WEBINAR · 2026

The 7 Maps

that facilitate enterprise design

Jean-Sébastien Daigle

Enterprise Designer · Québec City, Canada

I wanted to go to Rome.

From my house, in Québec City. Easy.

THE PLAN

It’s four easy steps!



STEP 0

My house



STEP 1

Car



STEP 2

Plane #1



STEP 3

Plane #2



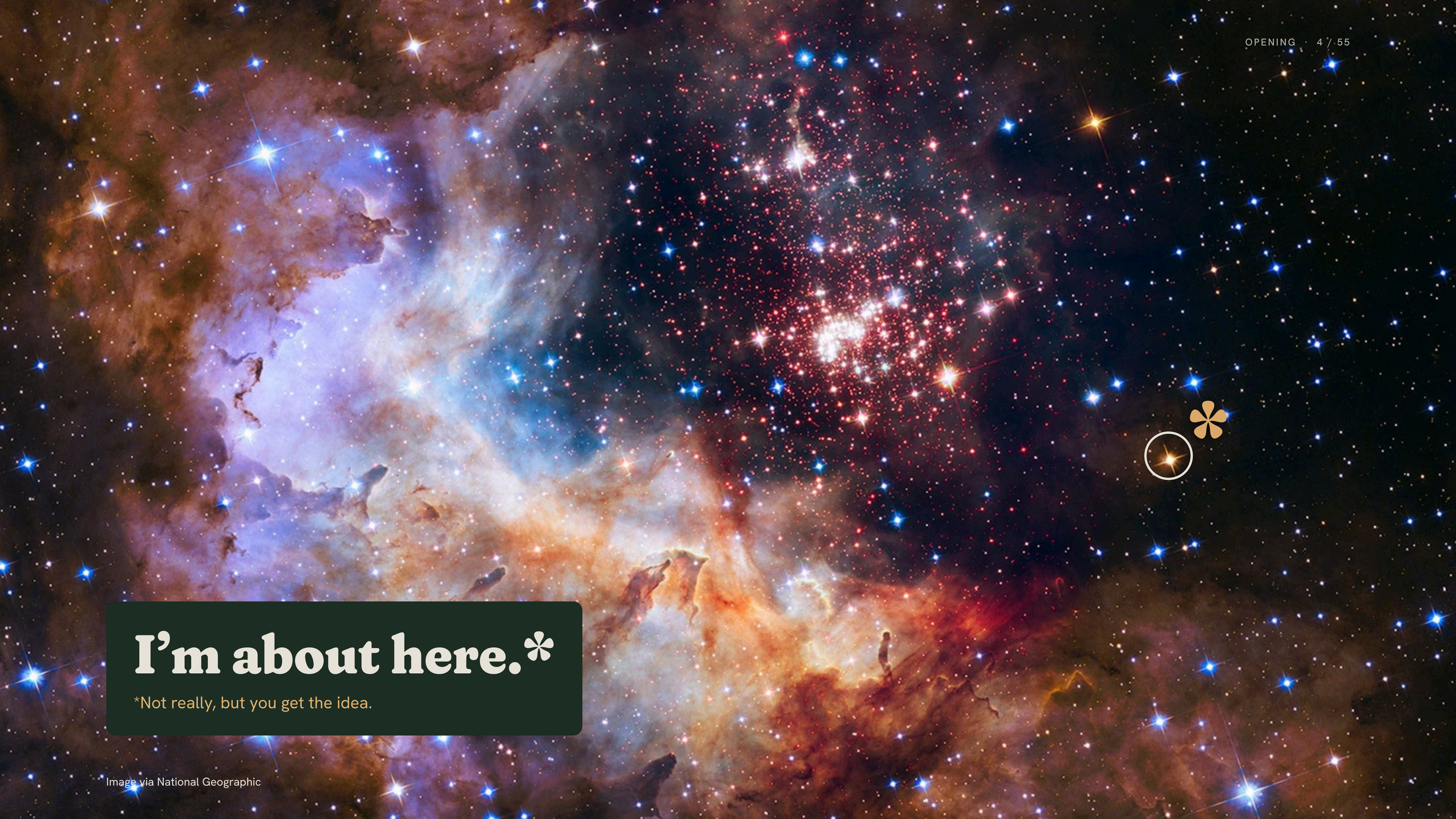
STEP 4

Bus



STEP X

Rome



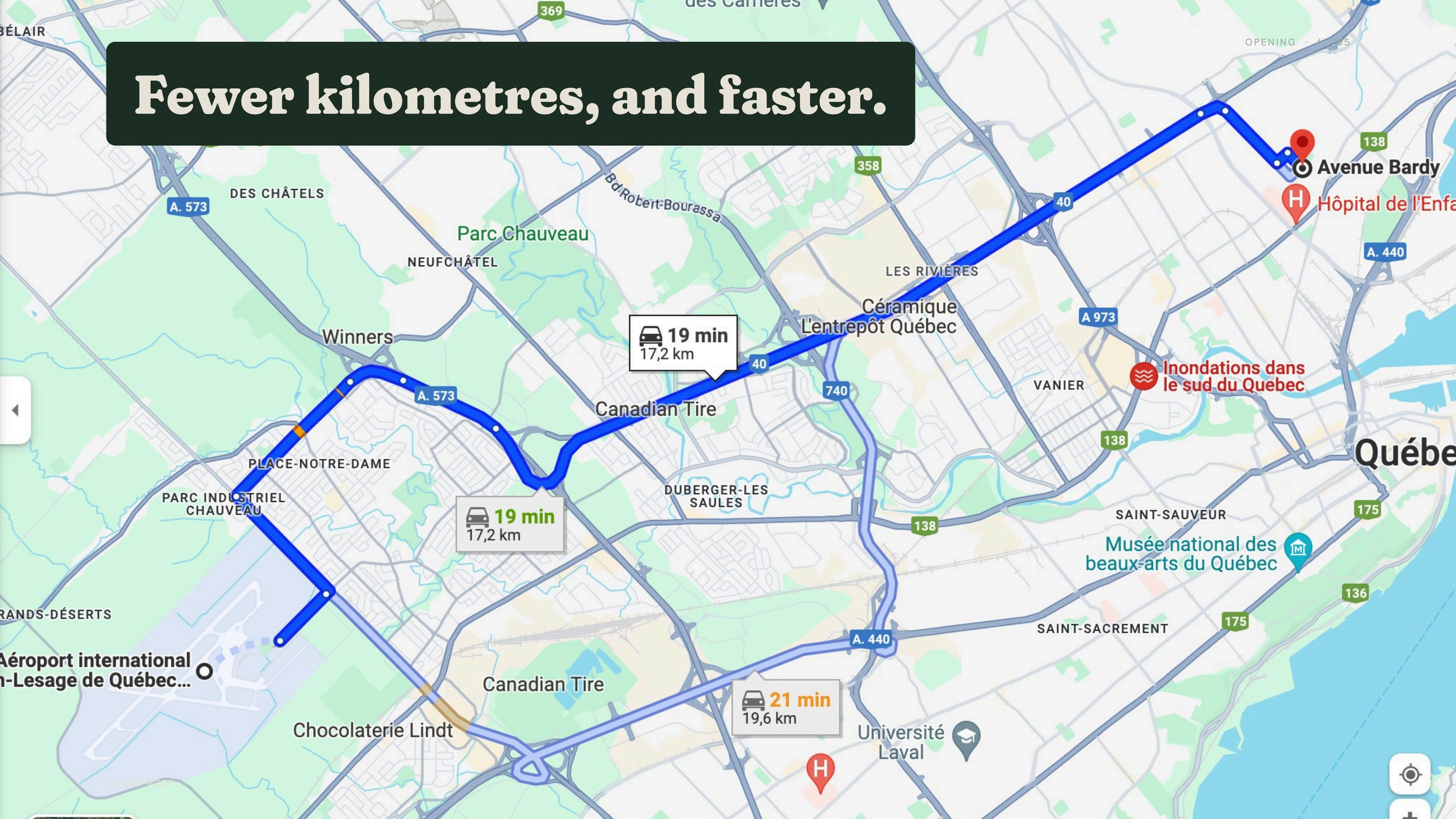
I’m about here.*

*Not really, but you get the idea.

Image via National Geographic



I’m here. I want to be over there.


Fewer kilometres, and faster.
19 min
17,2 km
19 min
17,2 km
21 min
19,6 km
Avenue Bardy
Hôpital de l'Enfa
Inondations dans le sud du Quebec
Céramique L'entrepôt Québec
Canadian Tire
Canadian Tire
Chocolaterie Lindt
Musée national des beaux-arts du Québec
Université Laval
Aéroport international n-Lesage de Québec...
Parc Chauveau
NEUFCHÂTEL
DES CHÂTELS
Winners
PLACE-NOTRE-DAME
PARC INDUSTRIEL CHAUVEAU
DUBERGER-LES SAULES
LES RIVIÈRES
VANIER
SAINT-SAUVEUR
SAINT-SACREMENT
Québe
Bd Robert-Bourassa
A. 573
A. 440
A 973
40
740
358
138
175
136
369

AT THE AIRPORT

I need to go left. West. Green.



