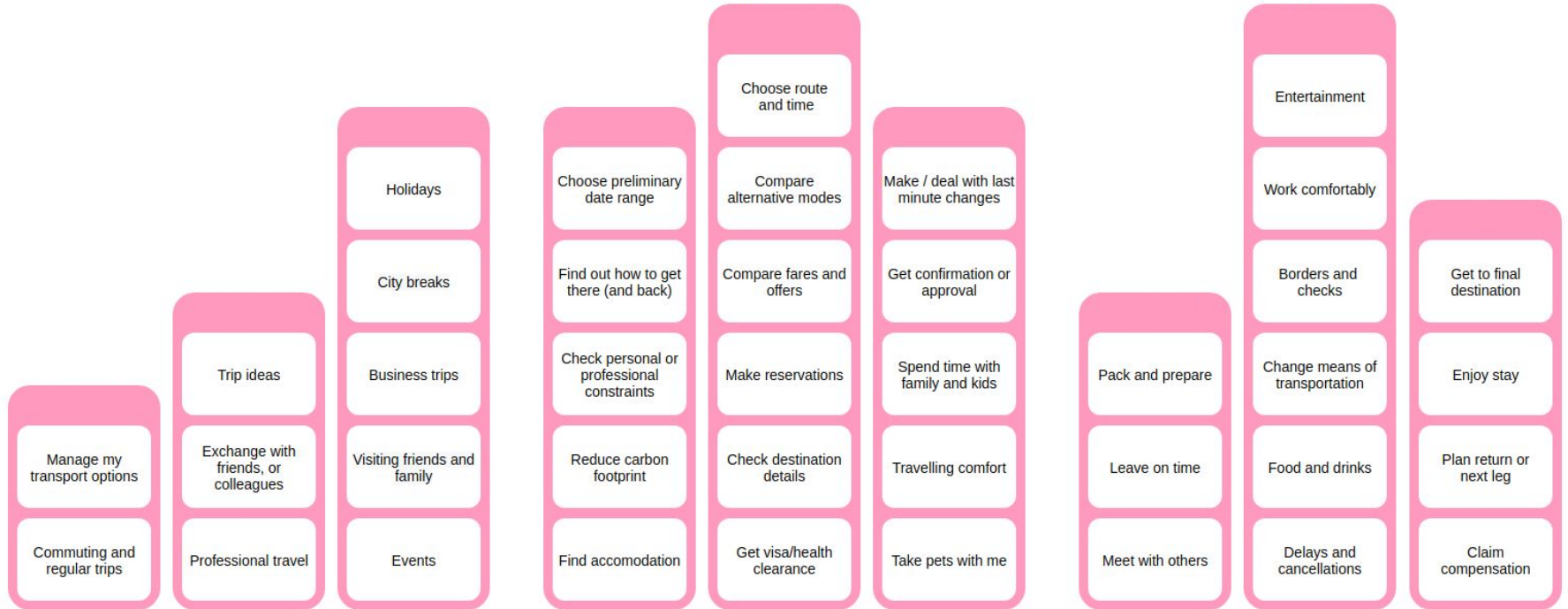
## ○ Task

**What people want to achieve and get done (with our help).**



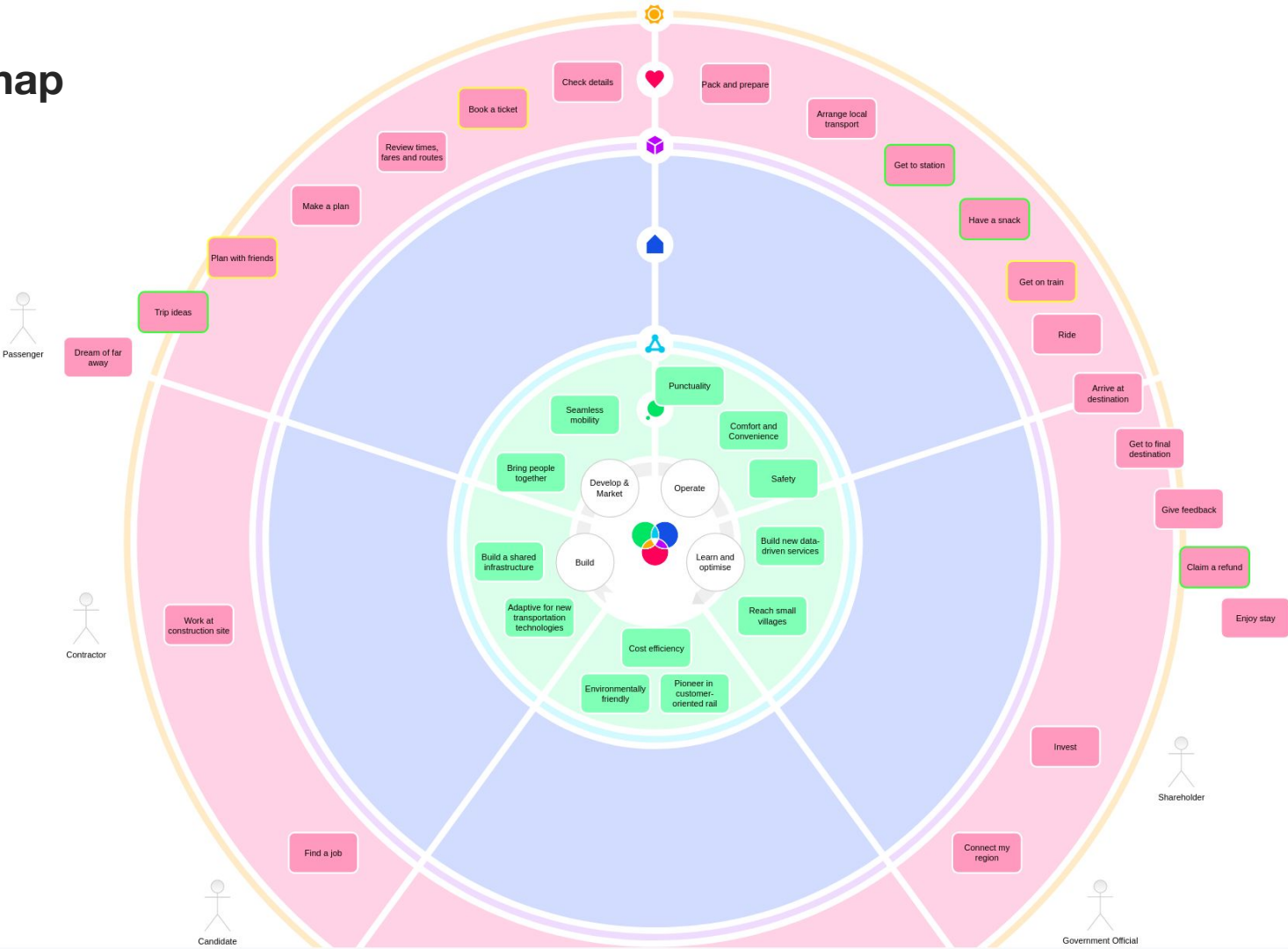
Visit a loved one

# ♥ Task board



# Milky Way base map

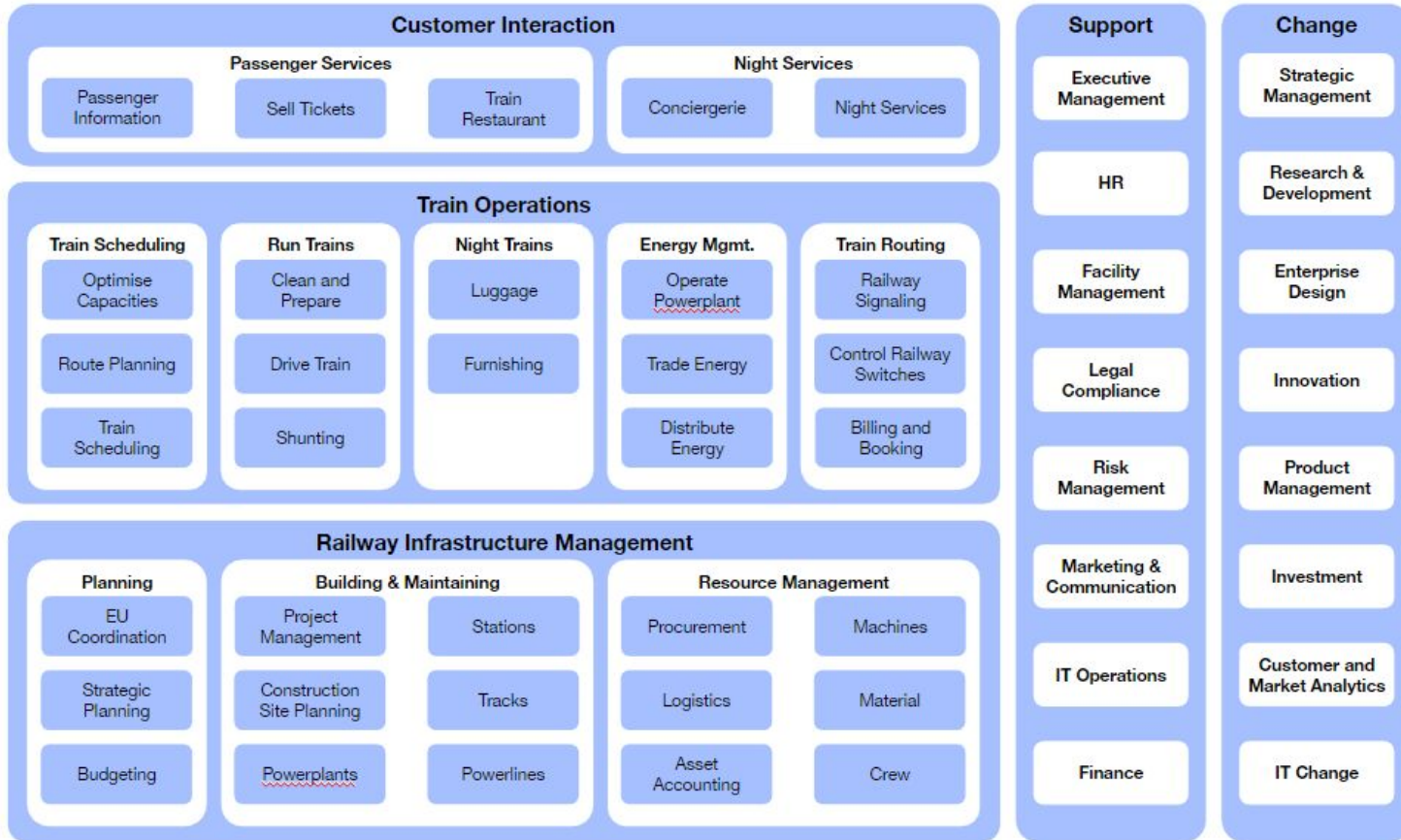
Purpose  
Tasks



