

Conference

EDGY :

Easy to use,

hard to master

Intersection 24, Rome





Buongiorno, **Hi!**

**EDGY : Easy to use,
hard to master**

18-20 settembre 2024

I want to go to Rome



It is 4 easy steps !



0



1



2



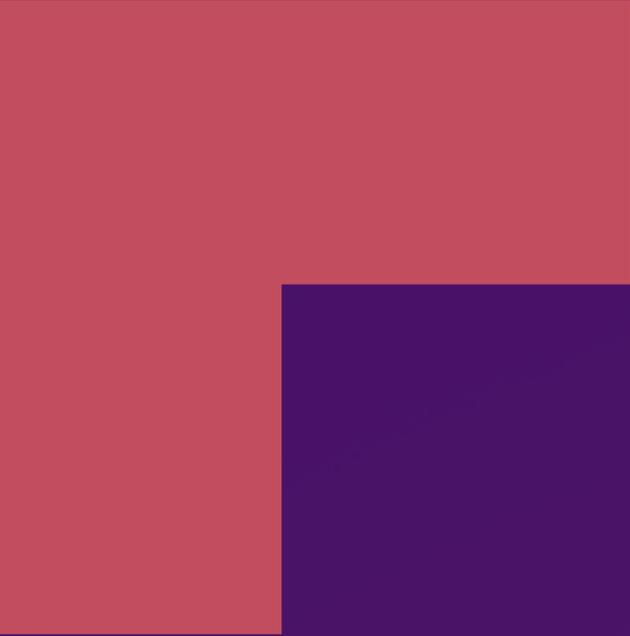
3



4

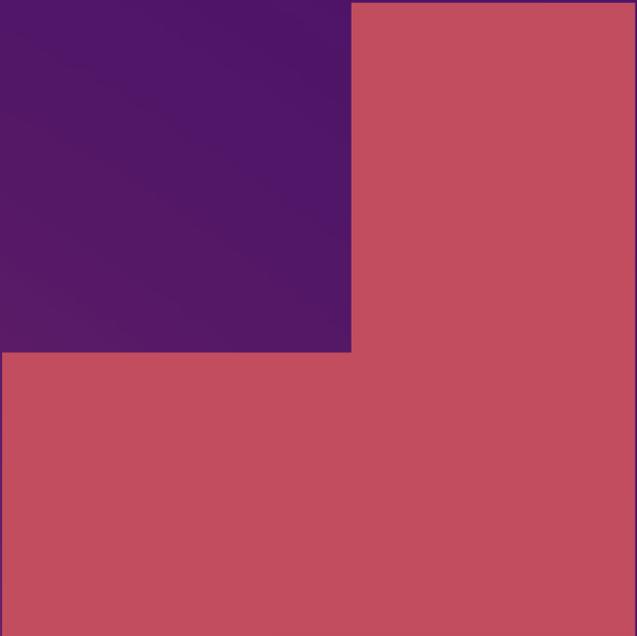


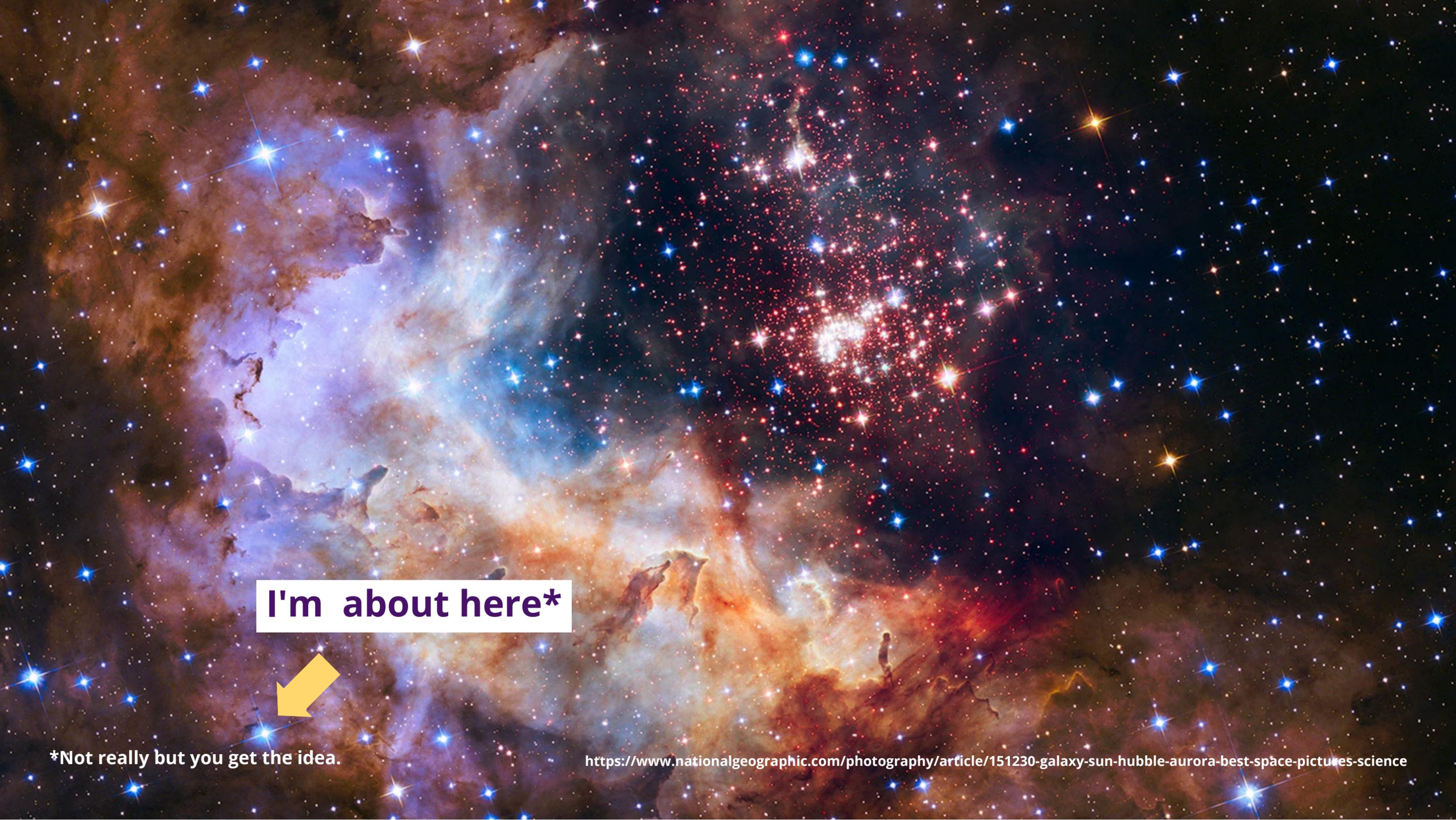
X



Travelling is more complex...

**Let's zoom out
a little bit.**





I'm about here*



***Not really but you get the idea.**

<https://www.nationalgeographic.com/photography/article/151230-galaxy-sun-hubble-aurora-best-space-pictures-science>

I'm here and on earth



I want to be here



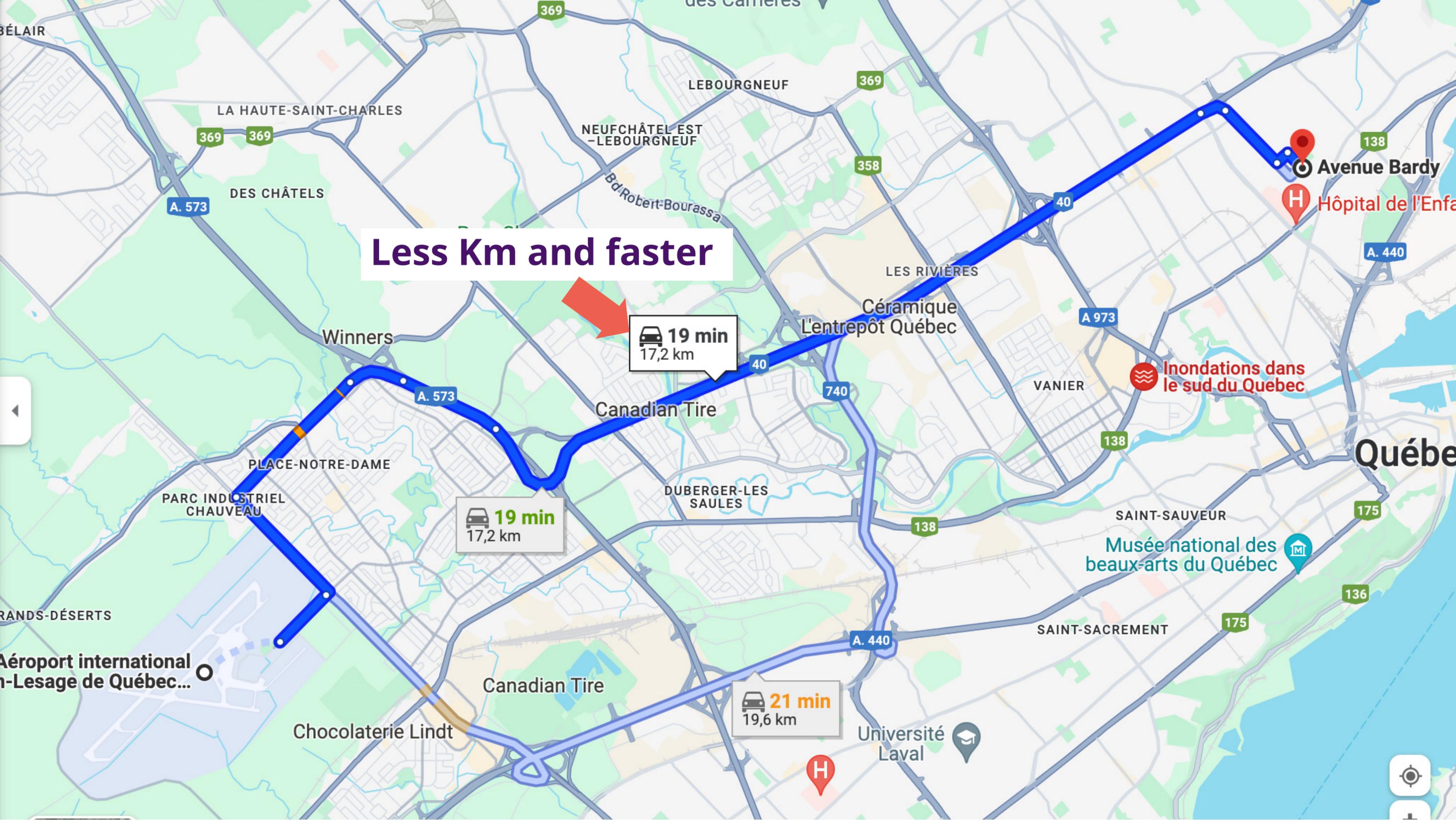
Less Km and faster

 **19 min**
17,2 km

 **19 min**
17,2 km

 **21 min**
19,6 km

 **Inondations dans le sud du Quebec**





You don't try

random path to

«get to Rome»



I'm an
Enterprise designer

^{JS}**Daigle**
 & friends



WOW WOW WOW!