You don’t try random paths to get to Rome.

We use maps.

At every step, a different map.

One trip, four levels of zoom.



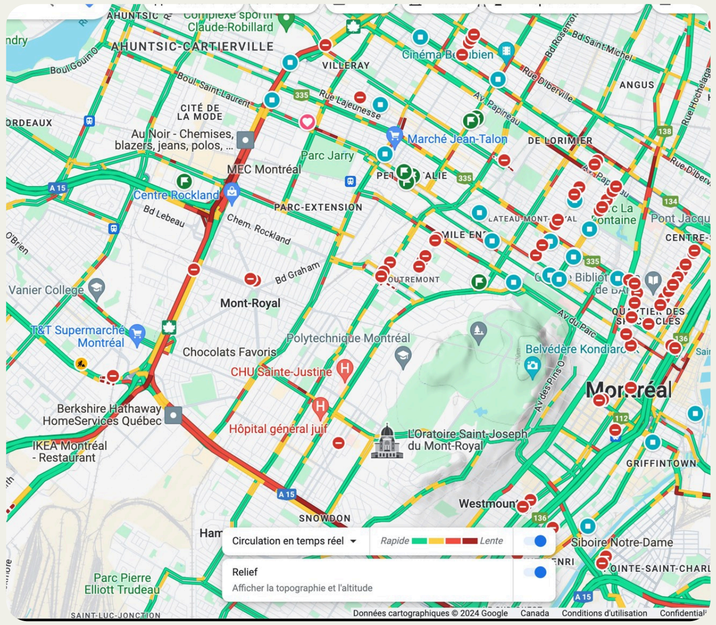
MONTRÉAL, THREE TIMES

Same place, different maps



To fall in love with it

Illustration: Bouille & Cie



To get across it

Google Maps



To plan it

City of Montréal

A MAP GIVES YOU

Four things



1

Key informations



2

A level of precision



3

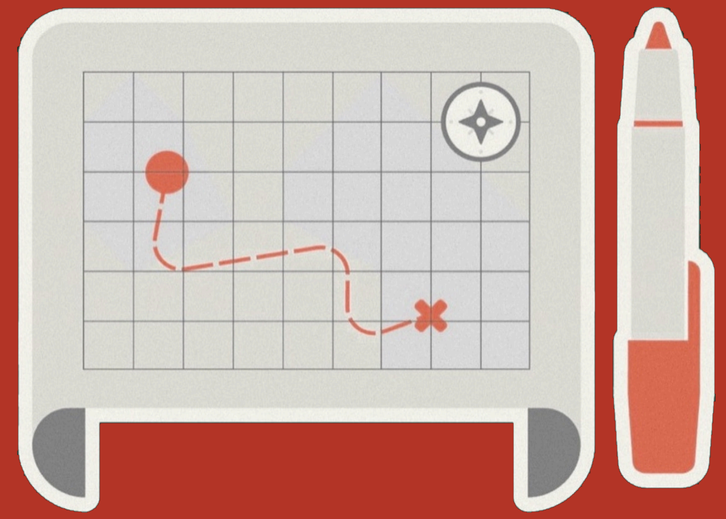
Where you are



4

Where you want to go

SO WHERE IS THE MAP OF YOUR ENTERPRISE?



THE PROBLEM

The Ivory Jenga Tower of Babel

IVORY TOWER

Can’t see across the floors

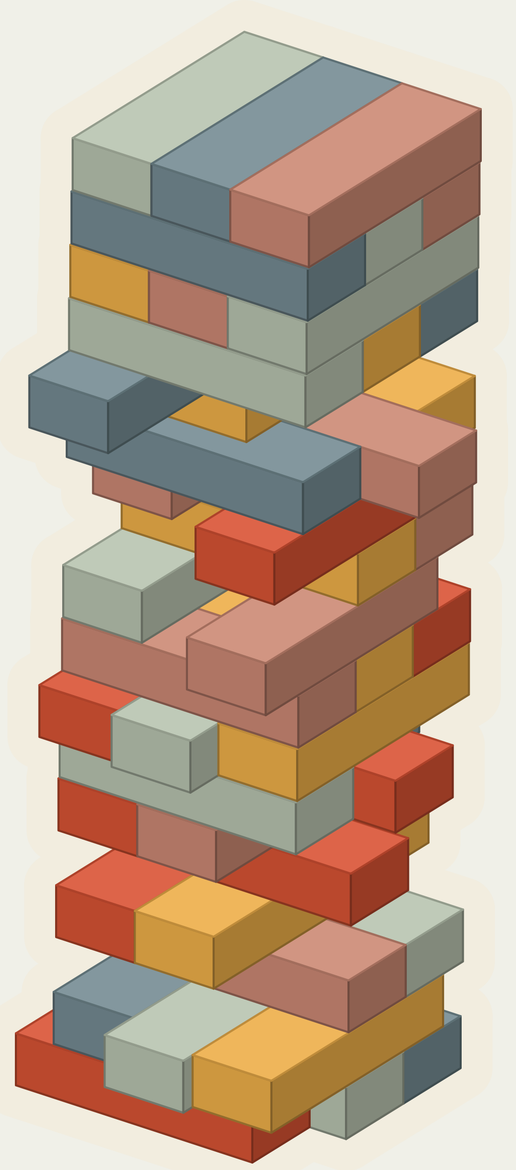
JENGA TOWER

Can’t see the dependencies

TOWER OF BABEL

Can’t see what the others mean

Nobody can see the whole.



A team can’t scale what it doesn’t see as a whole.



It’s a design problem. That, you can work with.

THE SHARED LANGUAGE

EDGY fits in one sentence

Nobody’s native language, so nobody has the upper hand.



THE SHARED LANGUAGE

It sits on top of your tools

Keep your tools.
EDGY lets them talk.

...finally pointing at the same picture

EDGY

A thin shared layer. Nobody's native language, so nobody has the upper hand.



DESIGN

Journey maps

the customer's path, in Design's dialect

PRODUCT

Backlogs & jobs-to-be-done

what ships next, in Product's dialect

HR

Org charts

who reports to whom, in HR's dialect

IT

Architecture frameworks

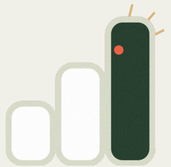
TOGAF, ArchiMate, in IT's dialect

TODAY'S EXAMPLE

A kid, a hot day, and a bag of lemons.

An enterprise small enough to see all at once.





MY ADDITION

Not everything matters the same

Stop defending the napkins.

Core

What you can’t exist without.

A street where neighbours talk	Making fresh lemonade	Get a cold drink
PURPOSE	CAPABILITY	TASK

Strategic

Where you’re placing your bets.

A loyalty card	A delivery option	A second flavor
BRAND	CHANNEL	PRODUCT

Support

Necessary, but not what makes you you.

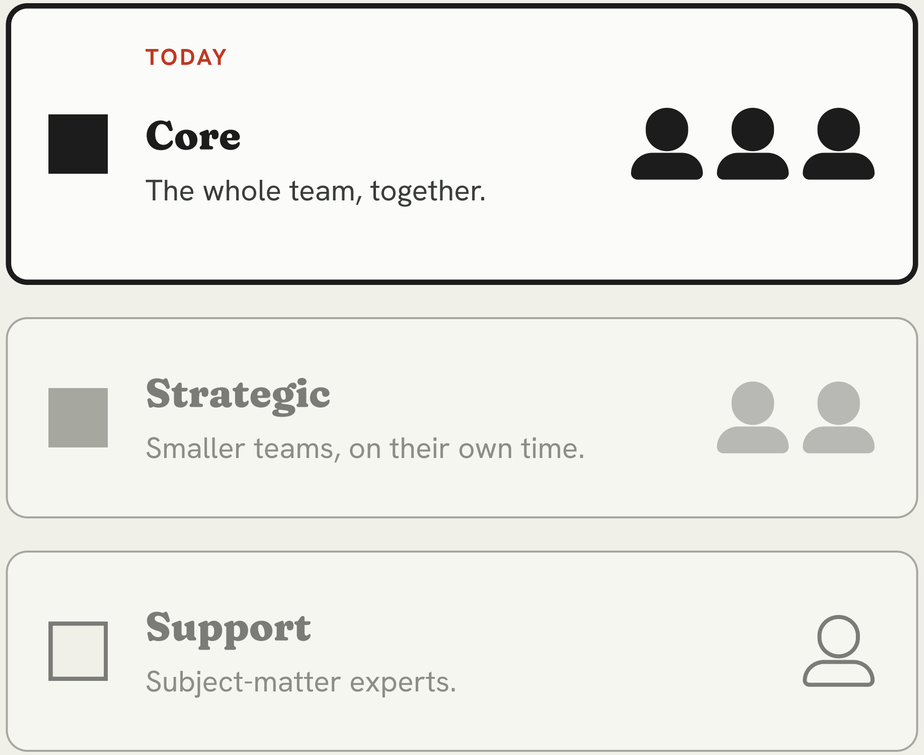
A cardboard sign	The napkins	The corner grocer
CHANNEL	ASSET	PARTNER · ORGANISATION

Filled · light · outline: the same three levels you’ll see on every map.