# ○ Capability

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



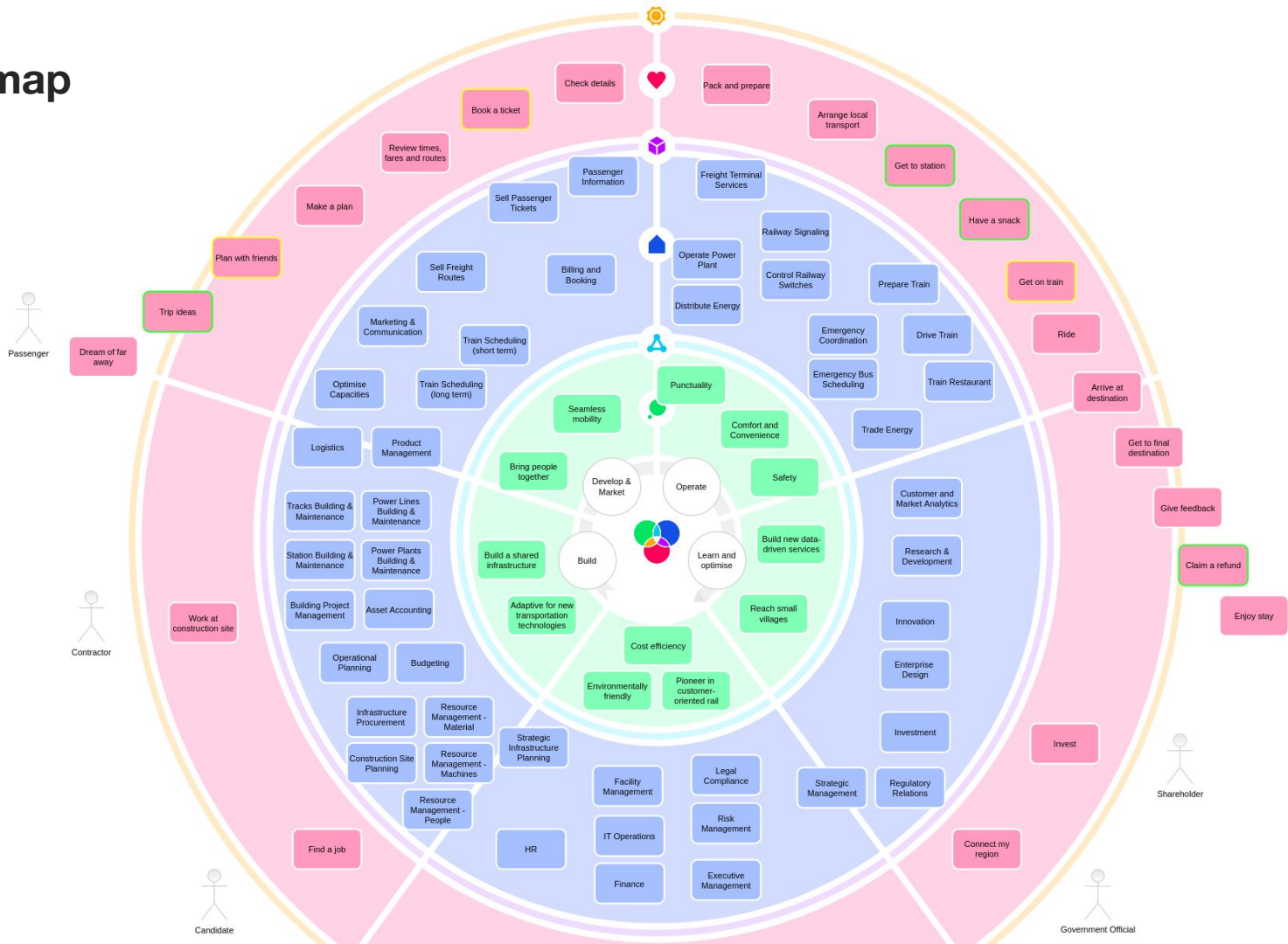


# Milky Way base map

Purpose

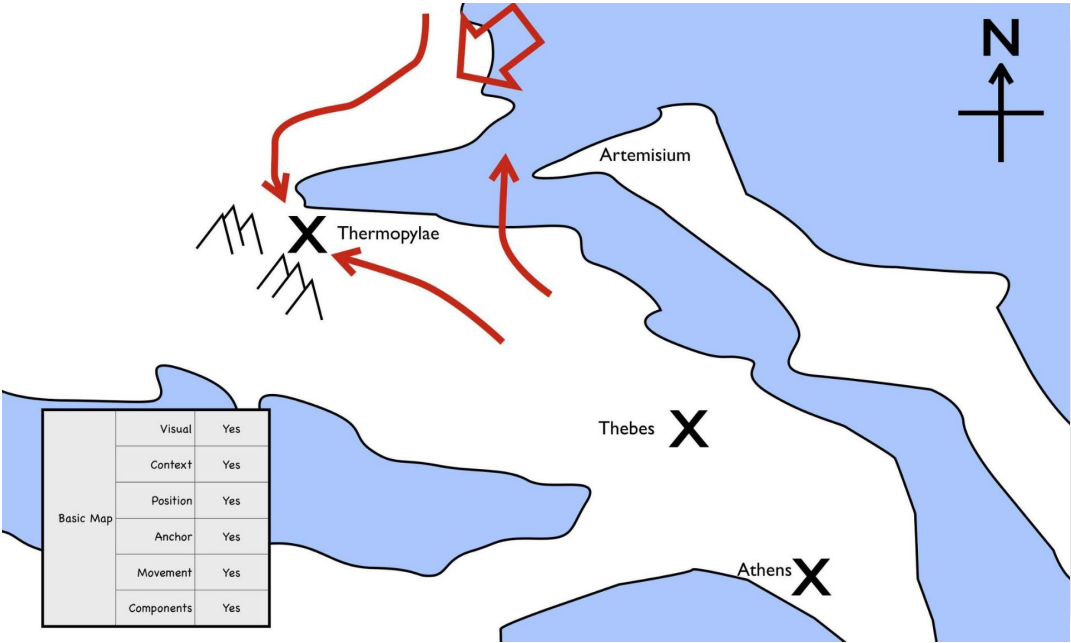
Capabilities

Tasks





# What is a map?



Basic Map	Visual	Yes
	Context	Yes
	Position	Yes
	Anchor	Yes
	Movement	Yes
	Components	Yes