So much clarity!

It enables new conversations!

I can bridge silos!

I understand the enterprise!

Haven't seen that before!





Ceci n'est pas une entreprise.

Ref : René Magritte

To navigate the enterprise we use maps with :



Key informations

Level of Precision (Zoom levels)

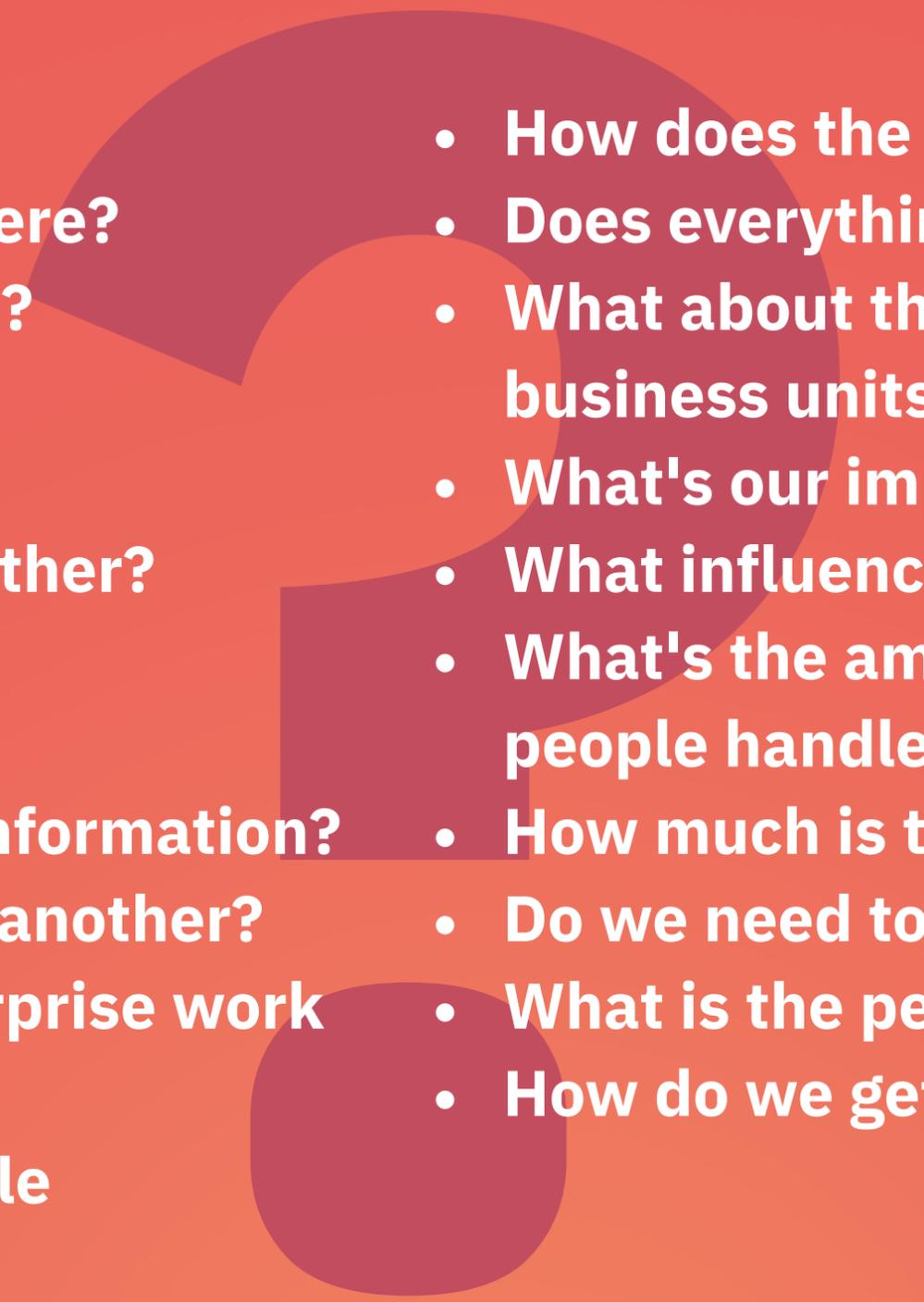
Know the present (where you are)

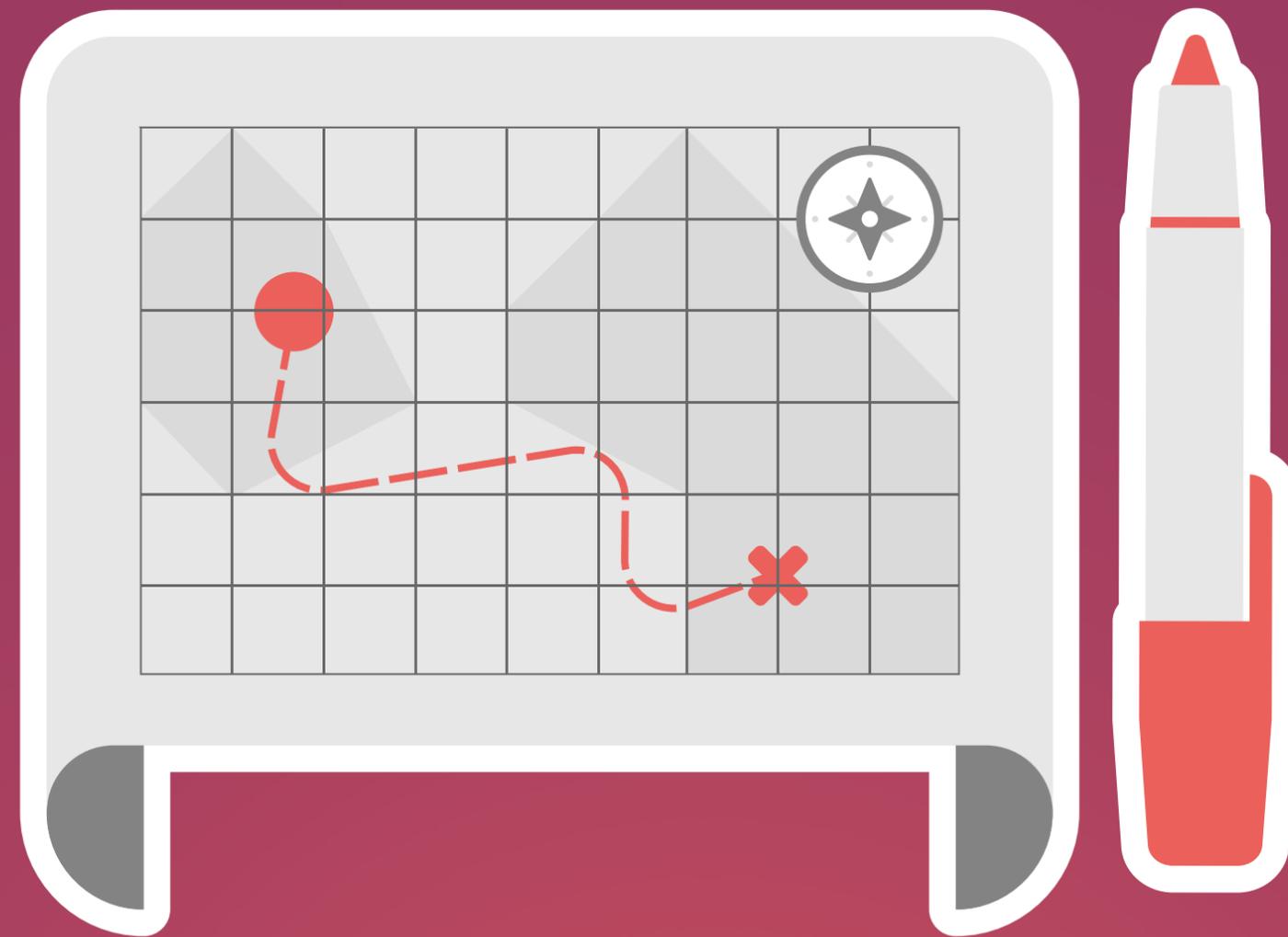
Have a vision of the future

(where you want to go)