HOW WE WORK

Today is about the core.

As a team, stay in the Core.
Strategic goes to smaller teams.
Support goes to the experts.



WHY SEVEN?

There is no best map.

But seven of them are structural to enterprise design.



THE DRAWER

Seven maps, seven questions



1 · PEOPLE MAP

Who’s in?



2 · VENN

What’s the shape of the whole?



3 · CORE MAP

What’s load-bearing?



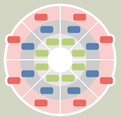
4 · GAP MAP

Where does the circuit break?



5 · UNIVERSE MAP

What’s bearing down on us?



6 · MILKY WAY

How does work flow?



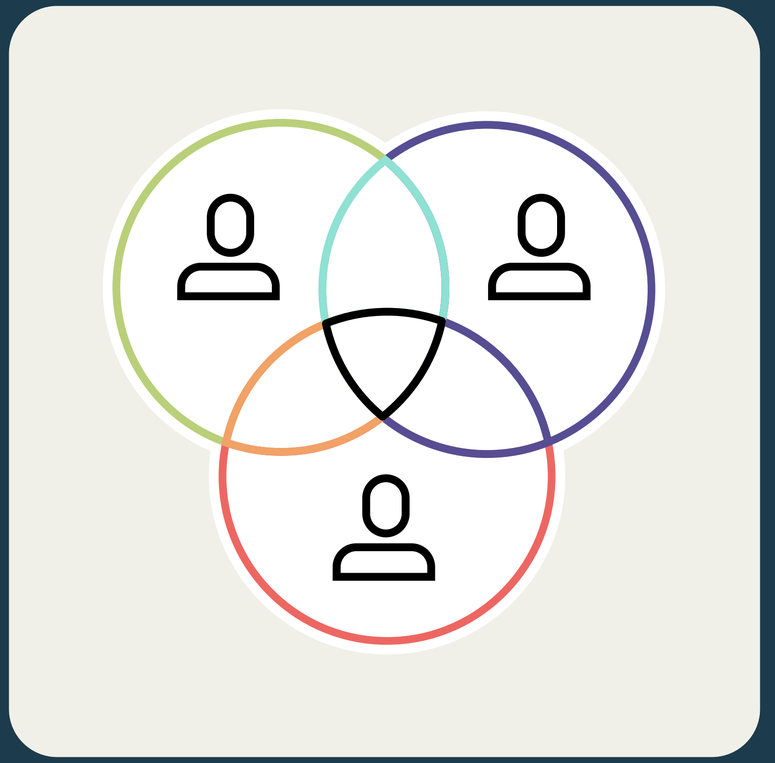
7 · BLUEPRINT

Where does an experience break?

01

The People Map

Who’s in, and what’s the ambition?



BEFORE THE MAP

First, the ambition

Four blanks. Good enough beats perfect.

THE TEMPLATE

Our stand helps **People** with a **Task** through our **Capability**, in service of our **Purpose**.

Four blanks, four EDGY elements: People, a Task (Experience), a Capability (Architecture), a Purpose (Identity).

OUR STAND

Our stand helps the jogger get a cold drink through making fresh lemonade, in service of a street where neighbours stop and talk.

There are many ways to write one. I usually stick to the definition of an enterprise.

MAP 1

People-first

The gold is the person you almost left off.



Build
They build it with you.

Fact-check
They keep you honest.

Insight
You listen to them.

02
The Venn

What’s the shape of the whole?



MAP 2

Six facets, one page

Six facets, one shared description of the stand.



Identity
Why does your ambition matter, and to whom?
A summer corner where the street slows down and talks.

Organisation
Who do you need on the team, and what must they be good at?
I squeeze, a friend runs the cash box, Mom brings the lemons.

Architecture
How will you do the work?
Real lemons, squeezed to order, on ice.

Product
What do you offer, and how does it serve your ambition?
Real lemonade, classic or mint.

Experience
How does it change the day of the people it touches?
A two-minute break on a hot walk.

Brand
What do you want people to say about you when you're not there?
"Sunny's? The friendly corner stand."

03

The Core Map

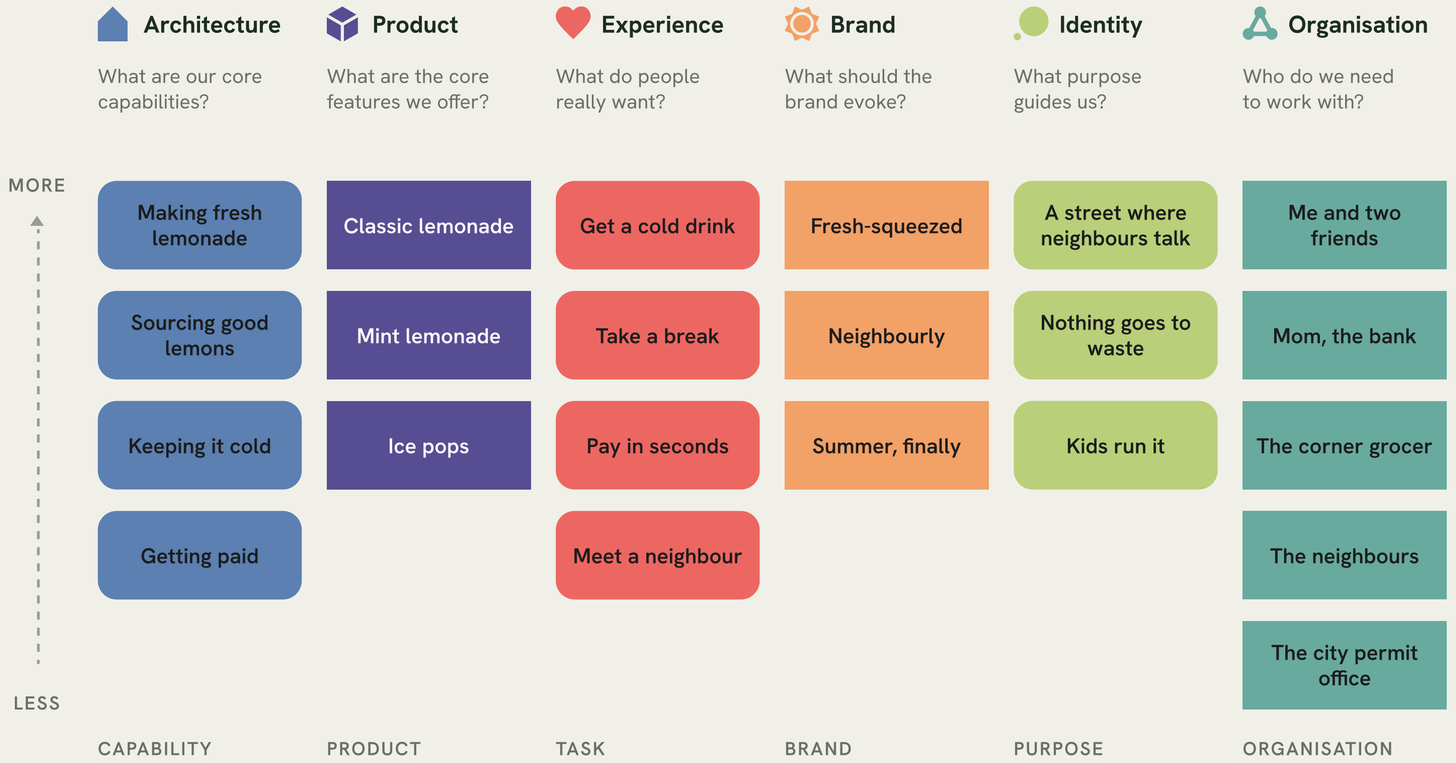
What’s load-bearing, and how deep do we draw it?



MAP 3

3 to 5 per facet

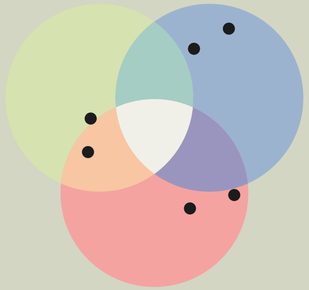
Outcomes and intersections only.
Most important on top.



MAP 3

Stay honest

Zoom out: a simpler version, never a different one.

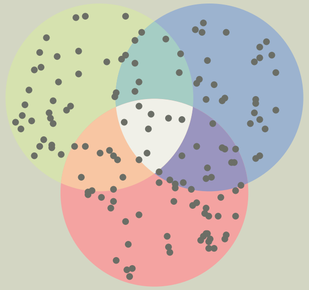


COMMUNICATE — THE MAP YOU SHOW EVERYONE

“Fresh-squeezed lemons.”

Three to five things per facet. The boardroom nods. The partner signs.

no elevator between them



ANALYSE — THE MAP THAT’S ACTUALLY RUNNING

“Powdered mix.”