<h3>Strengths</h3> <ul style="list-style-type: none"> <li>A well trained Spartan army</li> <li>A high level of motivation not to become a Persian slave</li> <li>Most of the Persian army are mercenaries and slaves</li> </ul>	<h3>Weaknesses</h3> <ul style="list-style-type: none"> <li>The rest of the Greeks aren't well trained</li> <li>The Ephors might stop the Spartans turning up</li> <li>A truck load of Persians ARE turning up</li> </ul>
<h3>Opportunities</h3> <ul style="list-style-type: none"> <li>Get rid of the Persians</li> <li>Get rid of the Spartans</li> <li>Become a Legend</li> </ul>	<h3>Threats</h3> <ul style="list-style-type: none"> <li>Persians get rid of us</li> <li>The Oracle says a really dodgy film might be produced over 2,000 years later</li> </ul>



# Milky Way base map

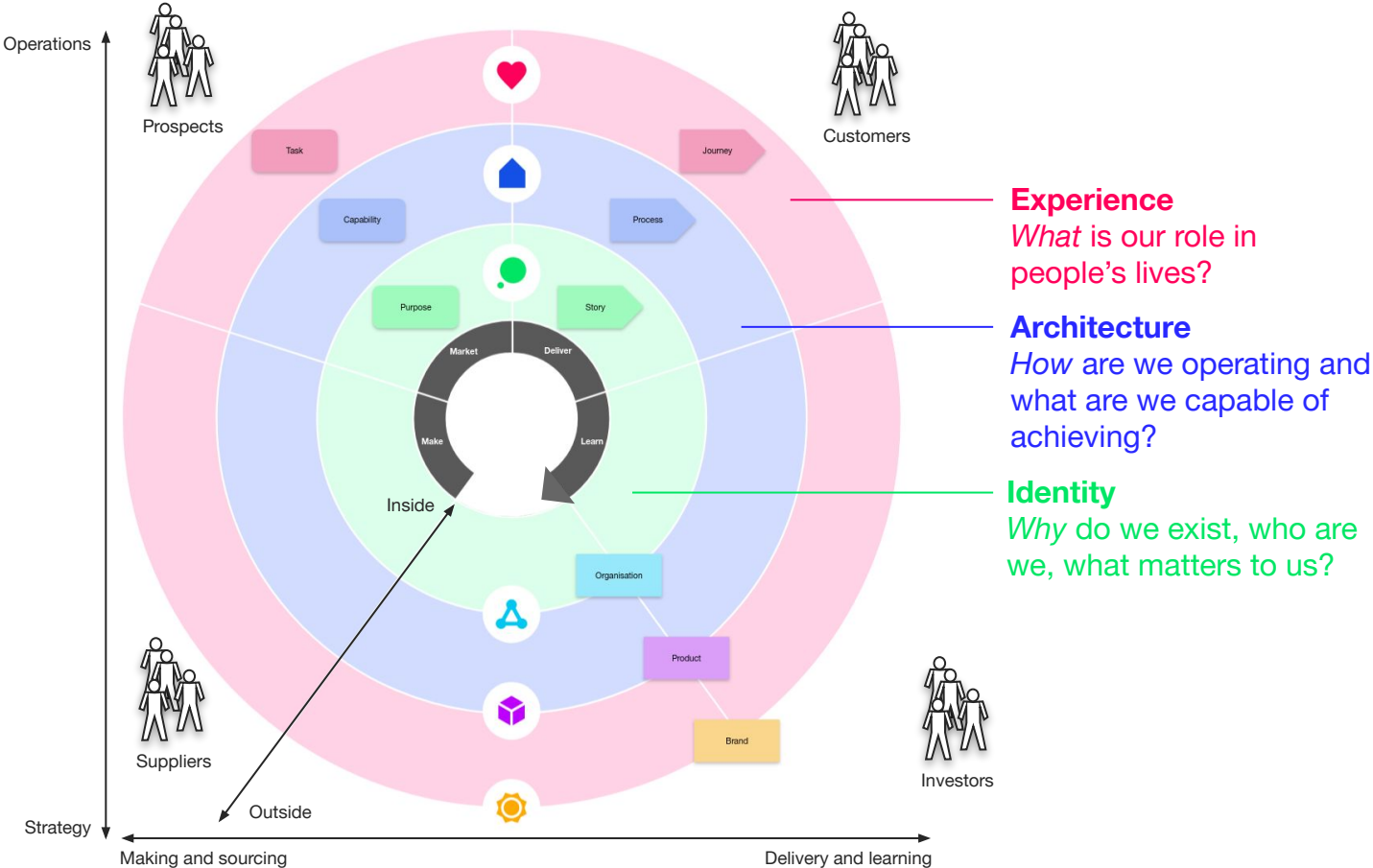
Understand more about a capability and its relations to other capabilities.

Find the position on the map.

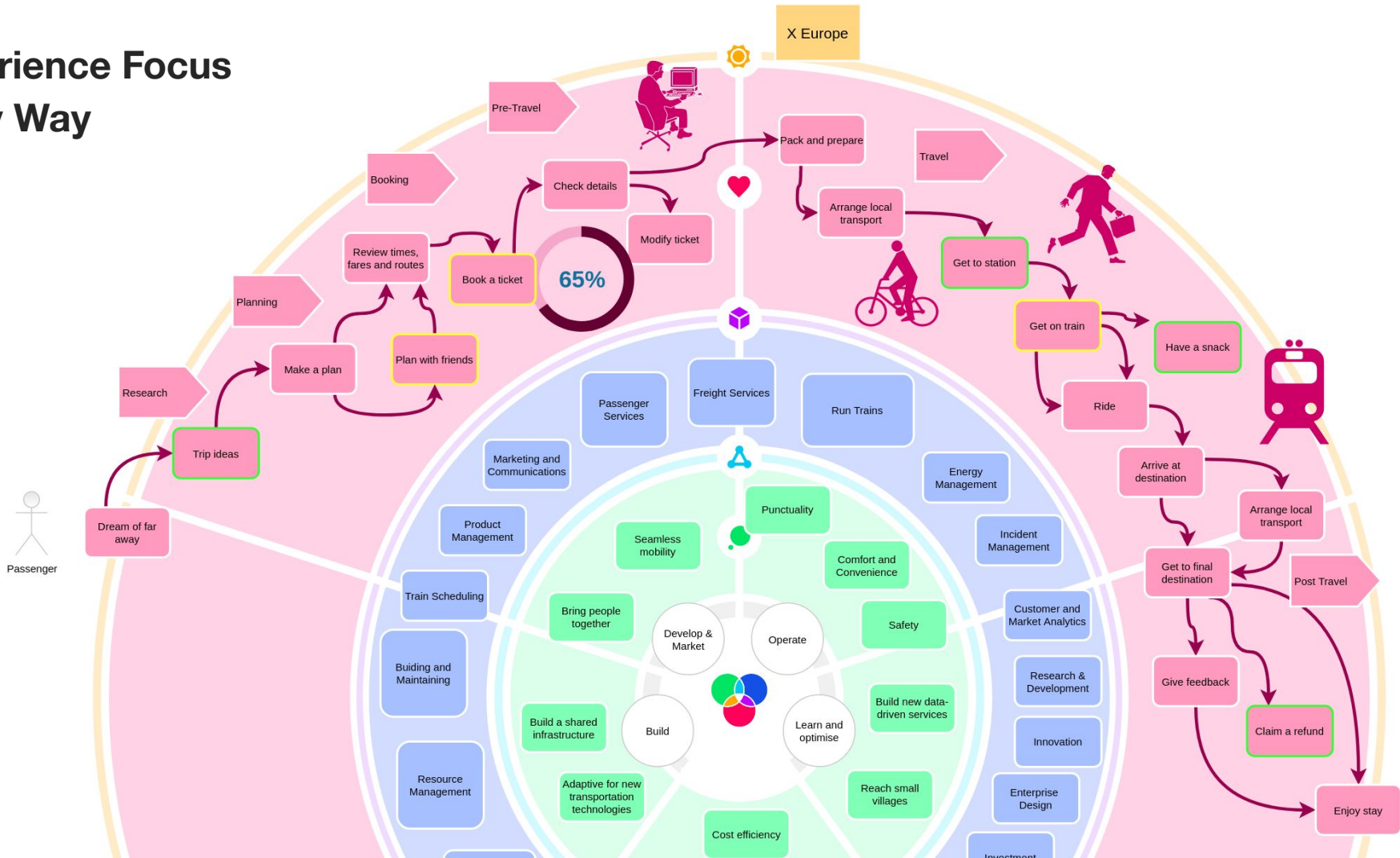
1. What do you need to perform your task?
2. What happens before?
3. What happens after?