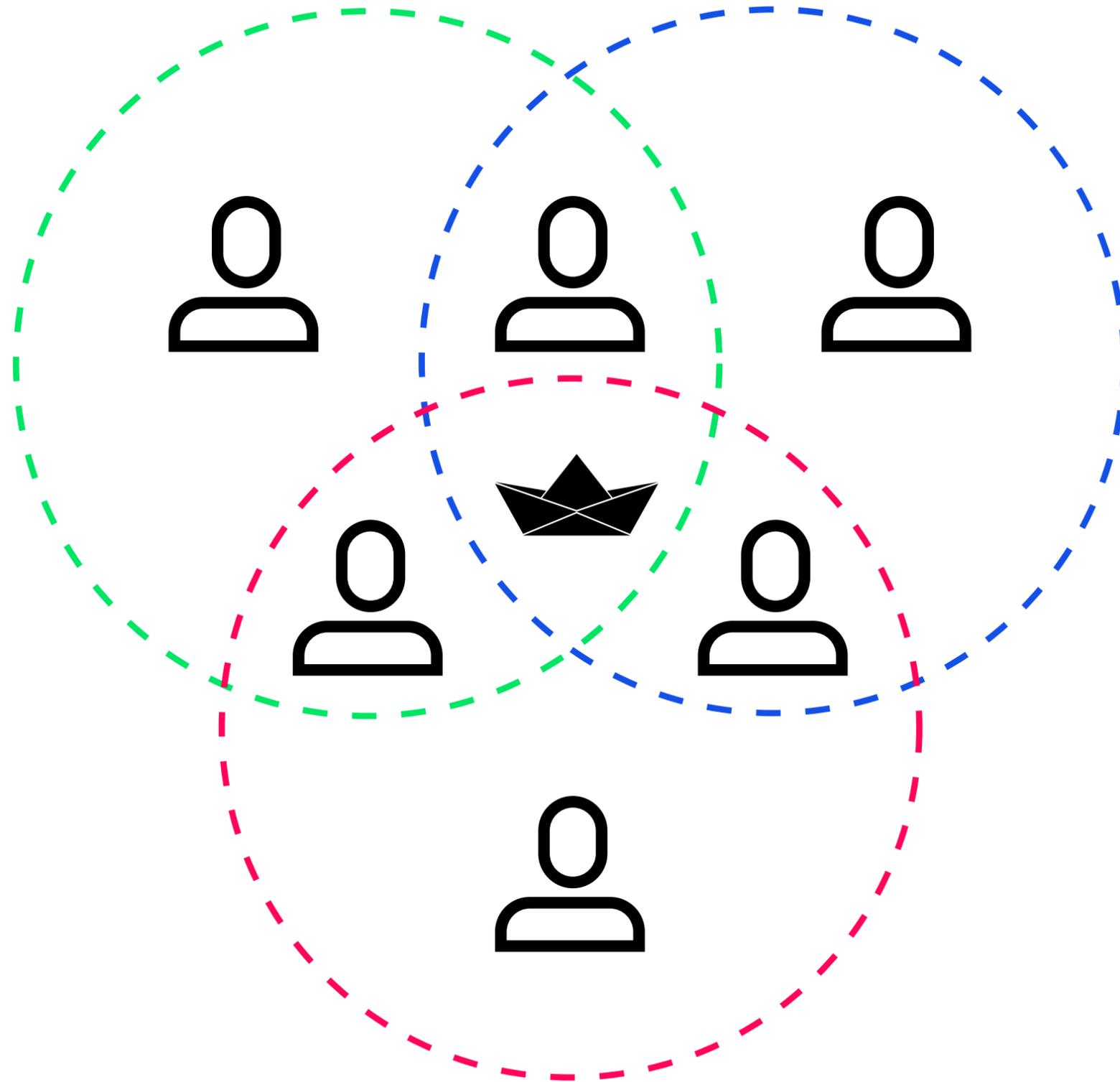


Tools to navigate

- 
- **Who can inform us?**
 - **What are we trying to do here?**
 - **Solve a problem? Innovate?**
 - **Where do we start?**
 - **Do we have blind spots?**
 - **Do we understand one another?**
 - **What do we have?**
 - **What's missing?**
 - **How do we organize that information?**
 - **How does one thing affect another?**
 - **Does elements in the enterprise work together ?**
 - **How do we connect multiple elements?**
 - **How does the relation play over time**
 - **Does everything work as a whole?**
 - **What about the teams, the silos or the business units?**
 - **What's our impact?**
 - **What influences us?**
 - **What's the amount of information can people handle?**
 - **How much is too much?**
 - **Do we need to map the present?**
 - **What is the perfect state of our enterprise?**
 - **How do we get there?**



We need multiple maps

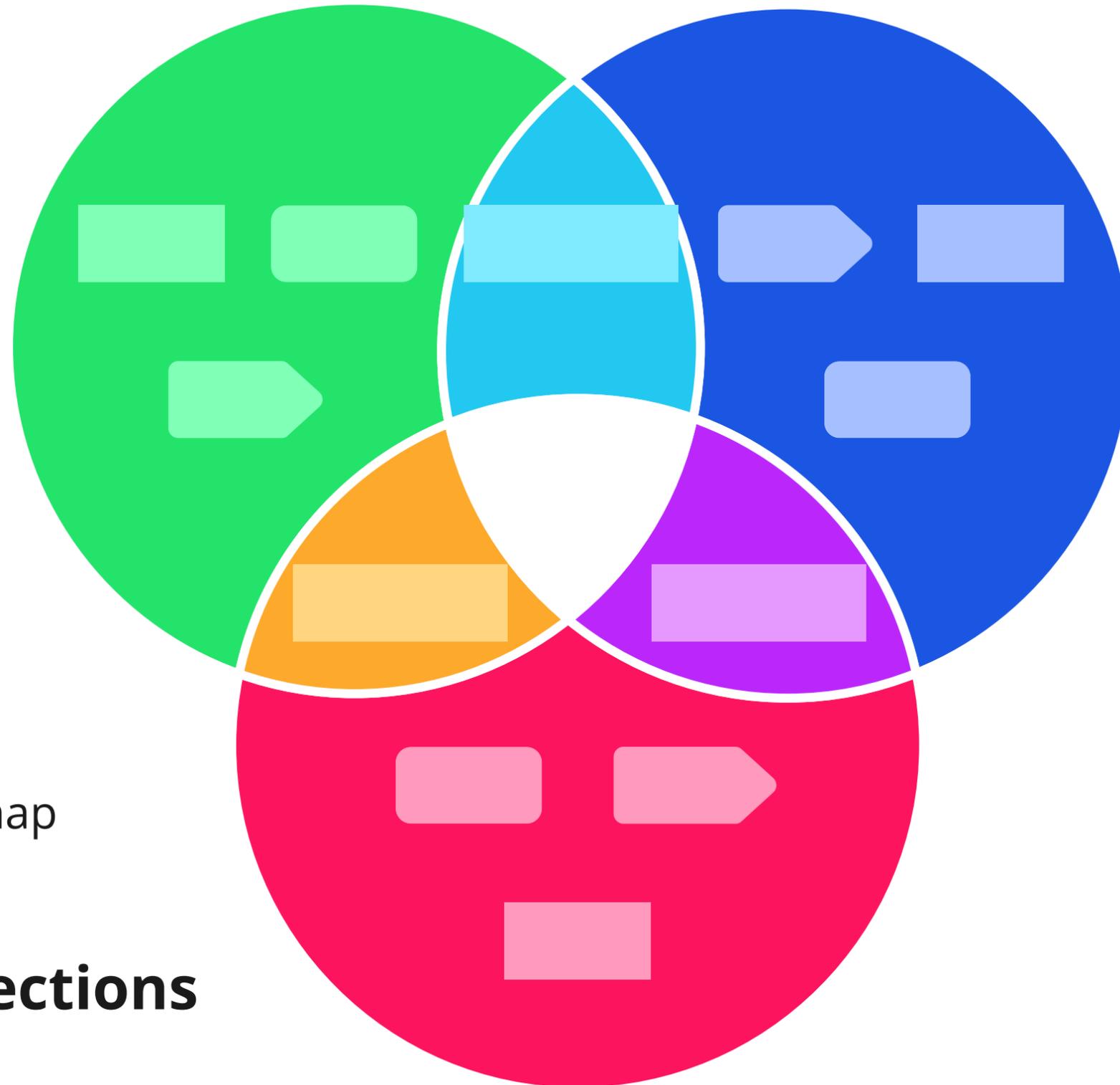


The enterprise map

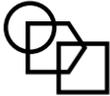
 **The people**

 **The enterprise**

& friends

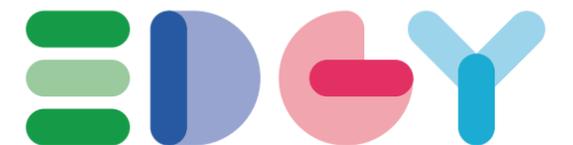


The EDGY Venn diagram map

 **The elements**

 **Facets & intersections**

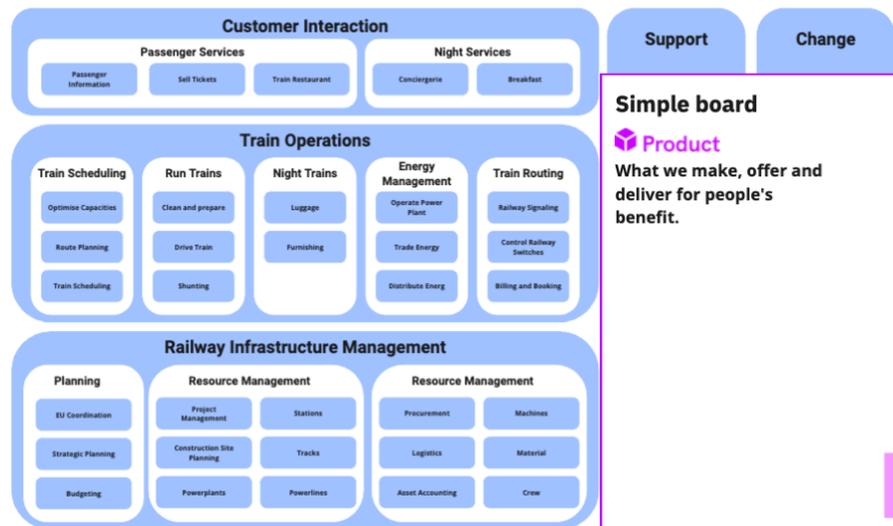
 **Starting points**



Simple board

- Architecture
- Capability

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



Simple board

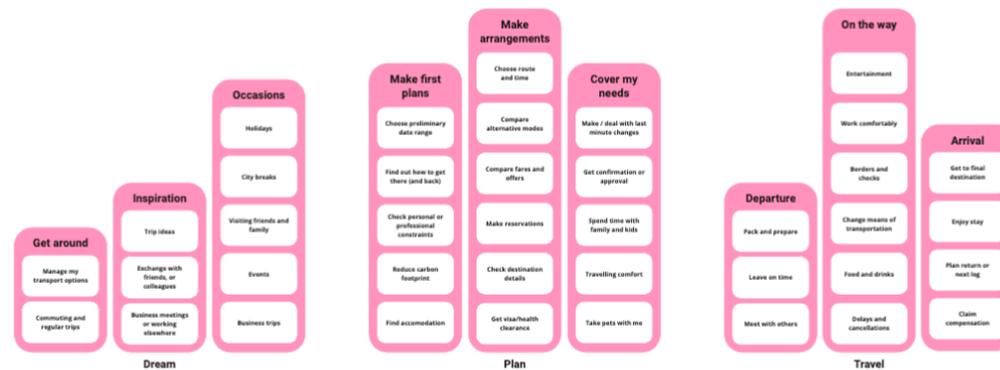
Product
What we make, offer and deliver for people's benefit.