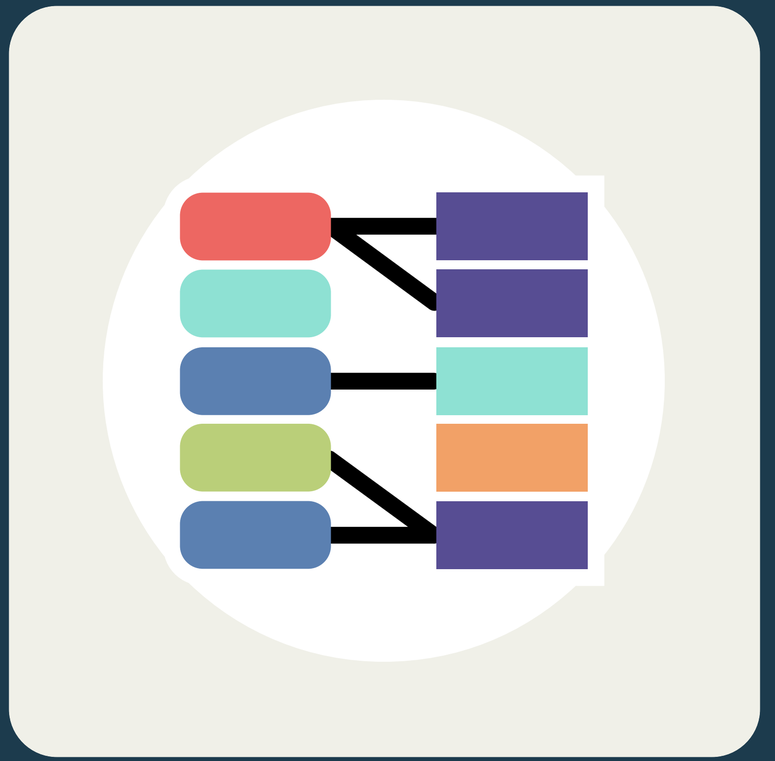
No limit, no audience. It was cheaper, and nobody looked up.

That’s not a small inconsistency.
That’s a lie that just hasn’t been caught yet.

04

The Gap Map

Where does the internal circuit break?



MAP 4

The stand lives in the arrows

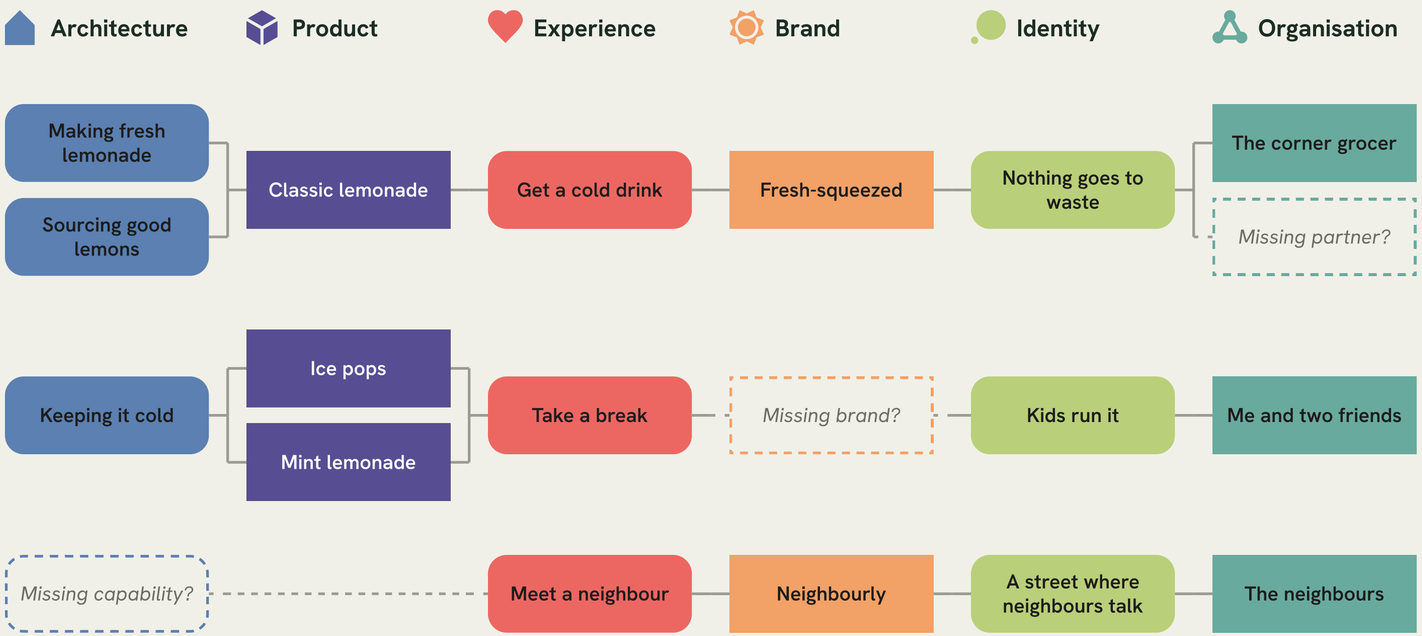
Guides, builds, creates, delivers, affects, influences.



MAP 4

Mind the gaps

Link the core elements. What links to nothing points to a gap.



DASHED = CONNECTS TO NOTHING YET. THAT'S A GAP.

05

The Universe Map

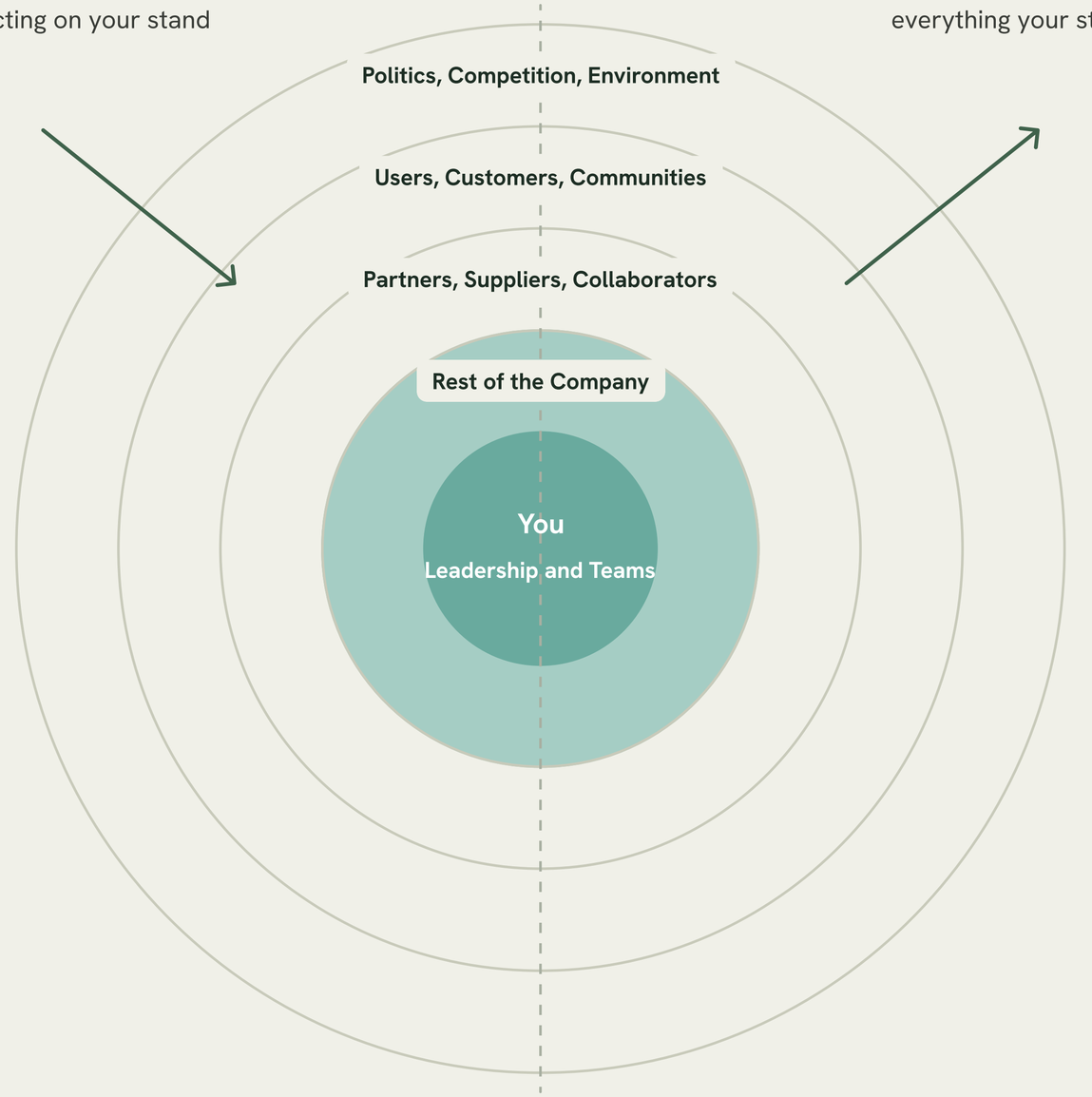
What’s bearing down on us from outside?