# Milky Way base configuration and geographical dimensions



# Experience Focus Milky Way



# Adding IT Assets



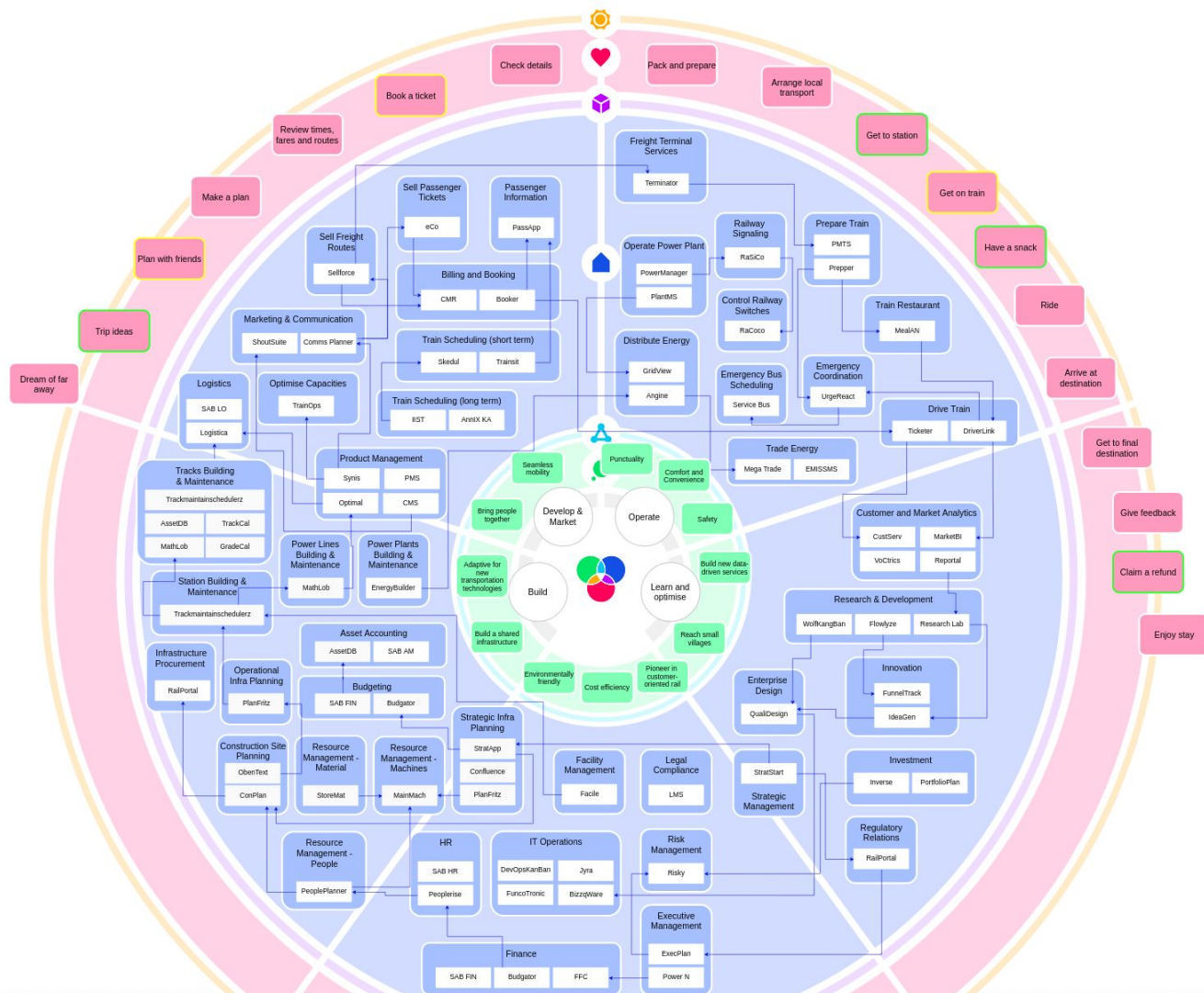
Passenger



# Adding key IT Integrations



Passenger

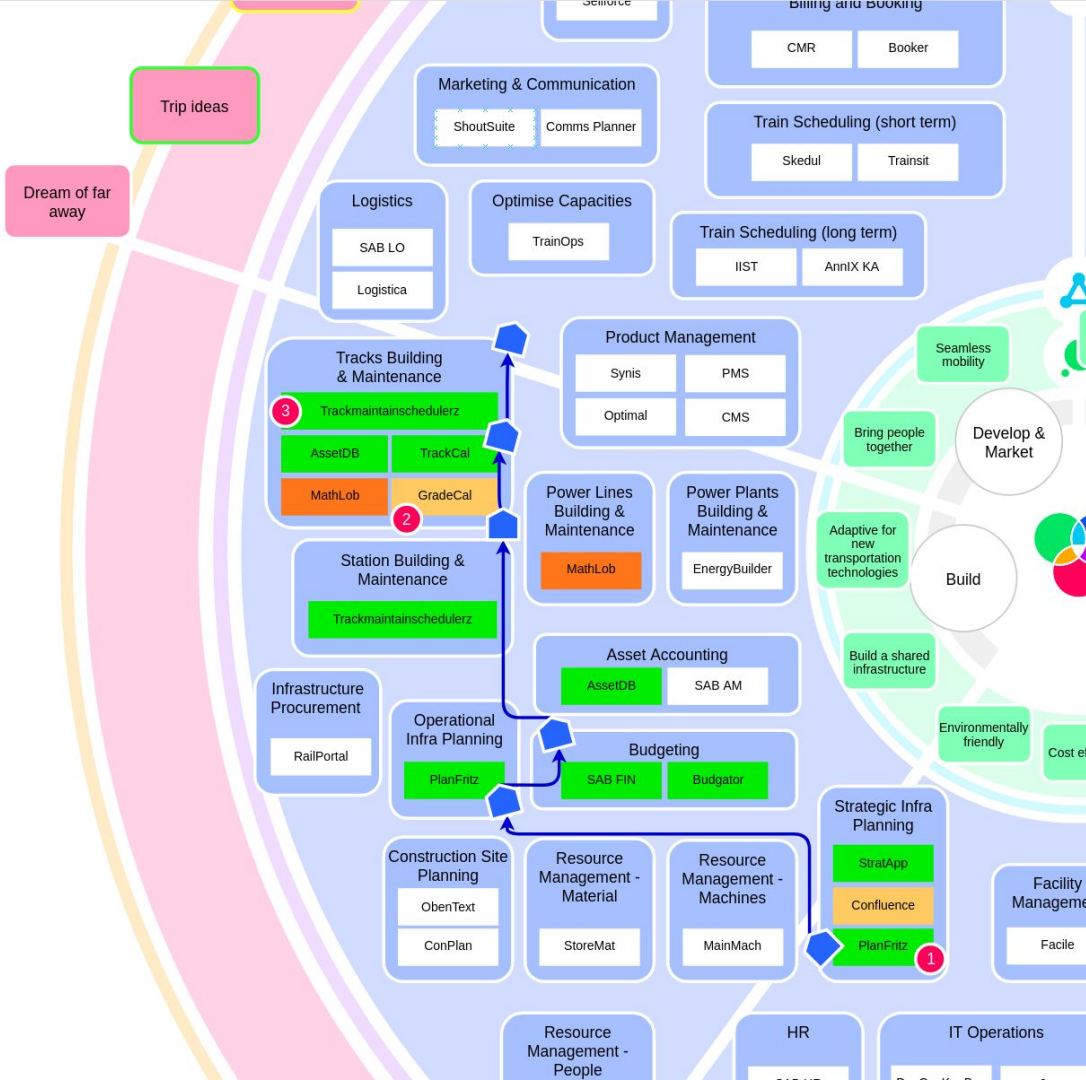


# Tracing a process and applications

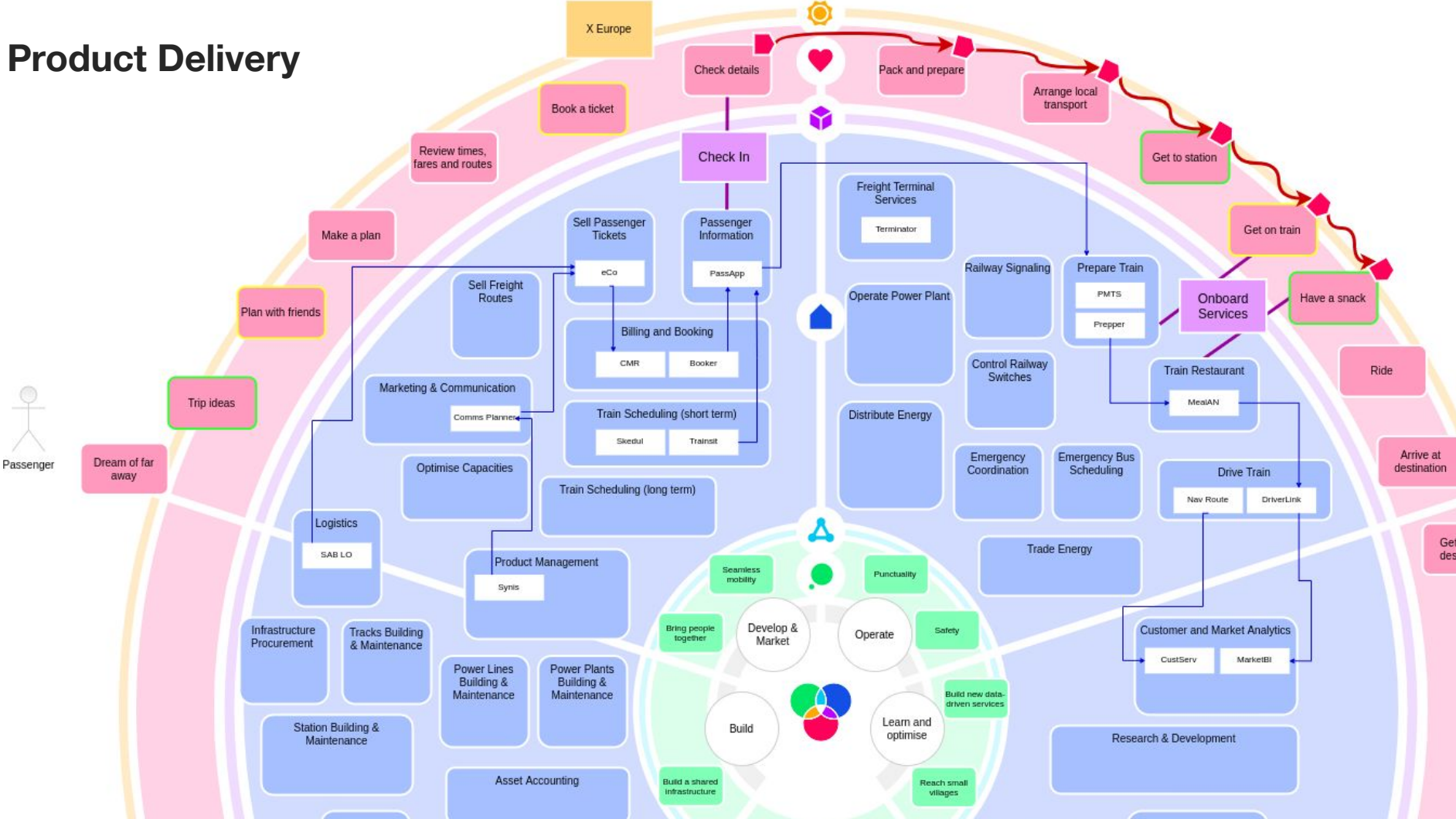


Dream of far away

Trip ideas

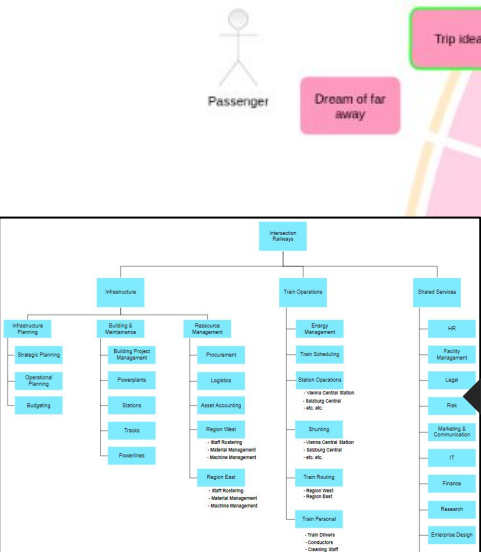


# Product Delivery

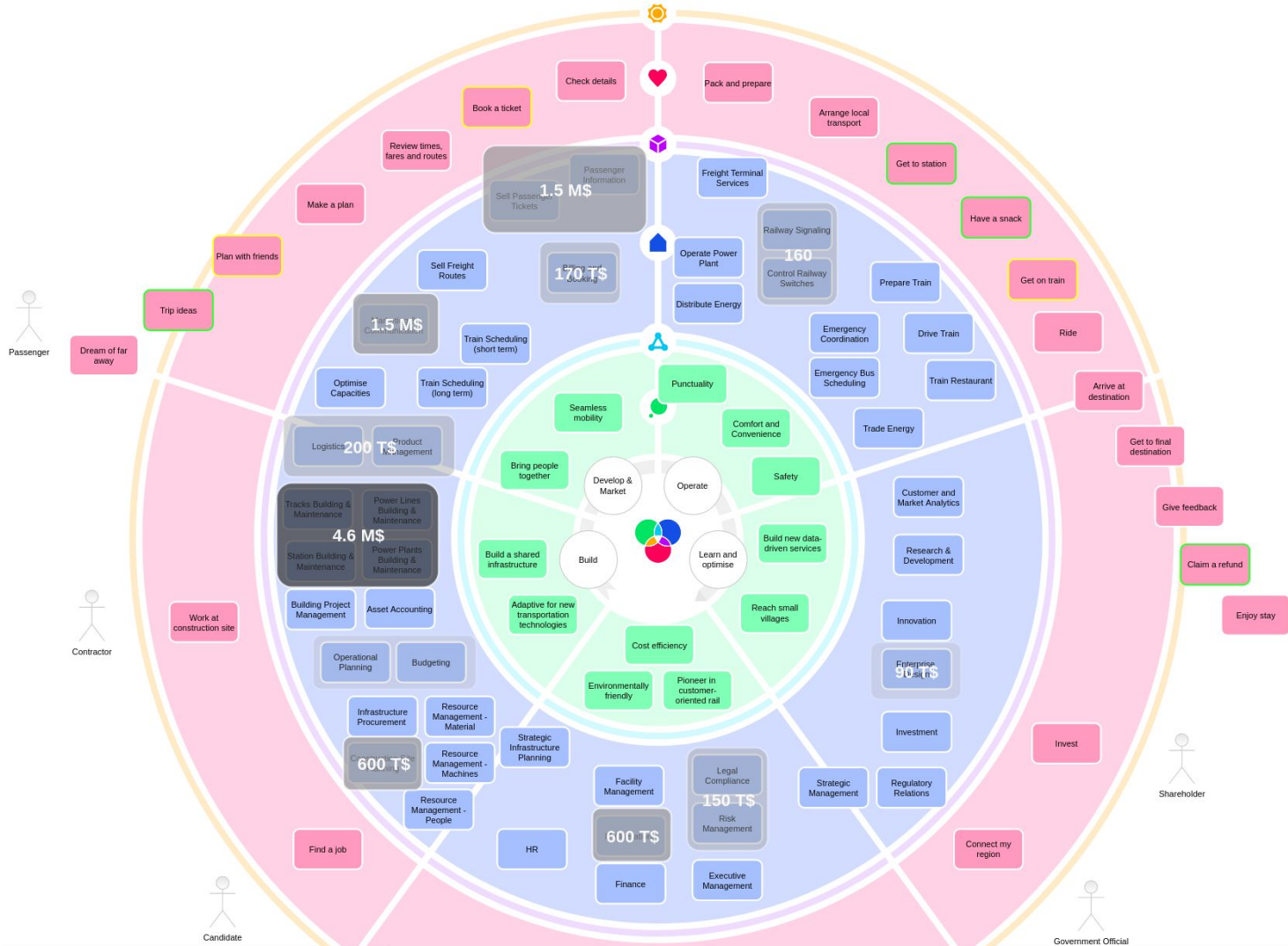




# Overlaying Organisation



# Overlaying Budget



Candidate

Government Official

# Example Application at Scania

## Scania AB

 52 languages ▼

Article Talk

Read Edit View history Tools ▼

From Wikipedia, the free encyclopedia

Coordinates:  59°10′14″N 17°38′26″E﻿ / ﻿

*For the region in Sweden, see [Scania](#). For other uses, see [Skåne \(disambiguation\)](#) and [Scania \(disambiguation\)](#).*

**Scania AB** (/ˈskæniə/ *SKAN-ee-ə*, Swedish: [ˈskɑːnɪa]), stylised **SCANIA** in its products, is a major [Swedish](#) manufacturer headquartered in [Södertälje](#), focusing on [commercial vehicles](#)—specifically heavy [lorries](#), trucks and buses. It also manufactures [diesel engines](#) for heavy vehicles as well as [marine](#) and general industrial applications.