X Railways Product Portfolio



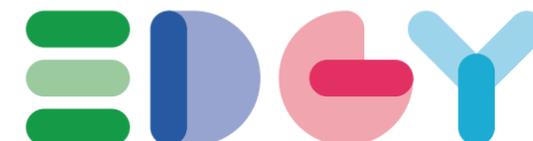
Simple board

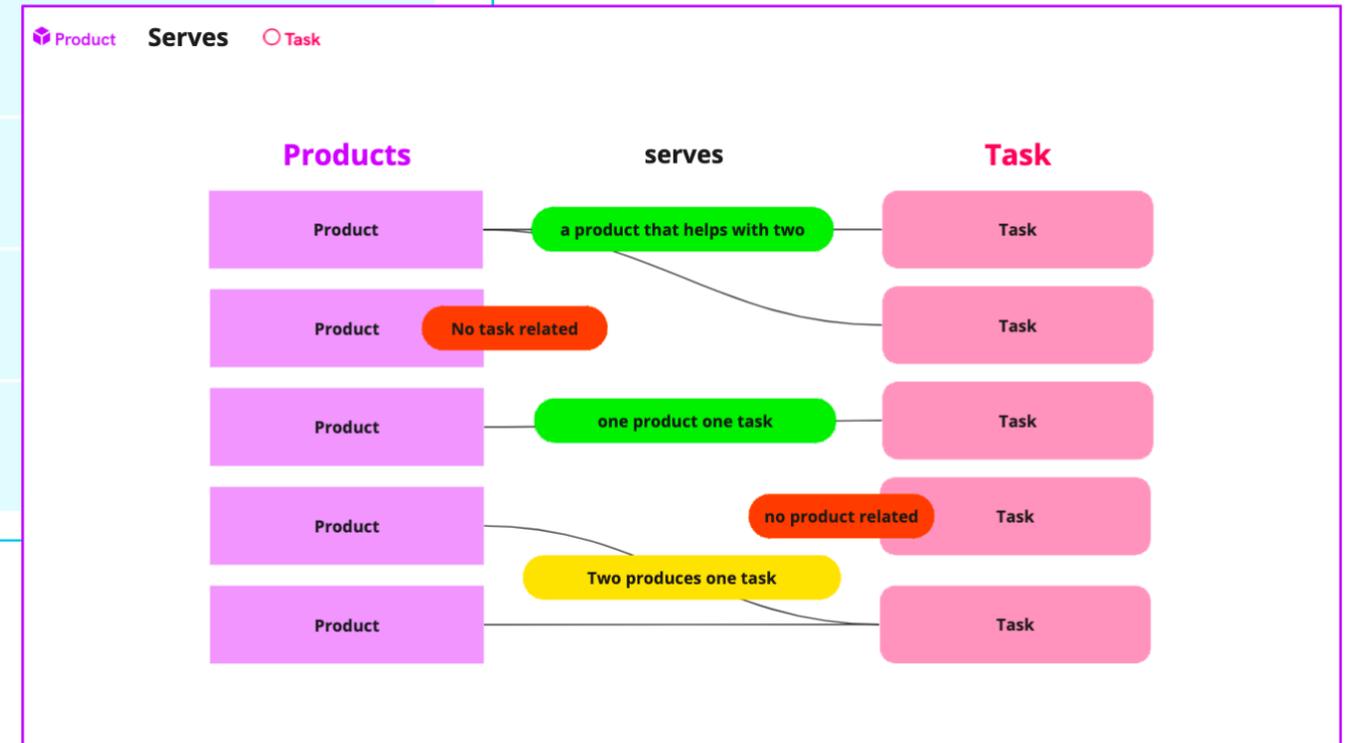
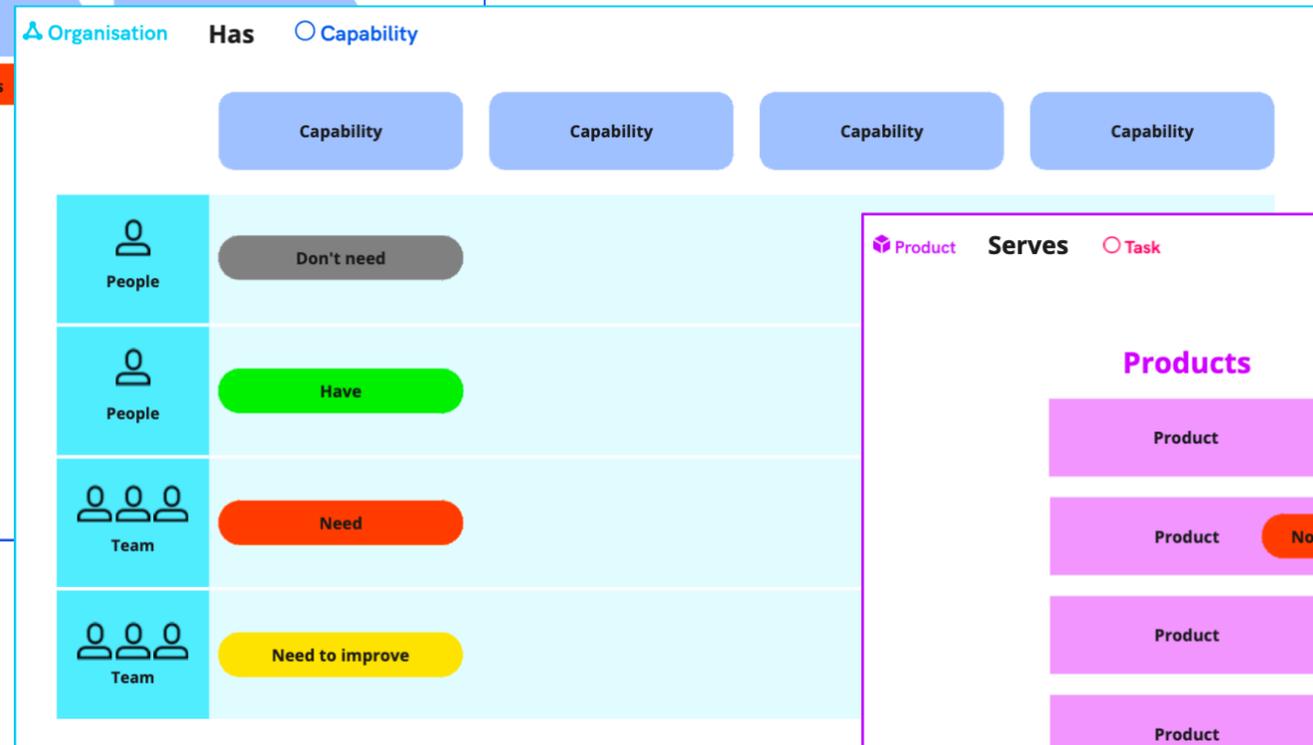
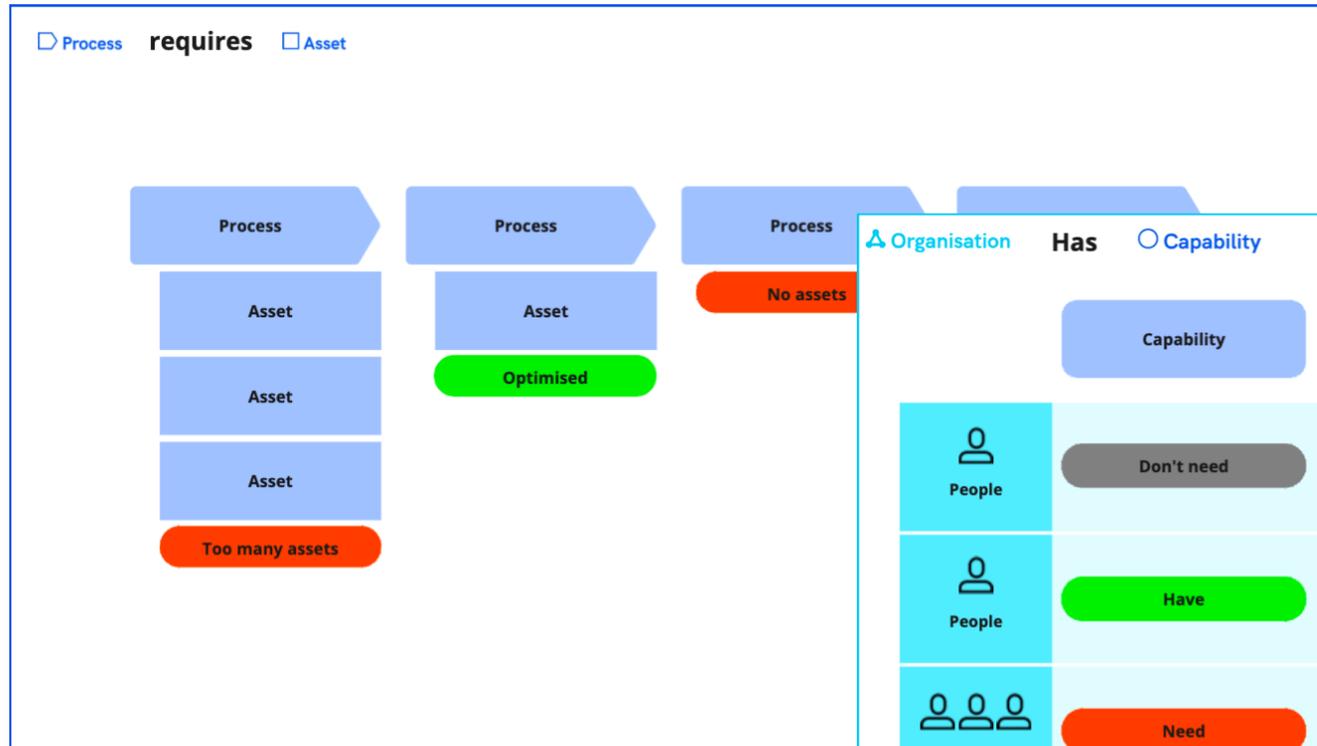
Experience
Task
What people want to achieve and get done.