MAP 5

Context is the sugar

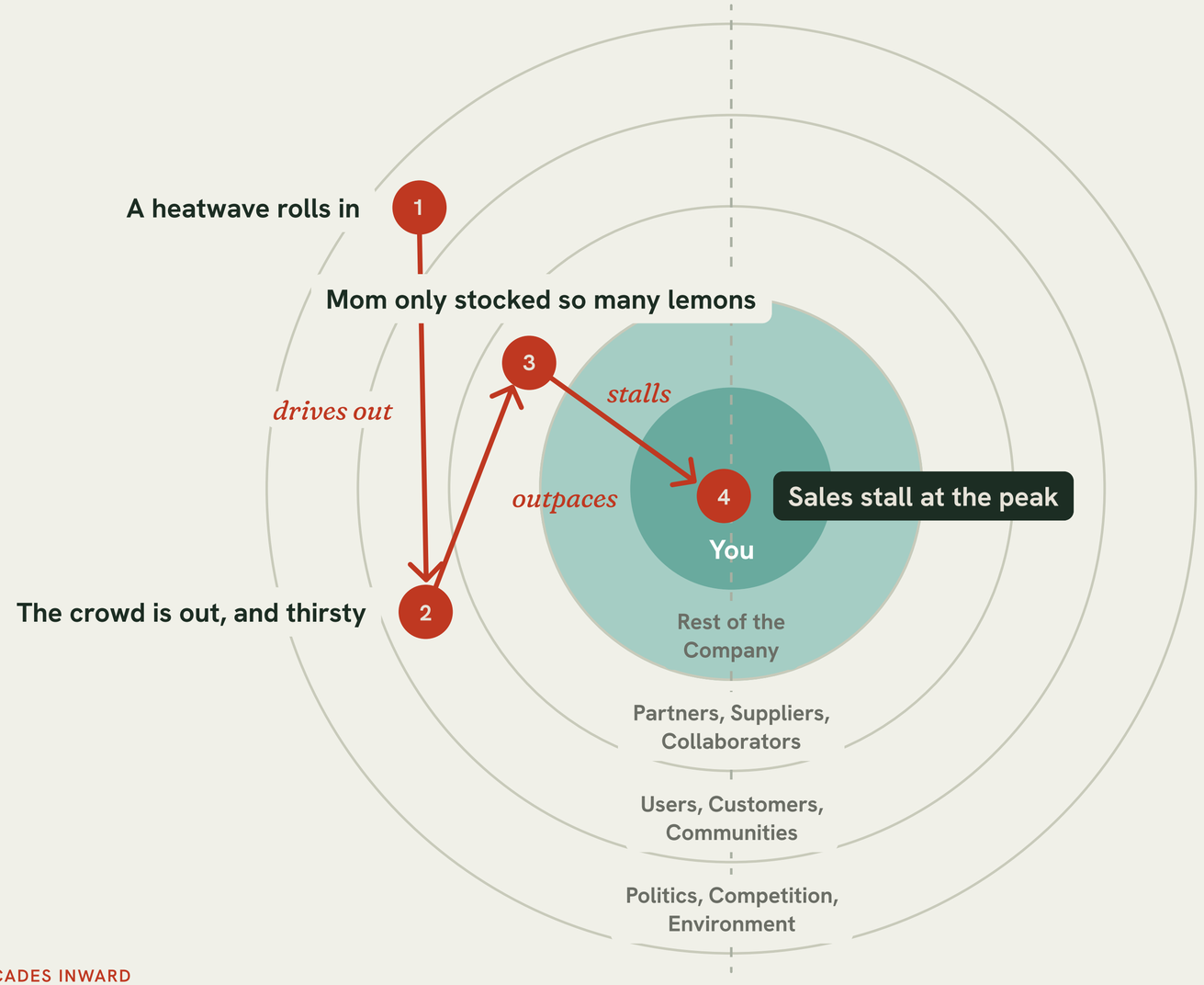
Left influences you.
Right is what you impact.



MAP 5

Causality, not a list

Share the one chain that reaches your doorstep.

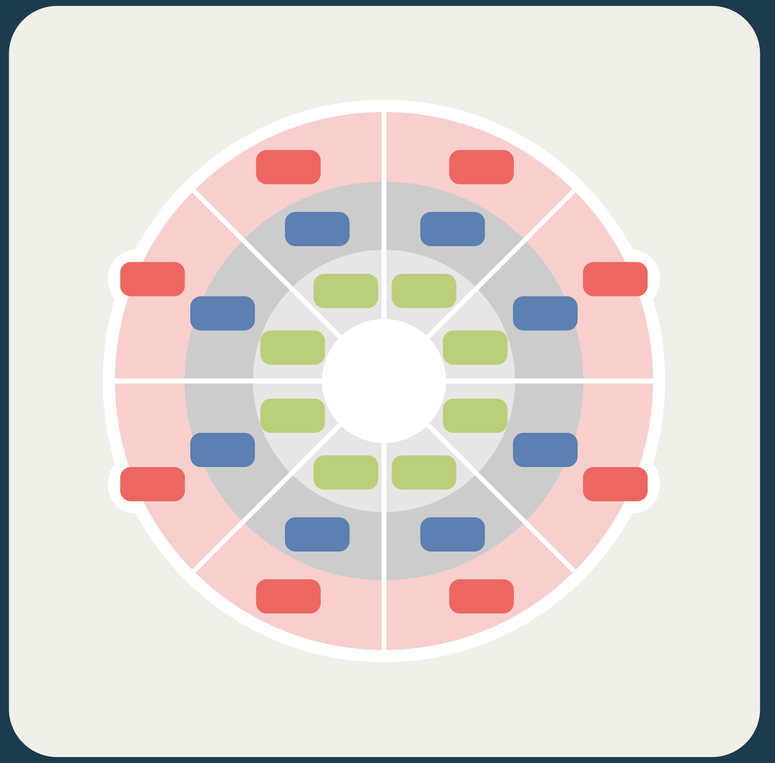


IT CASCADES INWARD

06

The Milky Way

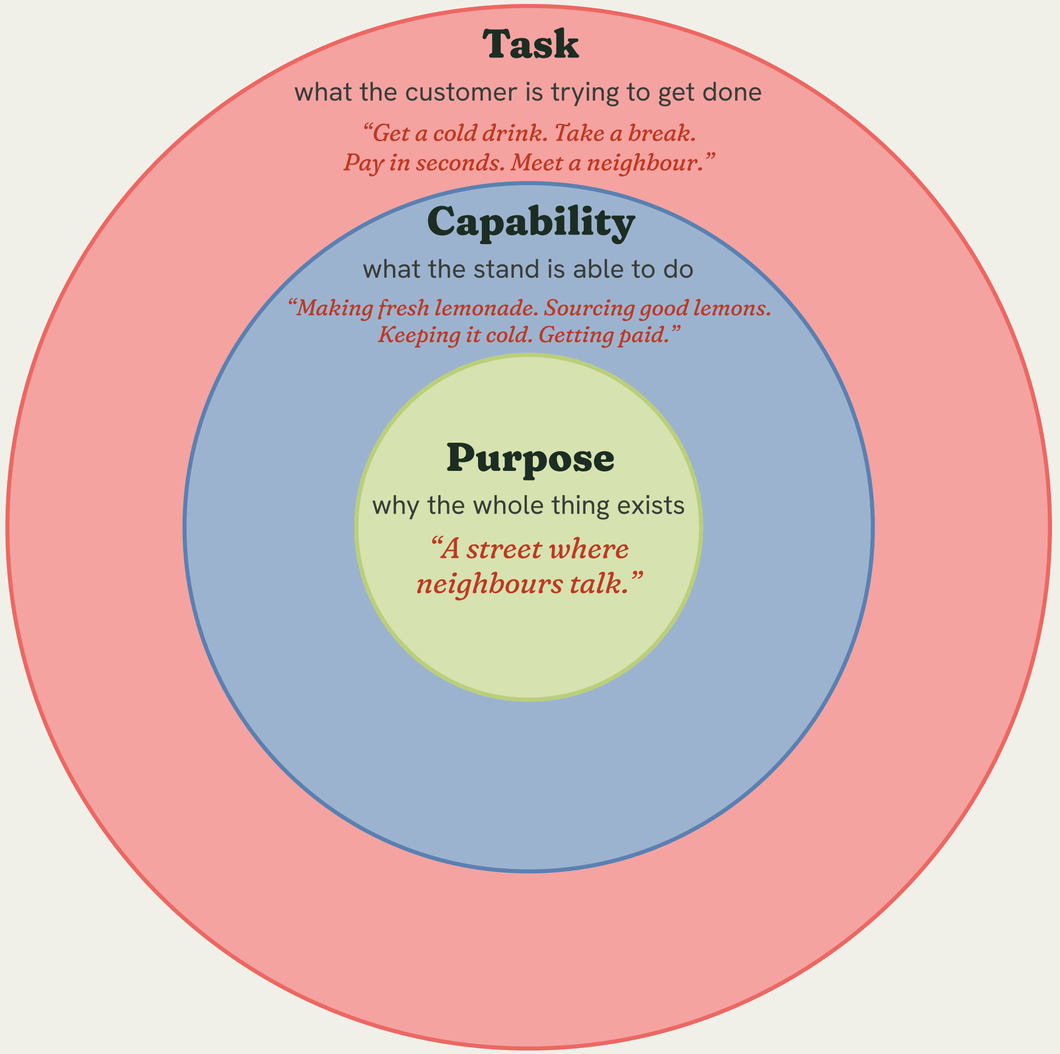
How does the work flow across the silos?