Scania was formed in 1911 through the merger of Södertälje-based [Vabis](#) and Malmö-based [Maskinfabriks-aktiebolaget Scania](#). Since 1912, the company headquarters have been based in Södertälje after the merger. Today, Scania has production facilities in Sweden, France, the Netherlands, Thailand, China, India, Argentina, Brazil, Poland, Russia and Finland.<sup>[3]</sup> In addition, there are assembly plants in ten countries in Africa, Asia and Europe. Scania's sales and service organisation and finance companies are worldwide. In 2012, the company employed approximately 42,100 people around the world.<sup>[3]</sup>

Scania was listed on the [NASDAQ OMX Stockholm](#) stock exchange from 1996 to 2014.<sup>[4][5]</sup> The company is a subsidiary of [Traton](#), part of the [Volkswagen Group](#).

Scania's logo shows a [griffin](#), from the [coat of arms](#) of the [province of Scania](#) (Swedish: *Skåne*).<sup>[6]</sup>

### Scania AB



Scania's headquarters in Södertälje

<b>Formerly</b>	AB Scania-Vabis
<b>Company type</b>	Subsidiary ( <i>Aktiebolag</i> )
<b>Industry</b>	<a href="#">Automotive</a>
<b>Predecessors</b>	<a href="#">Maskinfabriks-aktiebolaget Scania</a> <a href="#">Vabis</a>

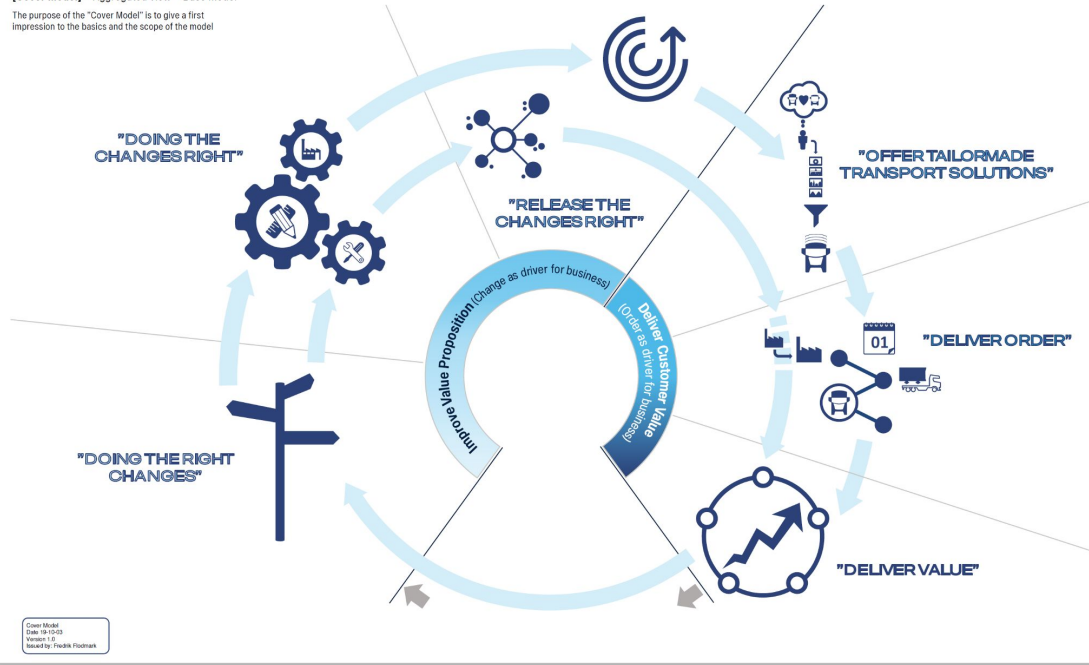


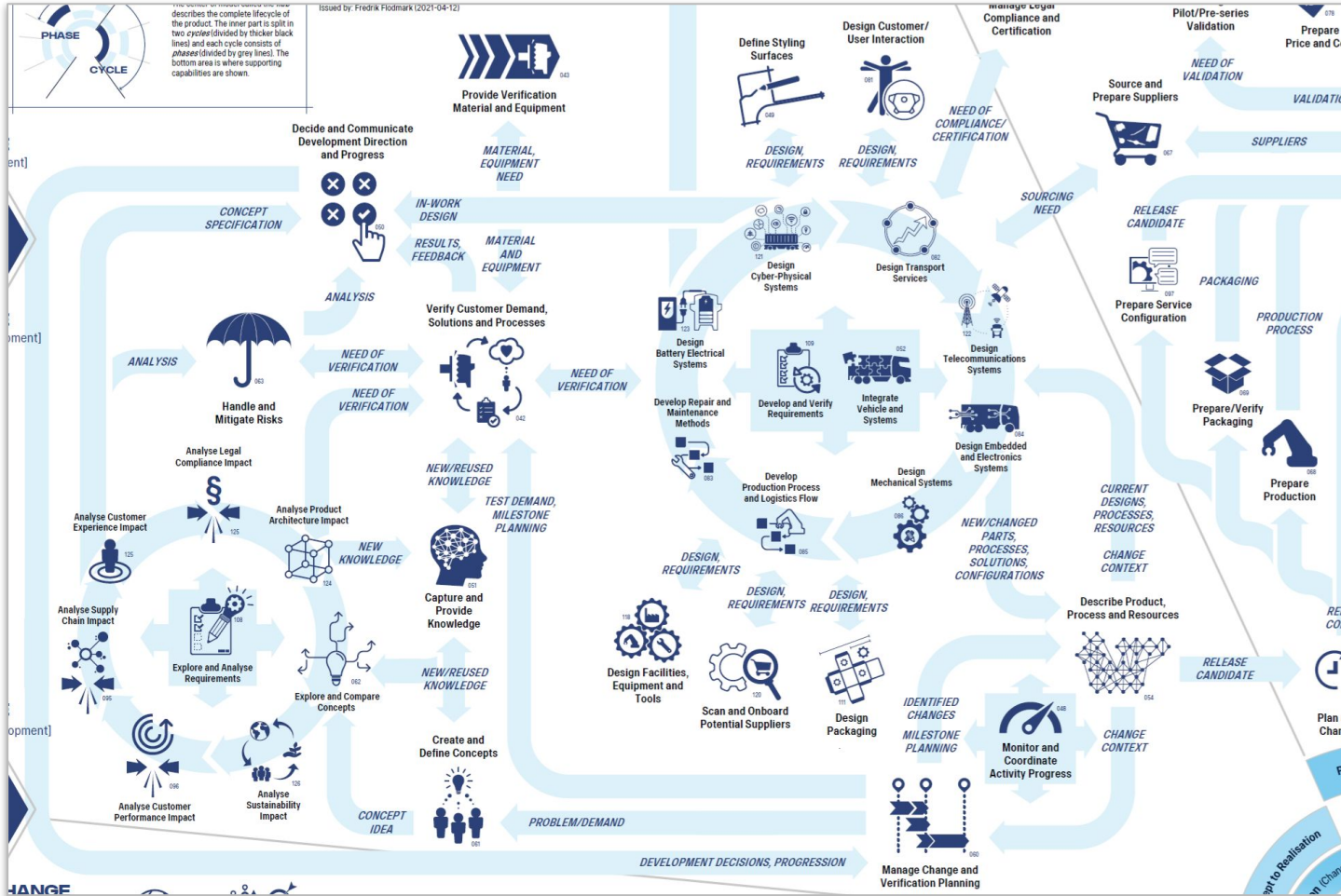
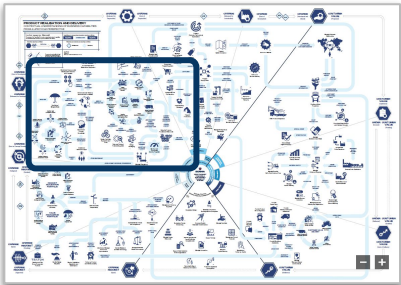
# PRODUCT REALISATION AND DELIVERY