Simple boards

The elements

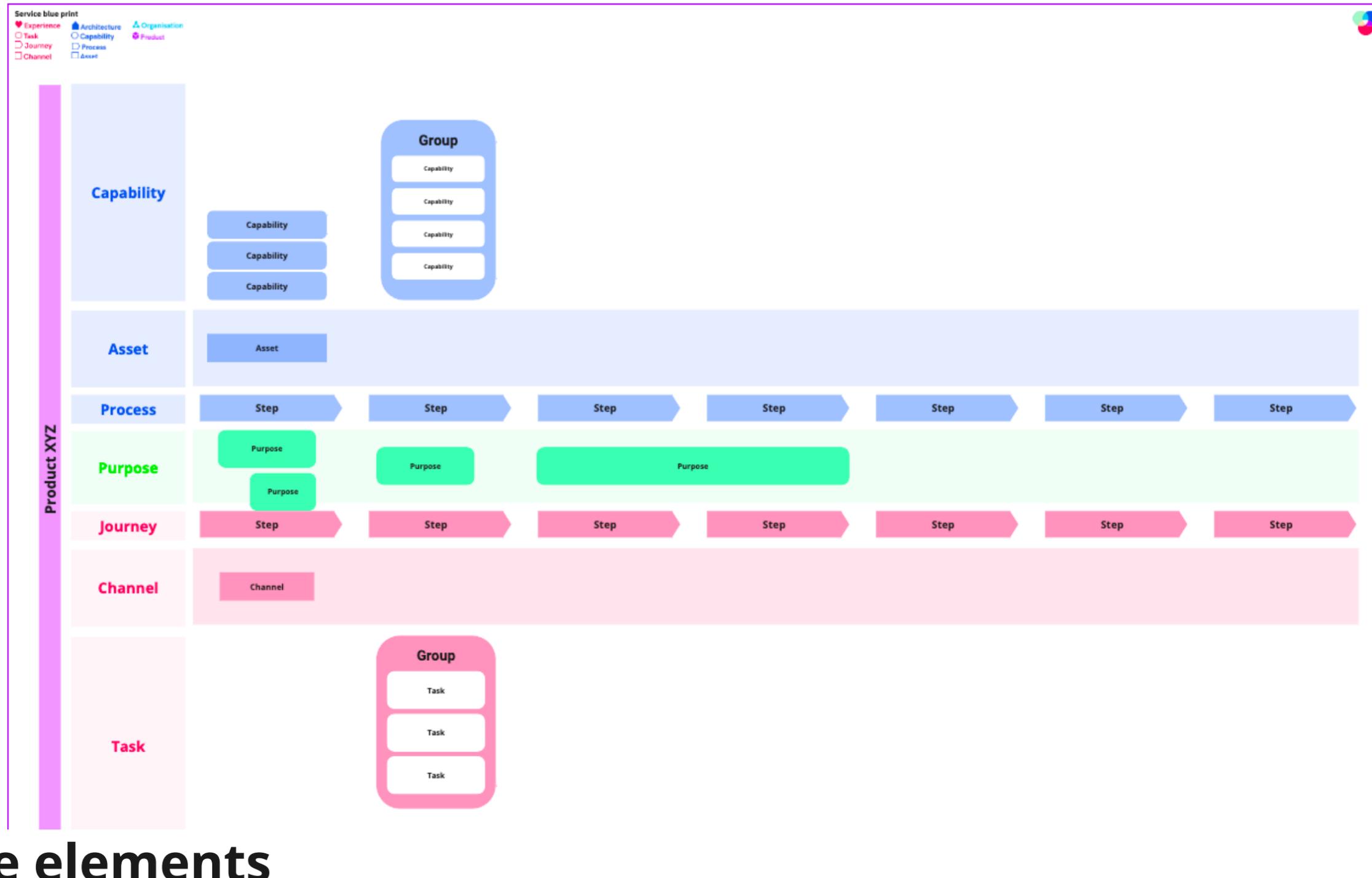




Relation boards

 **Two elements**
The relationship

& friends

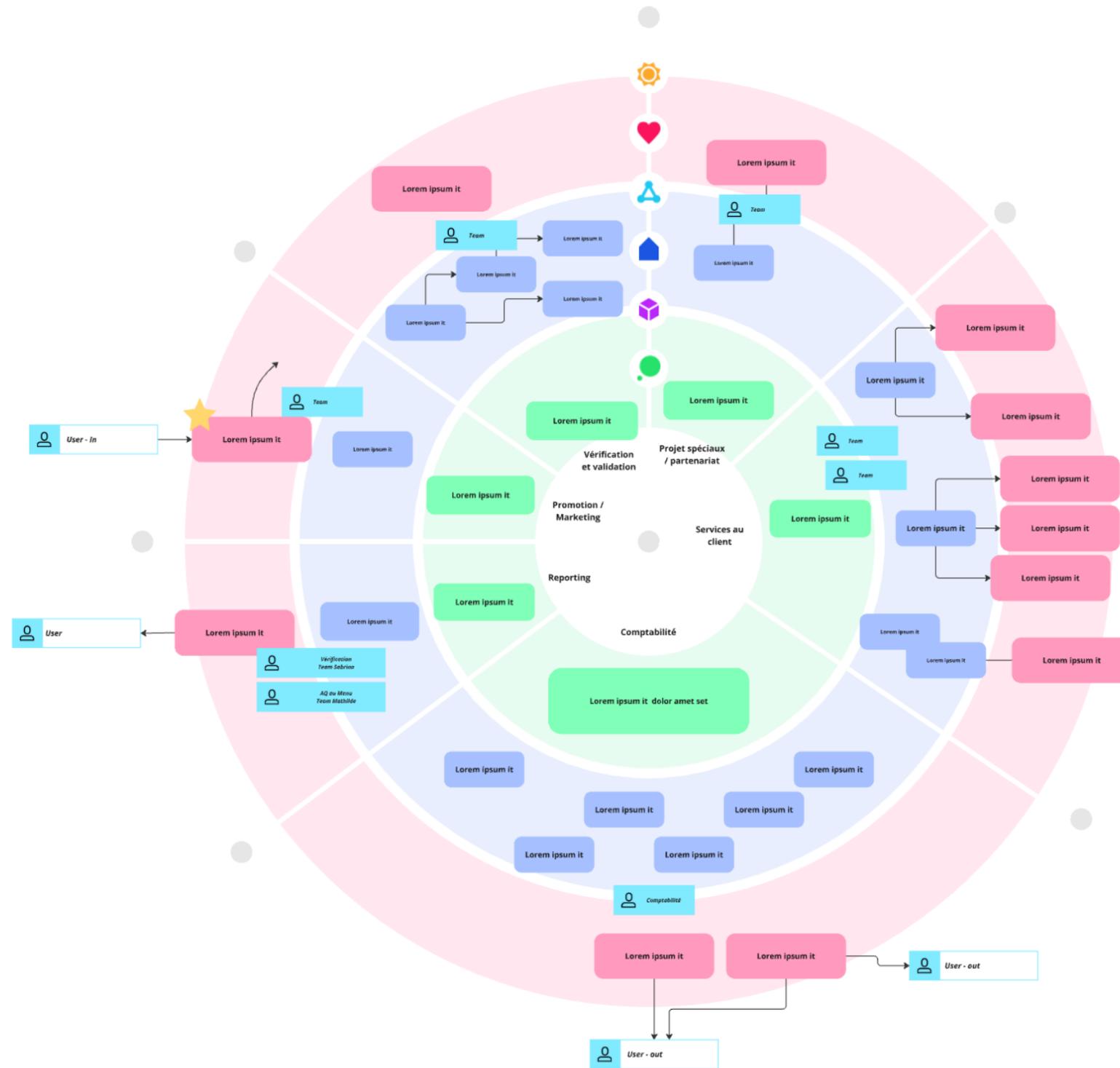


Blueprint

Multiple elements

Over Activities

&friends

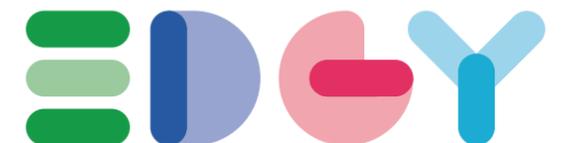


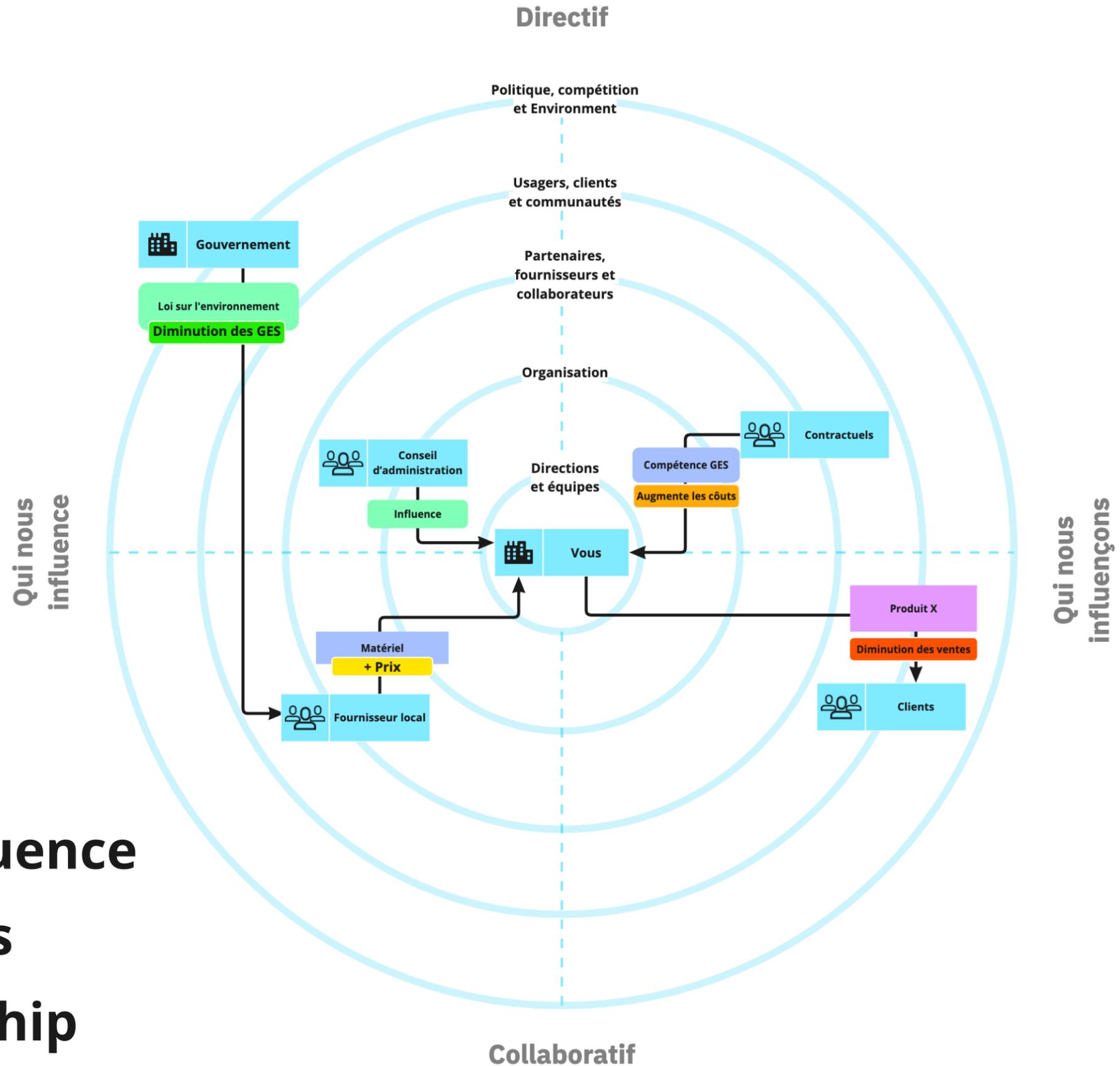