MAP 6

Purpose, capability, task

Start from your Core Map.
The task isn’t yours:
it’s the customer’s.

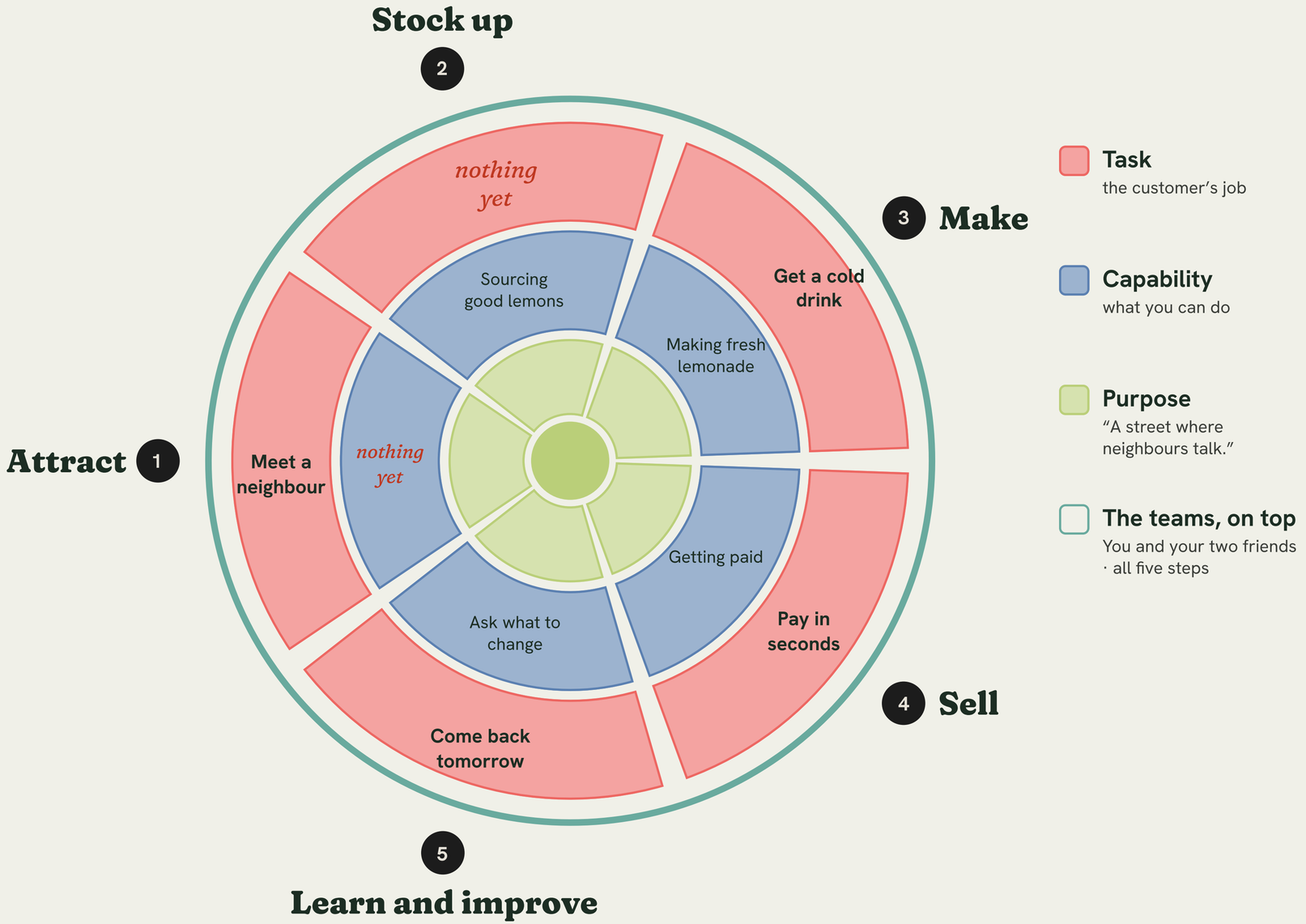


DREAM IT → SQUEEZE IT → SERVE IT

MAP 6

A business is a cycle

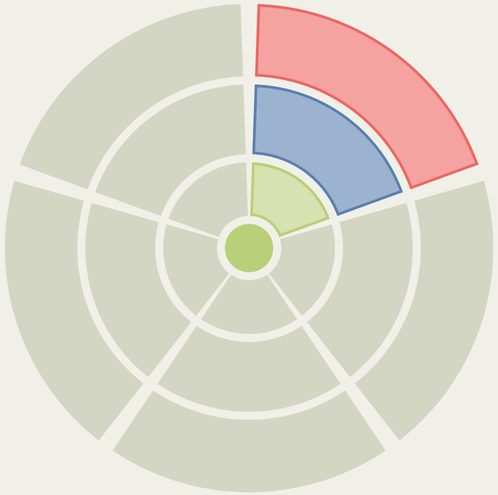
You do it, you learn, you improve.



MAP 6

Design between the steps

Each step is a silo. The Milky Way shows the hand-offs, so you can design them.



Each step, on its own…

STEP 1

Attract

Make posters

Use a speakerphone

What else could we do to attract customers?

DESIGN THE HAND-OFF, NOT JUST THE STEP

1 — Attract → 2 — Stock up

does the work travel cleanly, or fall in the gap?

The sign promotes mint lemonade. Nobody stocked up on mint.

07

The Blueprint

Where does a specific experience break?



MAP 7 · ACTIVITY BLUEPRINT

Want, make, happens

	Spot the sign	Get greeted	Get the cup	Pay and go
Story How you want it to happen · at first… then… finally	They spot the sign and grin.	Greeted like a regular.	A cold cup in under a minute.	They leave telling a friend.
Process How you make it happen · we do…	We keep the sign bright.	We greet fast.	We pour from the chilled pitcher.	We count change without fumbling.
Journey How it actually happens · people will…	They spot the sign.	They wait four minutes — the line crawls.	The cup is more cool than cold.	They leave… fine.
THE STEPS →				

Read a column and you see the whole step at once: the dream, the doing, and what actually landed.

MAP 7 · ACTIVITY BLUEPRINT

Read it down, not across

	Spot the sign	Get greeted	Get the cup	Pay and go
Story How you want it to happen · at first… then… finally	They spot the sign and grin.	Greeted like a regular.	**A cold cup in under a minute.**	They leave telling a friend.
Process How you make it happen · we do…	We keep the sign bright.	We greet fast.	**We pour from the chilled pitcher.**	We count change without fumbling.
Journey How it actually happens · people will…	They spot the sign.	They wait four minutes — the line crawls.	**The cup is more cool than cold.**	They leave… fine.
THE STEPS →				

THE GAP

Cold and fast, versus warm and slow. The Process row is the only one you control.

MAP 7 · SERVICE BLUEPRINT

Add layers. Leave things out.

ASKING: why is the cup slow and warm?

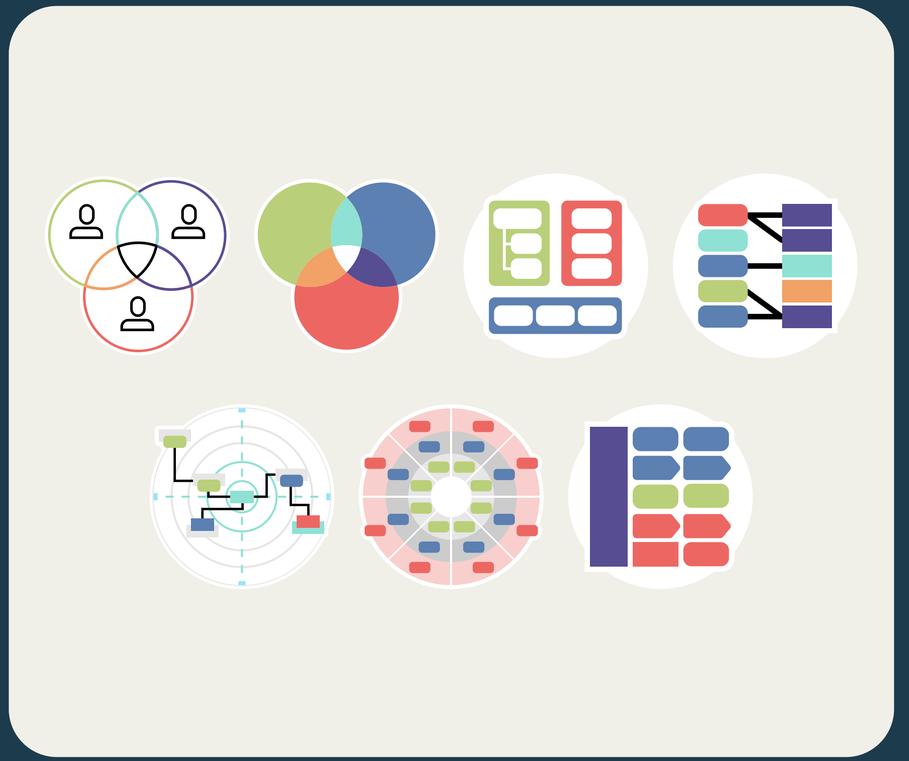
Story How you want it to happen · at first… then… finally	They spot the sign and grin.	Greeted like a regular.	A cold cup in under a minute.	They leave telling a friend.
Process How you make it happen · we do…	We keep the sign bright.	We greet fast.	We pour from the chilled pitcher.	We count change without fumbling.
Journey How it actually happens · people will…	They spot the sign.	They wait four minutes — the line crawls.	The cup is more cool than cold.	They leave… fine.
Channel Where they meet you	The sign	The table	The table	Word of mouth
Asset What the step runs on	The painted sign	—	The chilled pitcher, the ice	The cash box
THE STEPS →	Spot the sign	Get greeted	Get the cup	Pay and go

LEFT IN THE DRAWER: PURPOSE · CAPABILITY · TASK · CONTENT · ORGANISATION · PRODUCT · BRAND

7×3

The Atlas

Which map, and how deep?