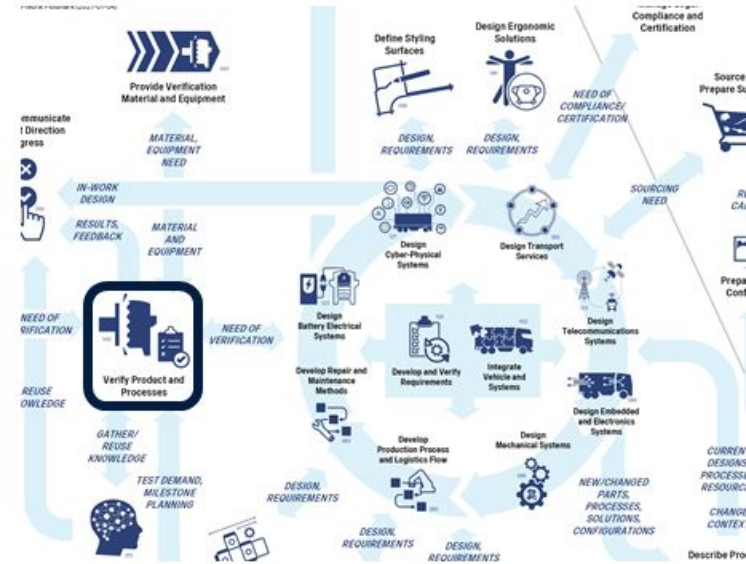
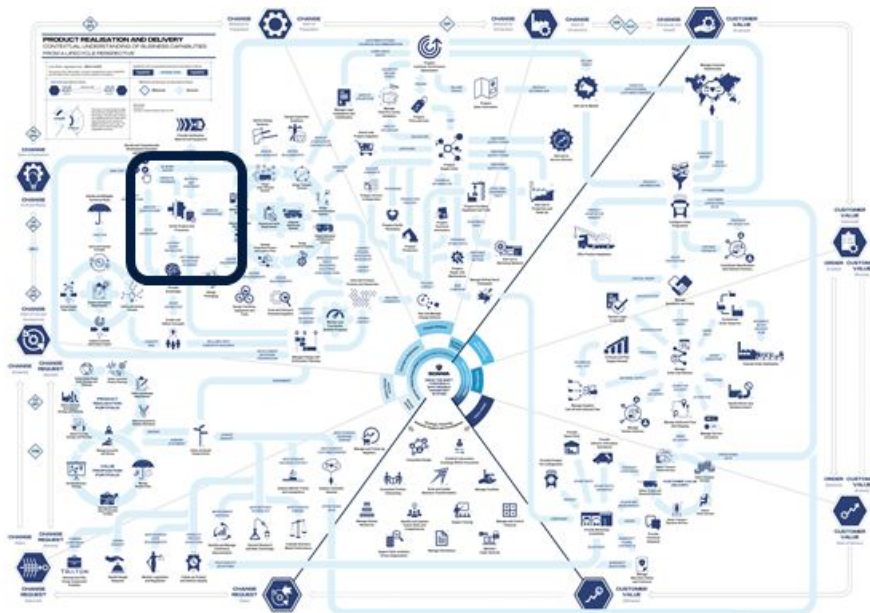
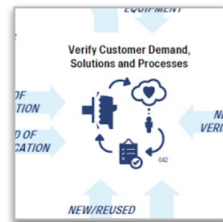
CONTEXTUAL UNDERSTANDING OF BUSINESS CAPABILITIES  
FROM A LIFECYCLE PERSPECTIVE

[Cover Model] – Aggregated view – Base model

The purpose of the "Cover Model" is to give a first  
impression to the basics and the scope of the model







## Verify Product and Process description

Secure (assignment) property targets are met by new products  
 Secure (assignment) manufacturing, assembly and repair/maintenance methods requirements are met by new product  
 Secure that new products are compliant with affected legislations and regulations

# Customers / Users

*Making them visible*

*See their perspective & experience*

*Think of them as we design*

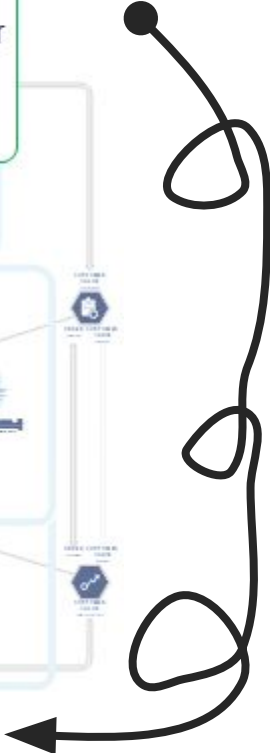
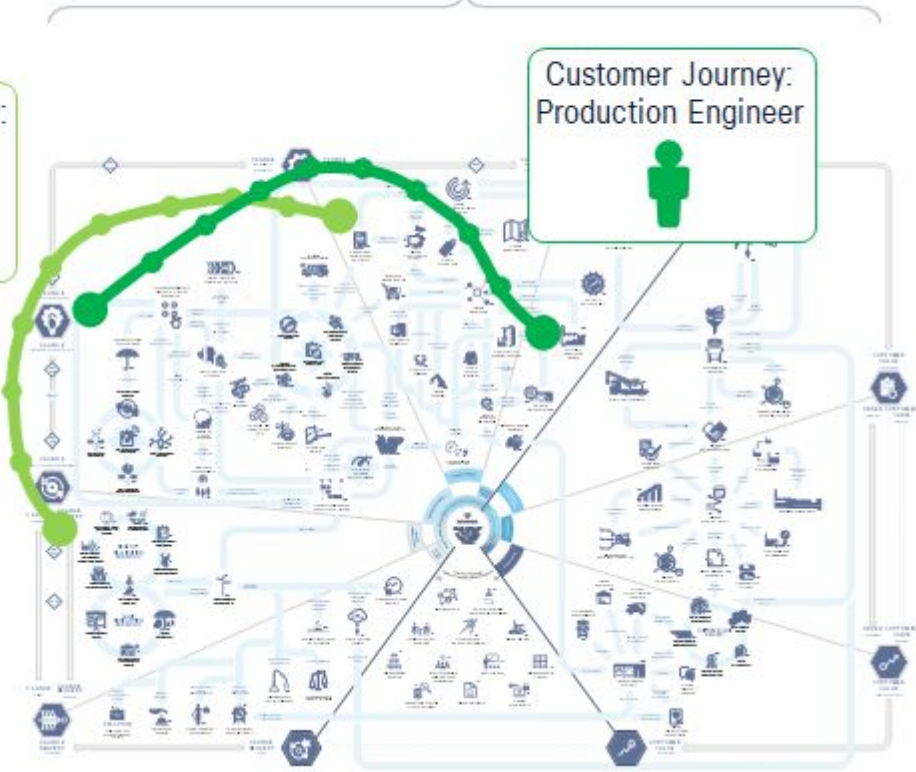
*Sense make the outside in dynamic*

Value pull through customer centric perspective

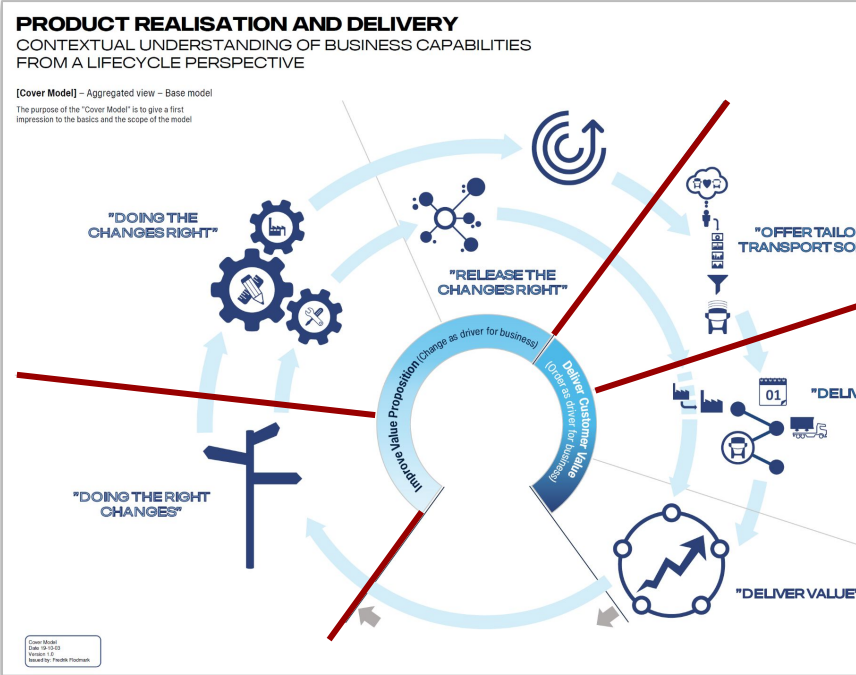
Customer Journey: Design Engineer



Customer Journey: Production Engineer



# Find new ways of working in a time of change



Ambition to offer new Product/Service to the market

New ways of collaborating will impact the portfolios and the decision making in the Product/Service Development

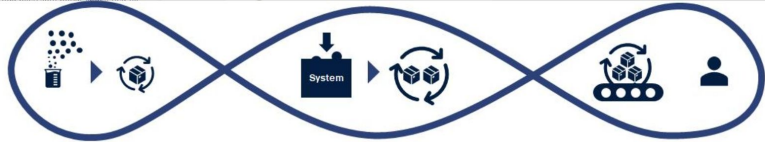
Will require new forms of co delivering the Products & Services

Will require new forms of co supporting the Customers when using the Products & Services