The Milkyway

 **The people**

 **The elements**

 **Over steps/team/silos**





The universe



External influence



The elements

The relationship

&friends

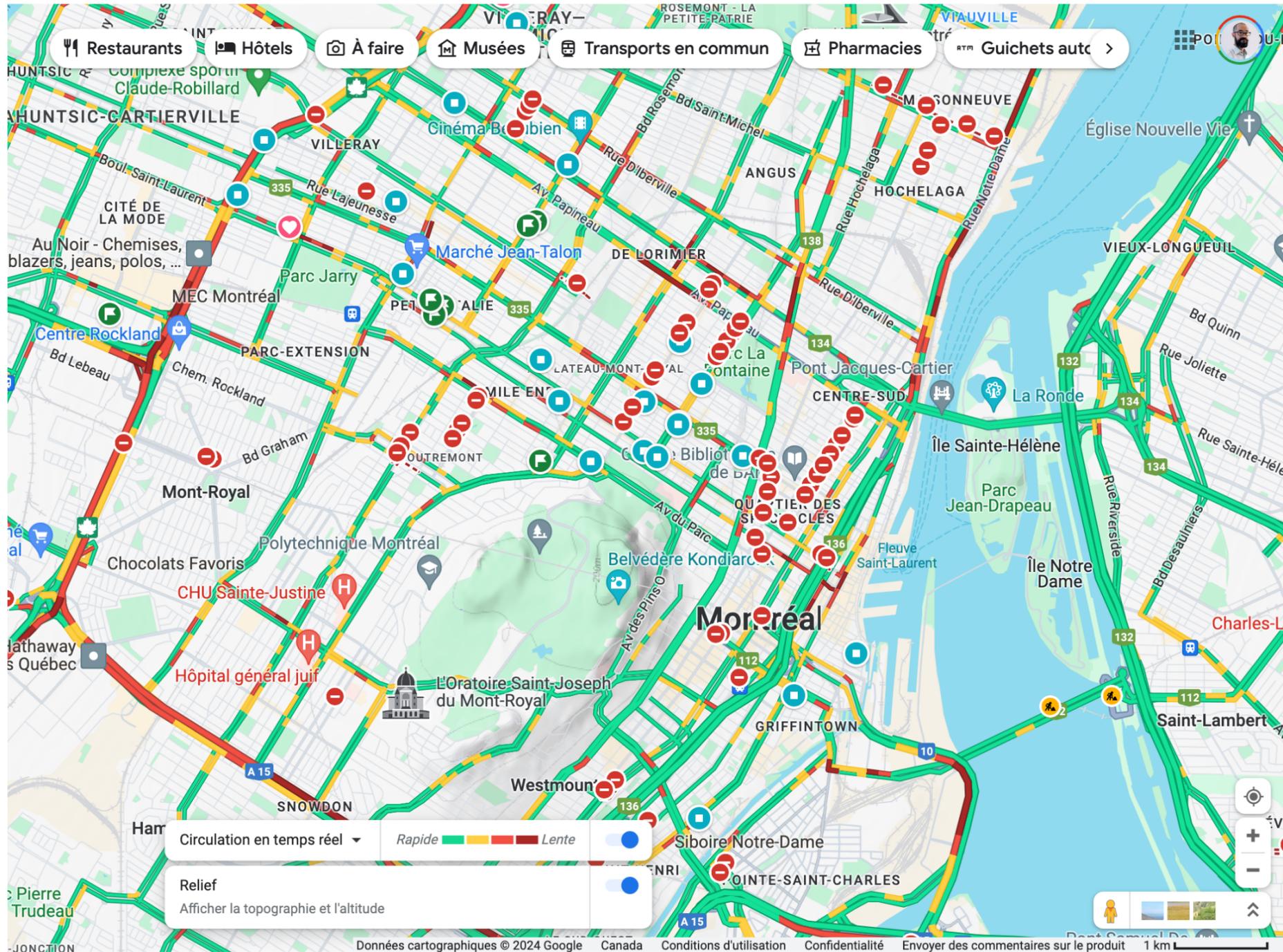


We need multiple levels of precision



[Bouille.Cie](https://dribbble.com/shots/23592609-Map-Montr-al-Canada)