REMEMBER ROME?

Galaxy, globe, road map, terminal plan.

Communicate, Co-create, Analyse.



THE MAP OF MAPS

Seven maps, three levels

	 People Map	 Venn	 Core Map	 Gap Map	 Universe Map	 Milky Way	 Blueprint
Communicate Core only	6 people and an ambition	1 sentence per facet and intersection	3–5 core elements per facet	How core elements are connected	5–10 external forces	**1 element per facet per step** **→ The leadership offsite**	5–10 steps of every type of activity
Co-create adds Strategic	1 per element	1 label per element	≈ 50 elements and labels	≈ 50 elements and labels	≈ 50 external people and tags	≈ 50 elements, people and intersections	A level 1 activity subdivided
Analyse adds Support	As many people as needed	As many elements and labels as needed	As many elements and labels as needed	As many elements and relations as needed	As many elements and relations as needed	As many elements and relations as needed	A level 2 activity subdivided

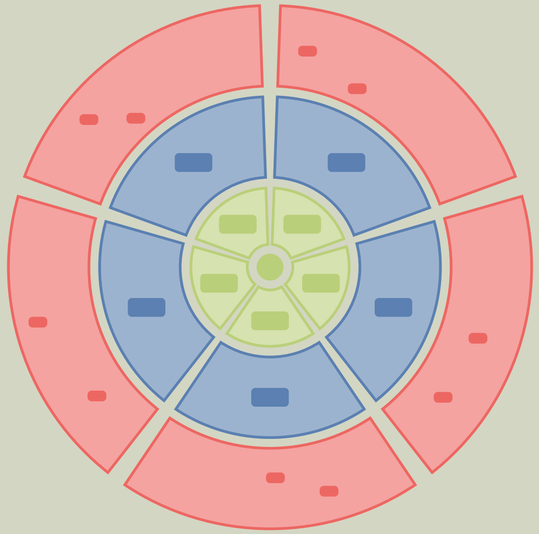
Track
follows everything

Everything, always moving. Not a map: the territory. A machine follows it and pushes up what moves on your Core. People choose.

THE WHOLE TRICK

Match the map to the room

Most mistakes are aiming, not drawing.

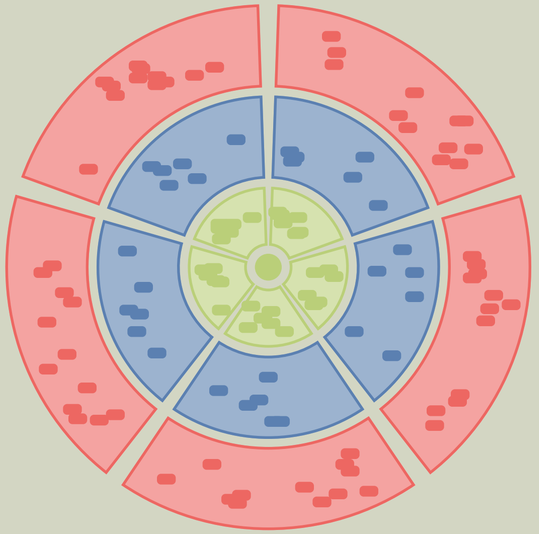


CORE · COMMUNICATE

1 element per facet per step

The leadership offsite

A clean wall poster. Few enough things that everyone carries them out of the room — and no jargon.



SUPPORT · ANALYSE

As many elements, labels and relations as needed

The operations team, line by line

A working document they argue over. Only the specialist lives down here for long.

HOW MUCH MAP DO YOU NEED?

It depends on the beast

SIMPLE

A napkin

COMPLICATED

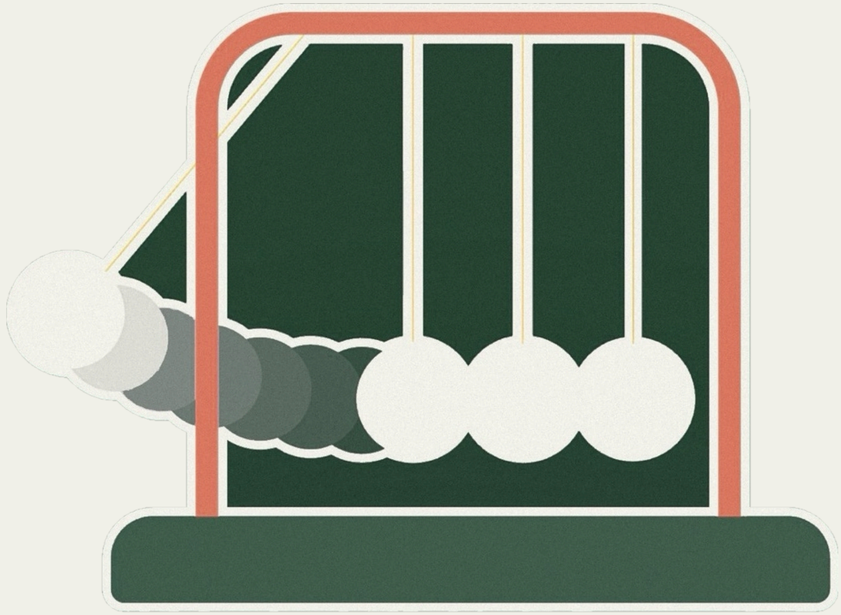
Experts and detail

COMPLEX

Sense and adapt

CHAOTIC

Act first, map after



Cynefin, by Dave Snowden.

MONDAY MORNING

Start small. See the whole. Then grow.



1

Write your ambition



2

List your people



3

Draw one Venn

Use only what you need.

TO REMEMBER

Six things

1 **No random paths.**

2 **Nobody can see the whole if you don’t draw it.**

3 **Seven maps, seven questions.**

4 **Core first: 3 to 5 per facet.**

5 **Mind the gaps.**

6 **EDGY-fy your own maps.**

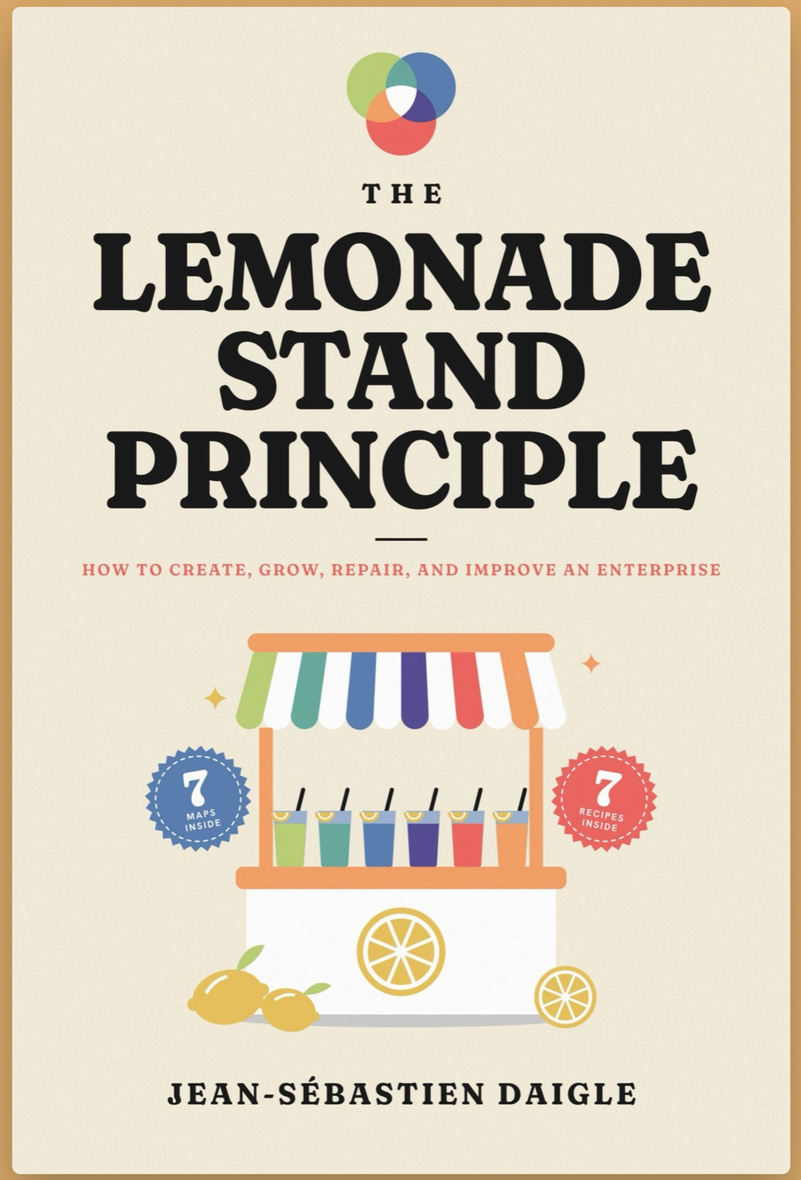
ONE MORE THING

The Lemonade Stand Principle

How to Create, Grow, Repair, and Improve an Enterprise

Be one of my first readers.

bonjour@jsdaigle.com



THANK YOU.