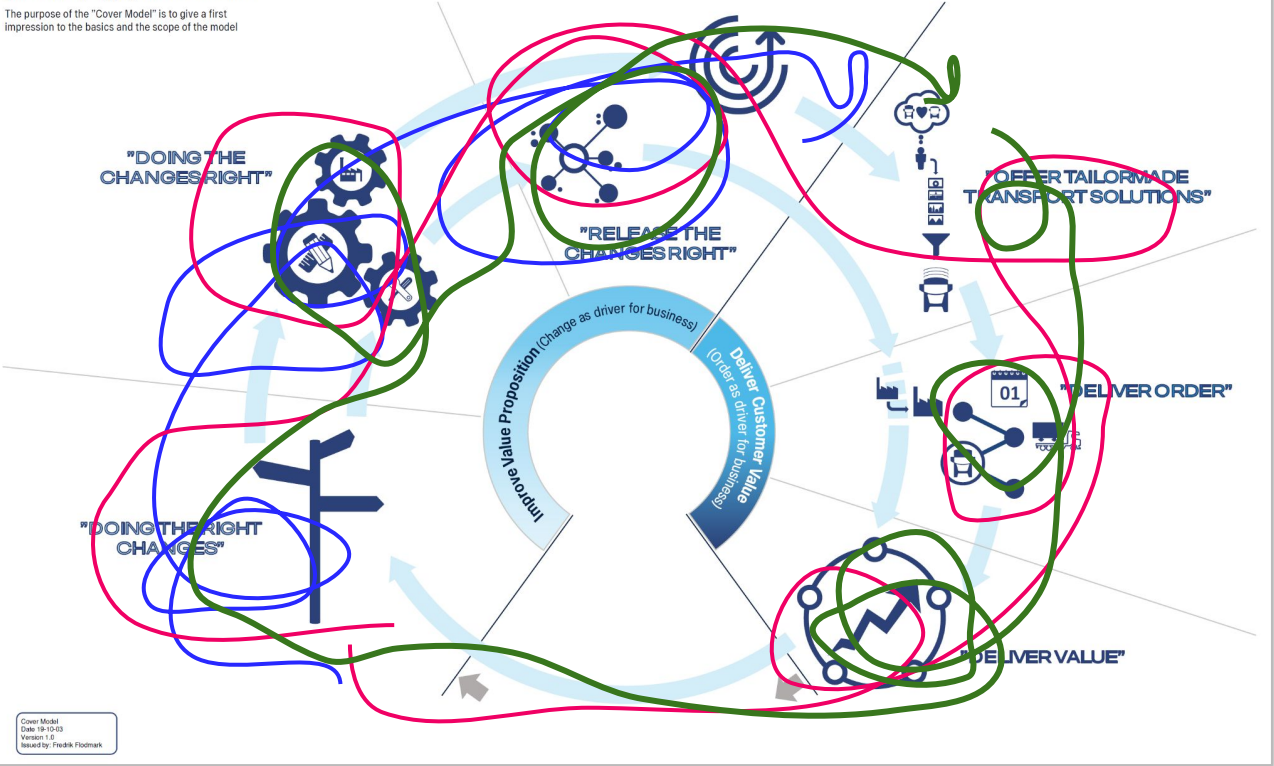
# Find new ways of working



## PRODUCT REALISATION AND DELIVERY CONTEXTUAL UNDERSTANDING OF BUSINESS CAPABILITIES FROM A LIFECYCLE PERSPECTIVE

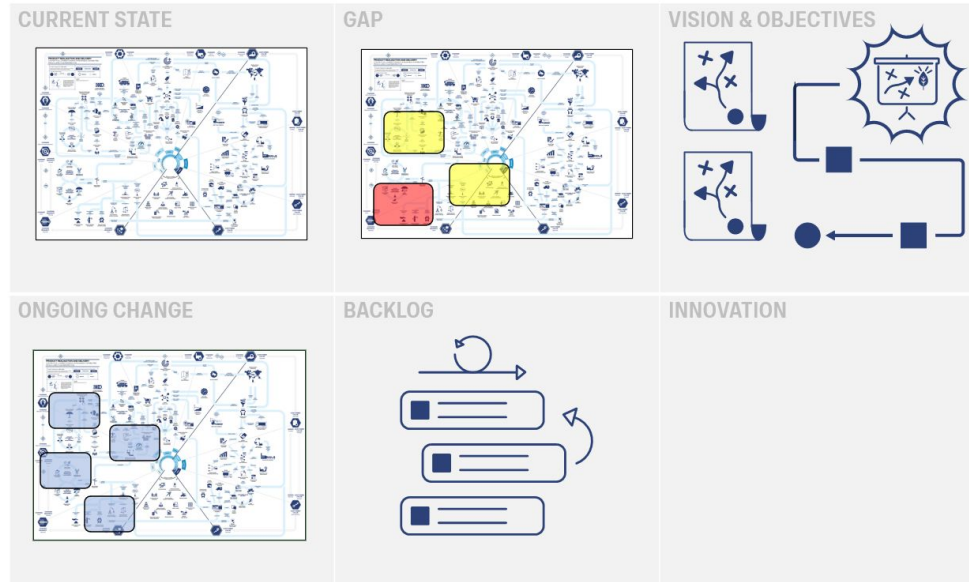
[Cover Model] – Aggregated view – Base model

The purpose of the "Cover Model" is to give a first impression to the basics and the scope of the model



# The flow of Value Creation

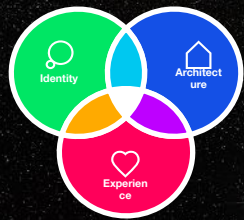
- you don't need a map if you stay where/as you are



The teams work with the changes and deliver as often as possible to the users/customers to generate both value and feedback

There is more than one backlog. Depending on capability area, product connection, etc the items on the backlog is assigned to the relevant teams

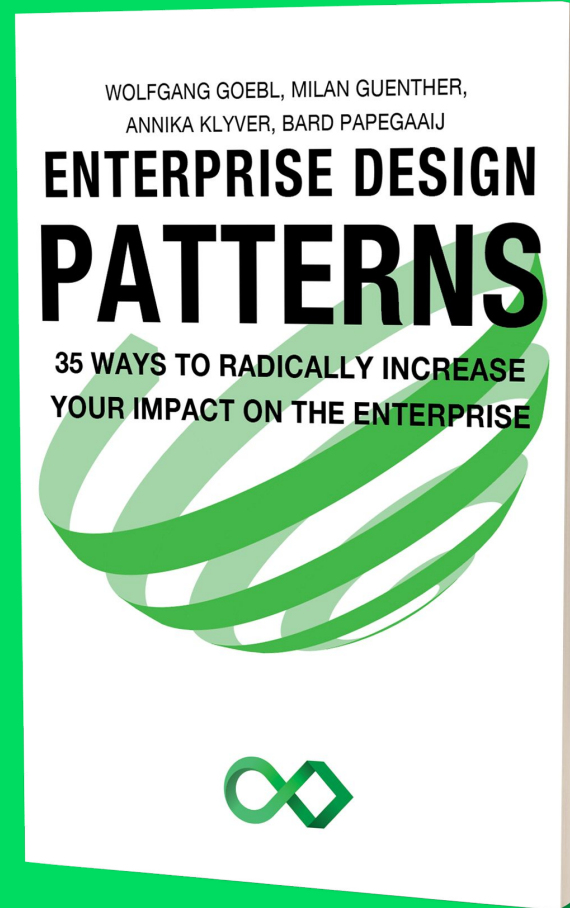




**Are you ready for the Milky Way  
view of your enterprise?**

# Patterns

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



[enterprisedesignpatterns.com](http://enterprisedesignpatterns.com)



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# Intersection 24

September 18-20 in Rome



<p>Talk: <b>Beyond Boundaries: Envisioning the Symbiosis between Corporations and the Living World</b> Nicolas Pottgiann</p>	<p>Talk: <b>Focusing on the "Right" Things in a Time of Flux</b> Guiley Otkan</p>	<p>Talk: <b>Enterprise-Therapy in EDGY times - Are you ready for that ride?</b> Gerold Kathan</p>
<p>Workshop <b>Cycling on the EDGE</b> Arian Jacobs</p>	<p>Talk: <b>From Product Capabilities to Enterprise Roadmap</b> Matheiu Roy</p>	<p>Talk: <b>Sustainable Enterprise Design</b> Mira Zornitsa &amp; Mila Dymchenko</p>
<p>Workshop <b>Behind the Venn: Transforming an Enterprise at every level</b> Eric Letarick &amp; Jean-Sébastien Daigle</p>	<p>Talk: <b>Digital Twin for Auckland Transport</b> Regine Delsu</p>	<p>Talk: <b>StratEDGY - activating the ZHdK living strategy</b> Daniel Gons</p>



<https://intersection.group/events/?archive=false>



**INTERSECTION GROUP**

**We help people create better enterprises.**

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

This deck: [x-g.at/mw24](https://x-g.at/mw24)