<https://dribbble.com/shots/23592609-Map-Montr-al-Canada>





UNDERGROUND RIVER AND STREAM MAP - CITY OF MONTREAL



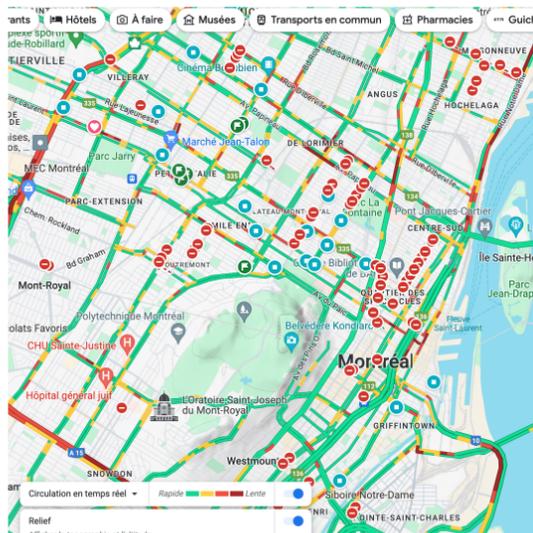
Level 1

Low-Level precision

5-10 elements

Beautiful

Help the orientation



Level 2

Mid-Level precision

About 50 elements

Use tags and labels

Good for planning



Level 3

High-Level precision

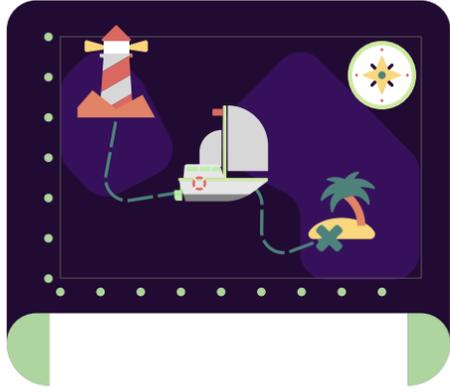
As many elements as required

For experts

SME maps

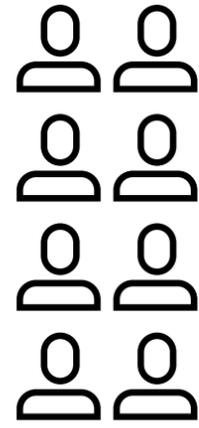
Level Precision

Communication



Level 1

Low-Level precision

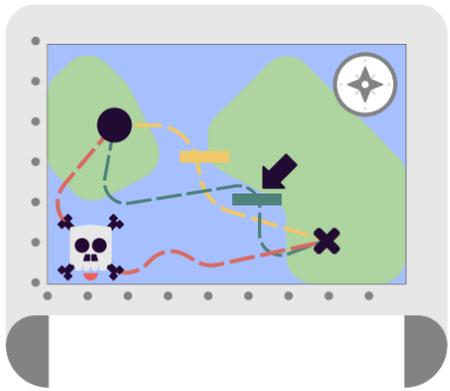


Content

Purpose

Story

Co-Design



Level 2

Mid-Level precision



Organisation

Content

Purpose

Story

Asset

Brand

Capability

Process

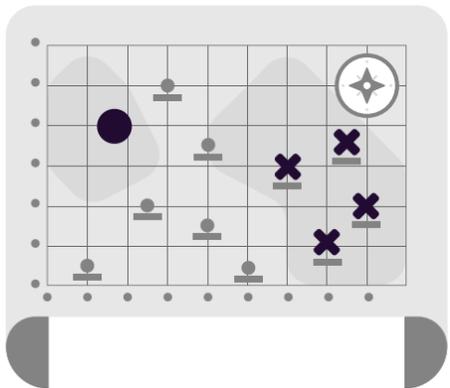
Product

Channel

Task

Journey

Expertise



Level 3

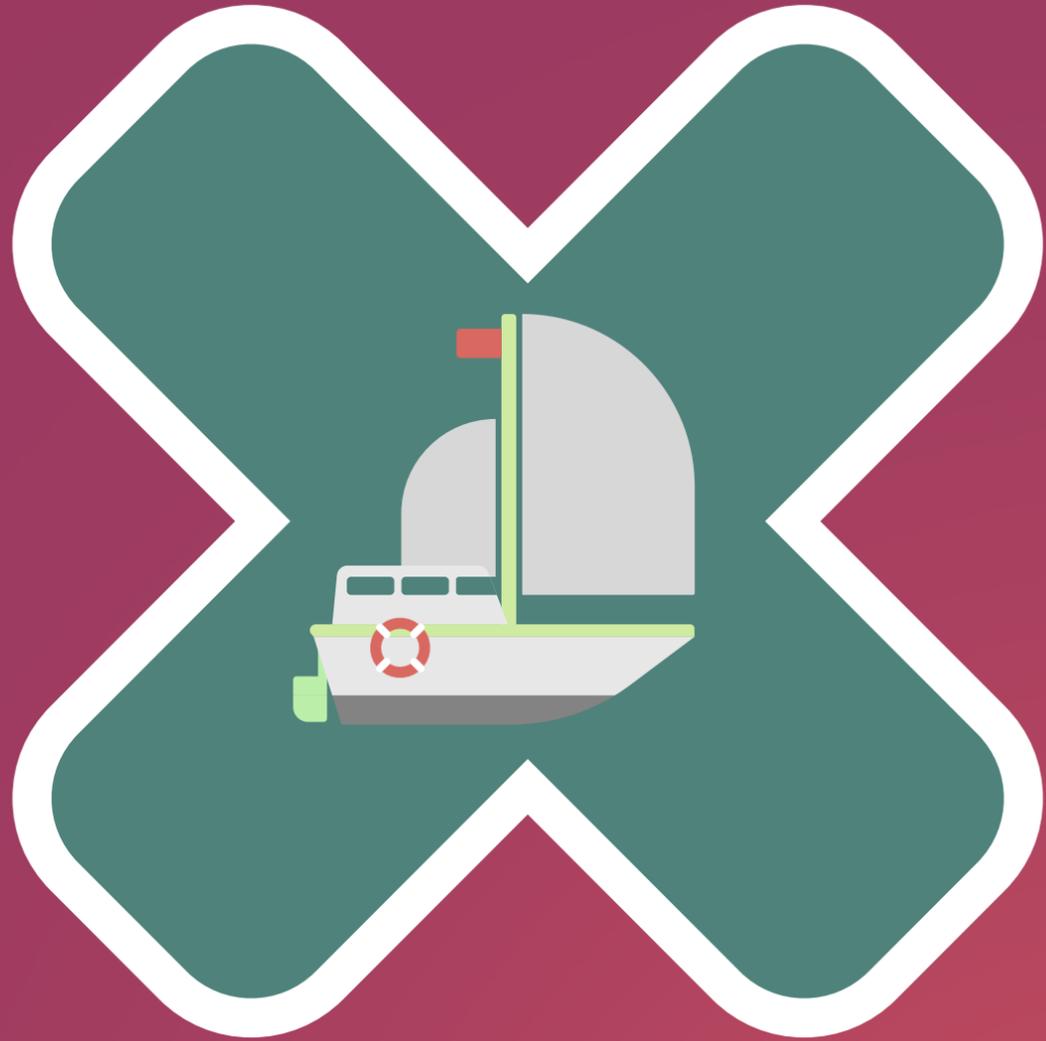
High-Level precision



Object

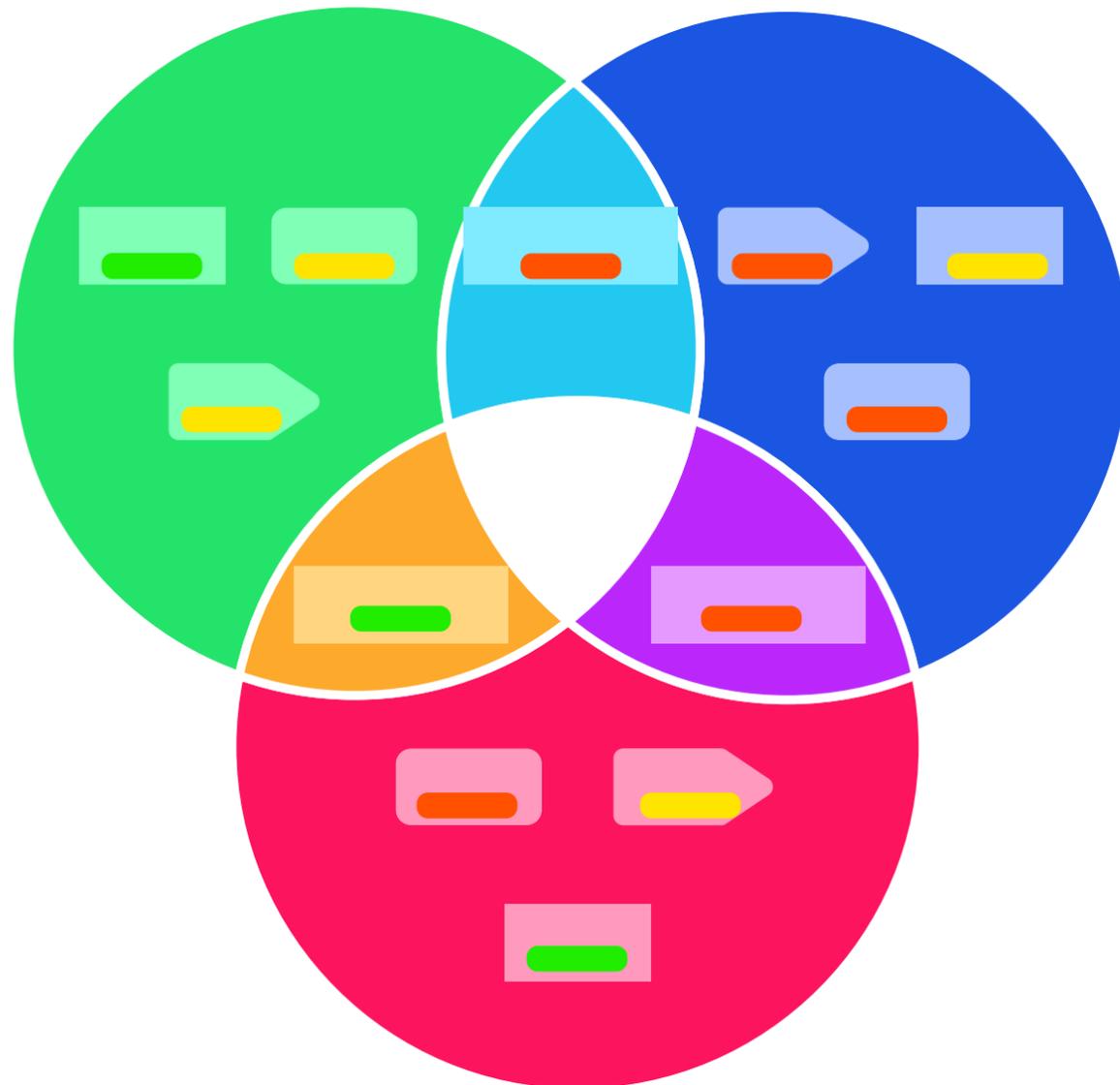
Outcome

Activity

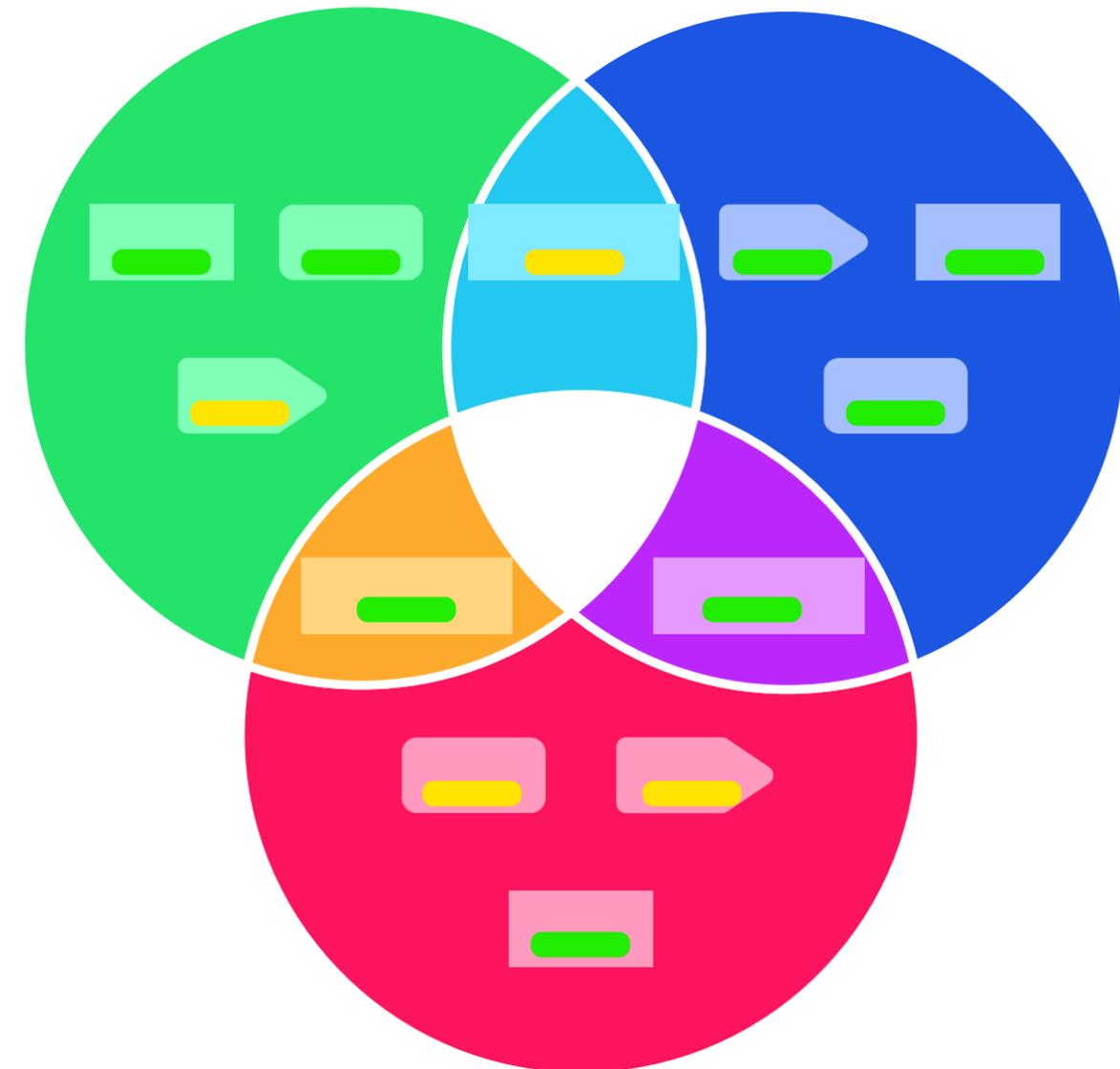


Where you are and where to go

Now



1 year from now



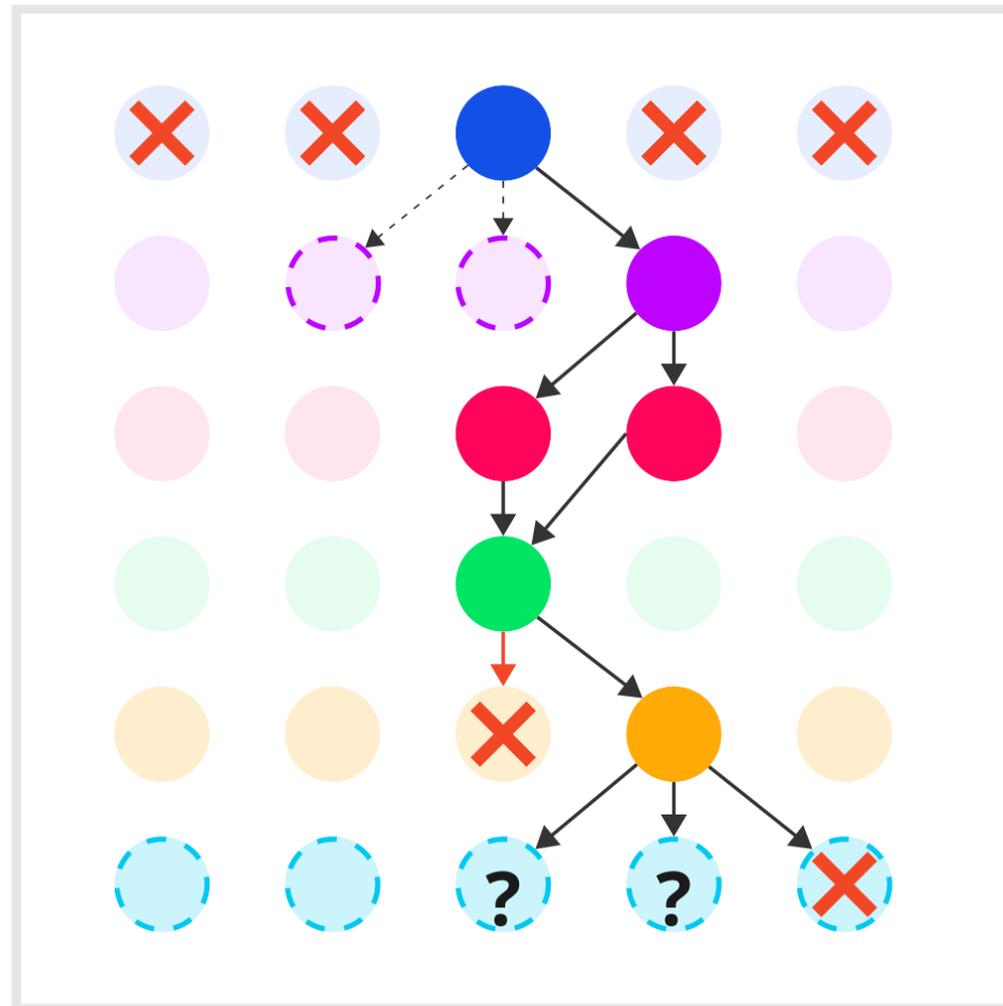
The EDGY Venn diagram map

 **Moment in time**

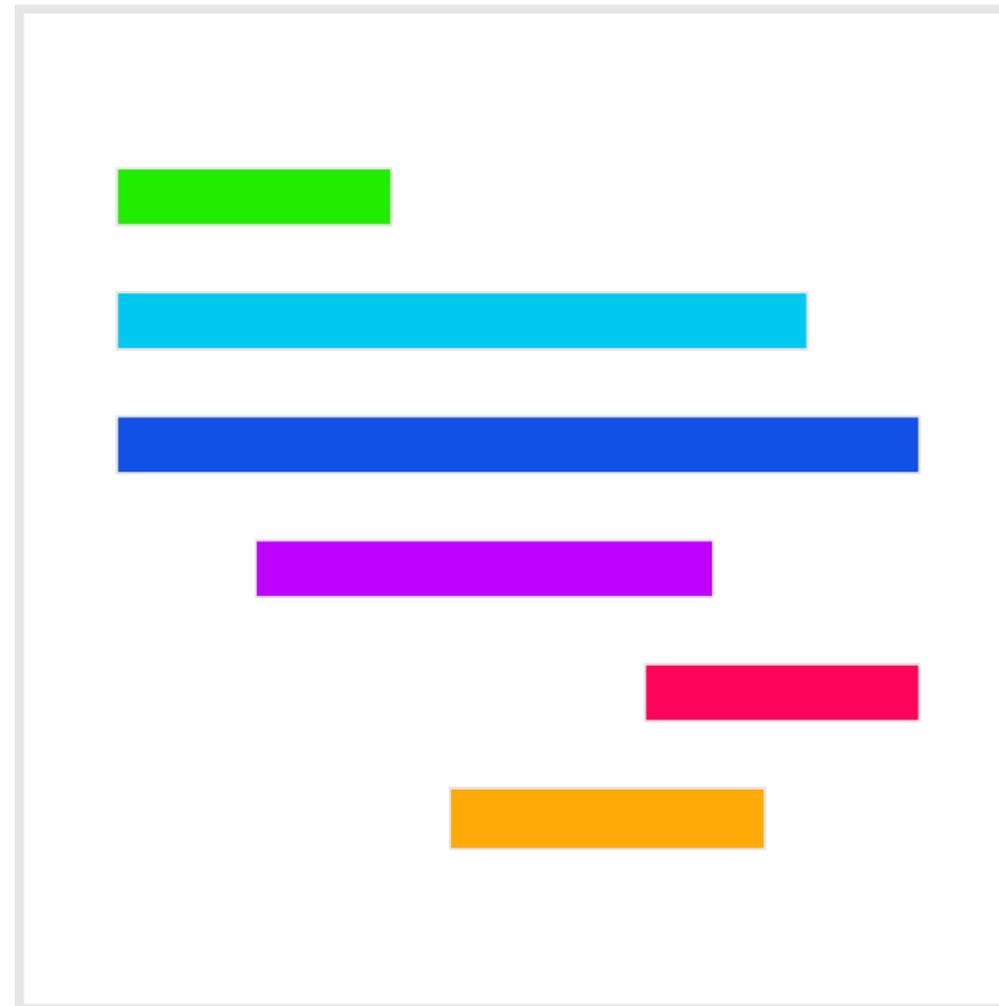
 **States**

&friends

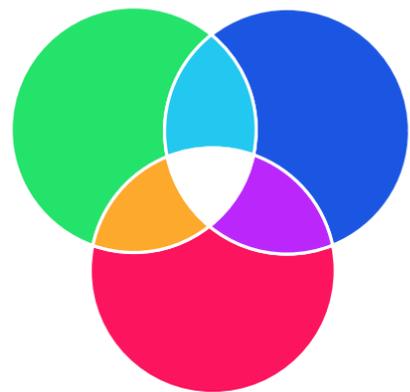
Strategic decisions



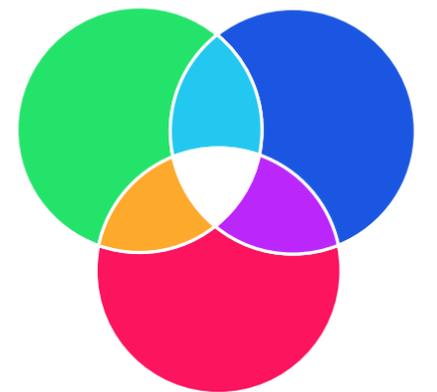
Planning and realization



Now



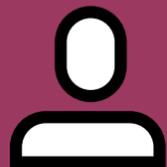
In a year



& friends



So how do we navigate?



Start with people and the enterprise.



Make sure you have a shared understanding