Questions?

Jean-Sébastien Daigle · jsdaigle.com



I might have lost my hair, but I kept the moustache.

Bonus

And how to EDGY-fy yours

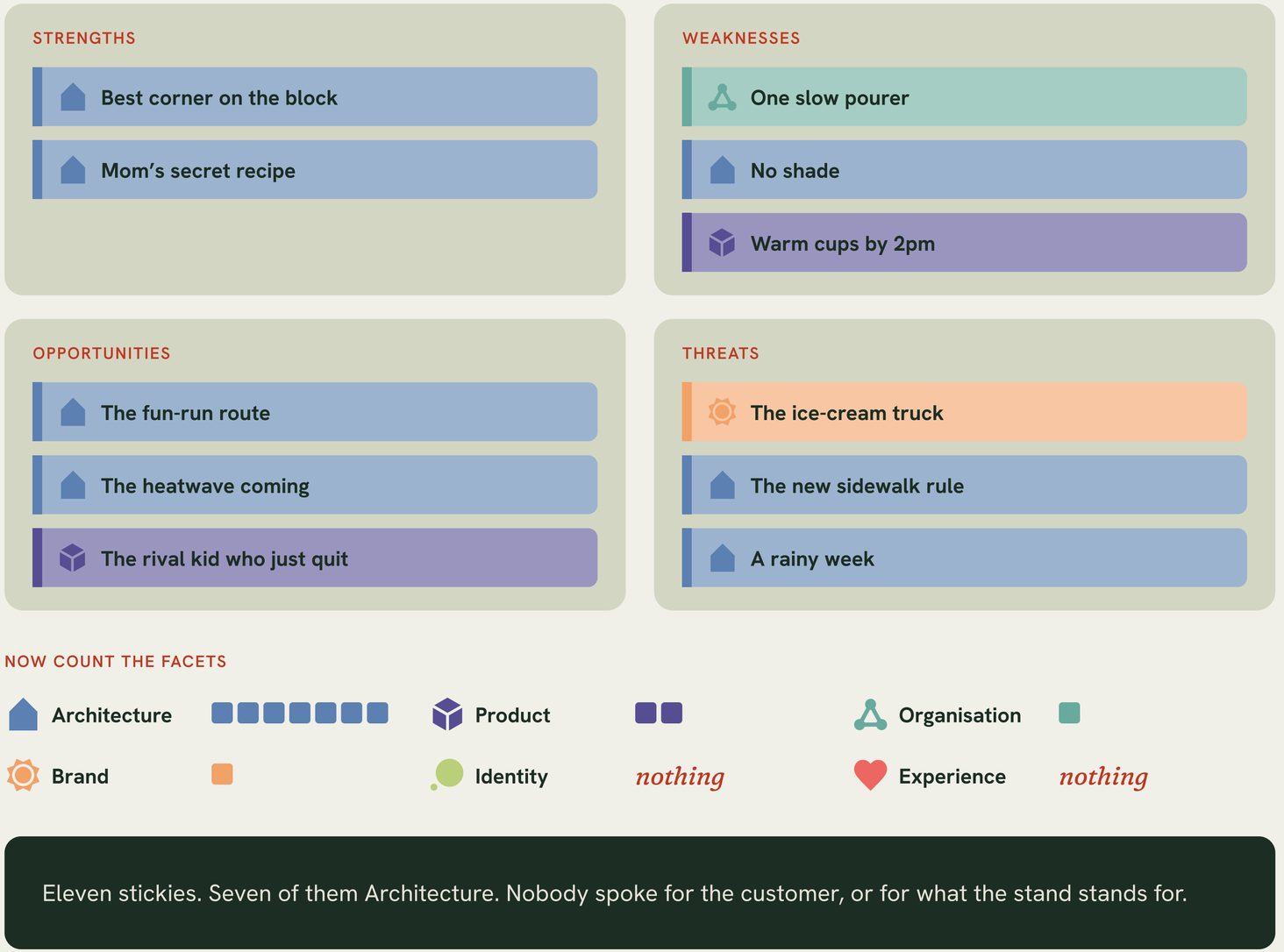
Meet them where they are.



RECIPE

EDGY-fy a SWOT

Then look at what nobody wrote.

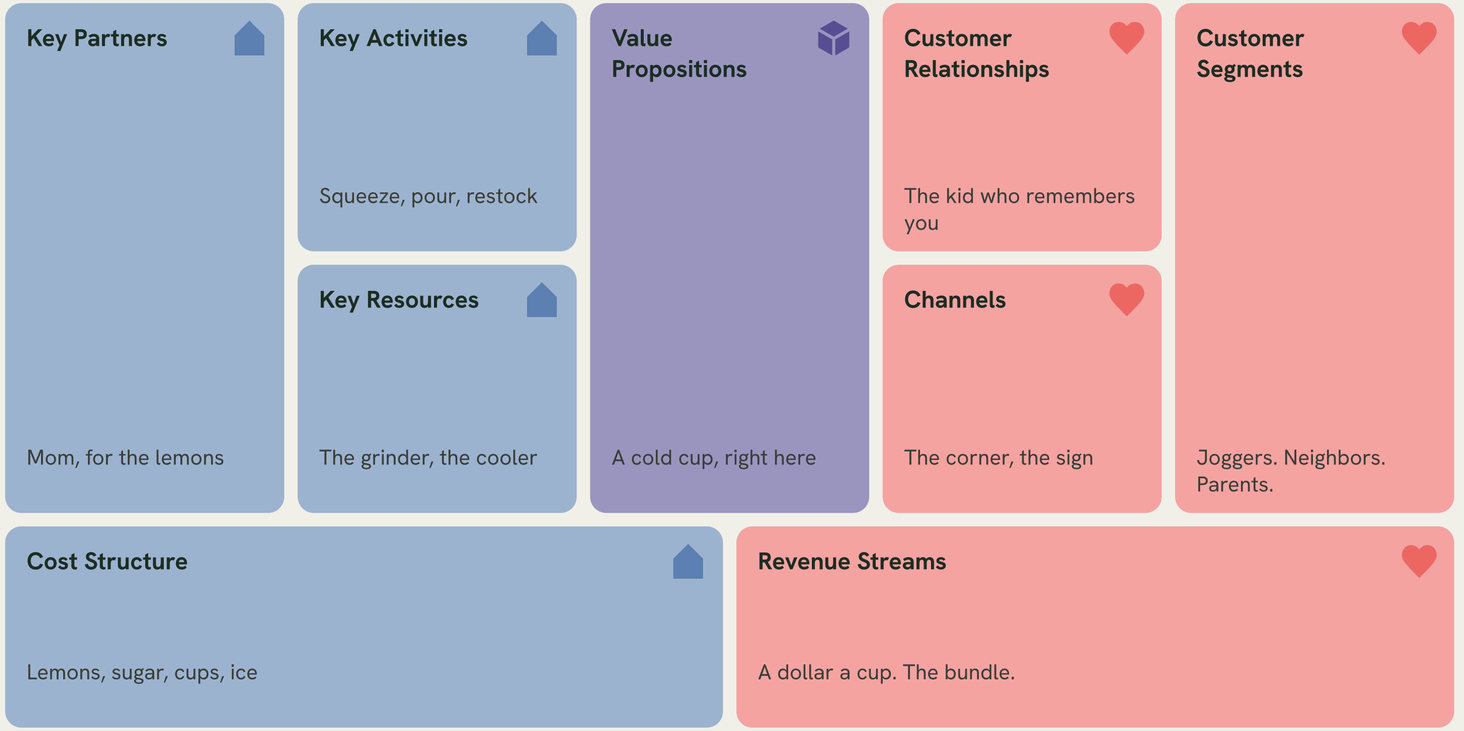


Eleven stickies. Seven of them Architecture. Nobody spoke for the customer, or for what the stand stands for.

RECIPE

The Business Model Canvas

No box for who you are.



WHAT THE NINE BOXES COVER

Architecture	■■■■	Experience	■■■■	Product	■
Organisation	*nothing*	Brand	*nothing*	Identity	*nothing*

Brilliant at how the money moves. No box for what you stand for, who you are as a group, or what people say about you.