Choose a map and a precision level and change map if needed



Figure out where you are and where you want to go.

The Compass



The enterprise

EDGY

Simple Boards

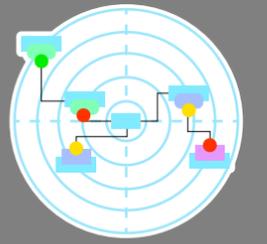
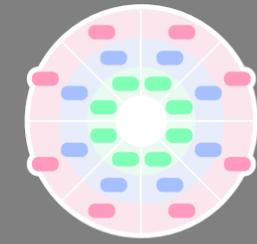
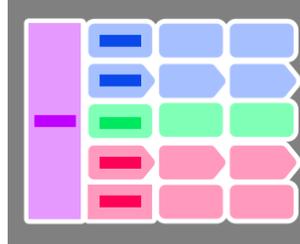
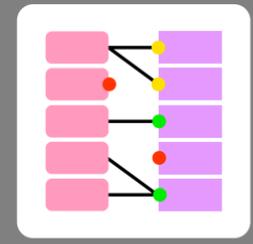
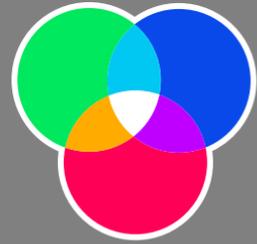
Relation Boards

Blueprint

Milkyway

The universe

The maps



Focus

The people

Shared understanding

Elements

Relation

Sequence

Cycles

External

Level of Precision

Level 1



High-Level of abstraction
Communication



1 per Facet intersection



1 sentence per facet intersection (6)



≈ 5-10 elements



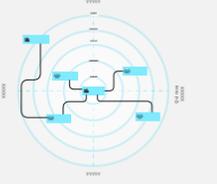
≈ 5-10 per type of elements.



5-10 activities mixed with other elements



1 element per facet per step



5-10 external people

Level 2



Choices and decisions
Co-Design



1 per Elements



1 Label per element (16)



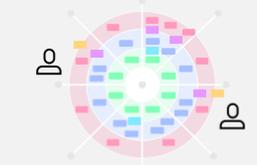
≈ 50 elements and labels



≈ 50 elements and labels



A level 1 activity subdivided

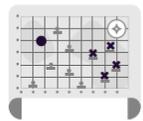


≈ 50 elements, people and intersections



≈ 50 external people, related elements and tags

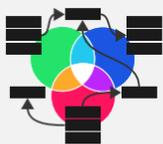
Level 3



High-Level of precision
Expert



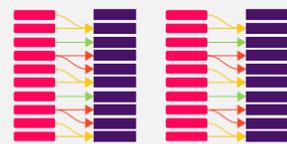
As many people as needed



As many elements, labels and relations has needed



As many elements and labels needed



As many elements, labels and relations has needed



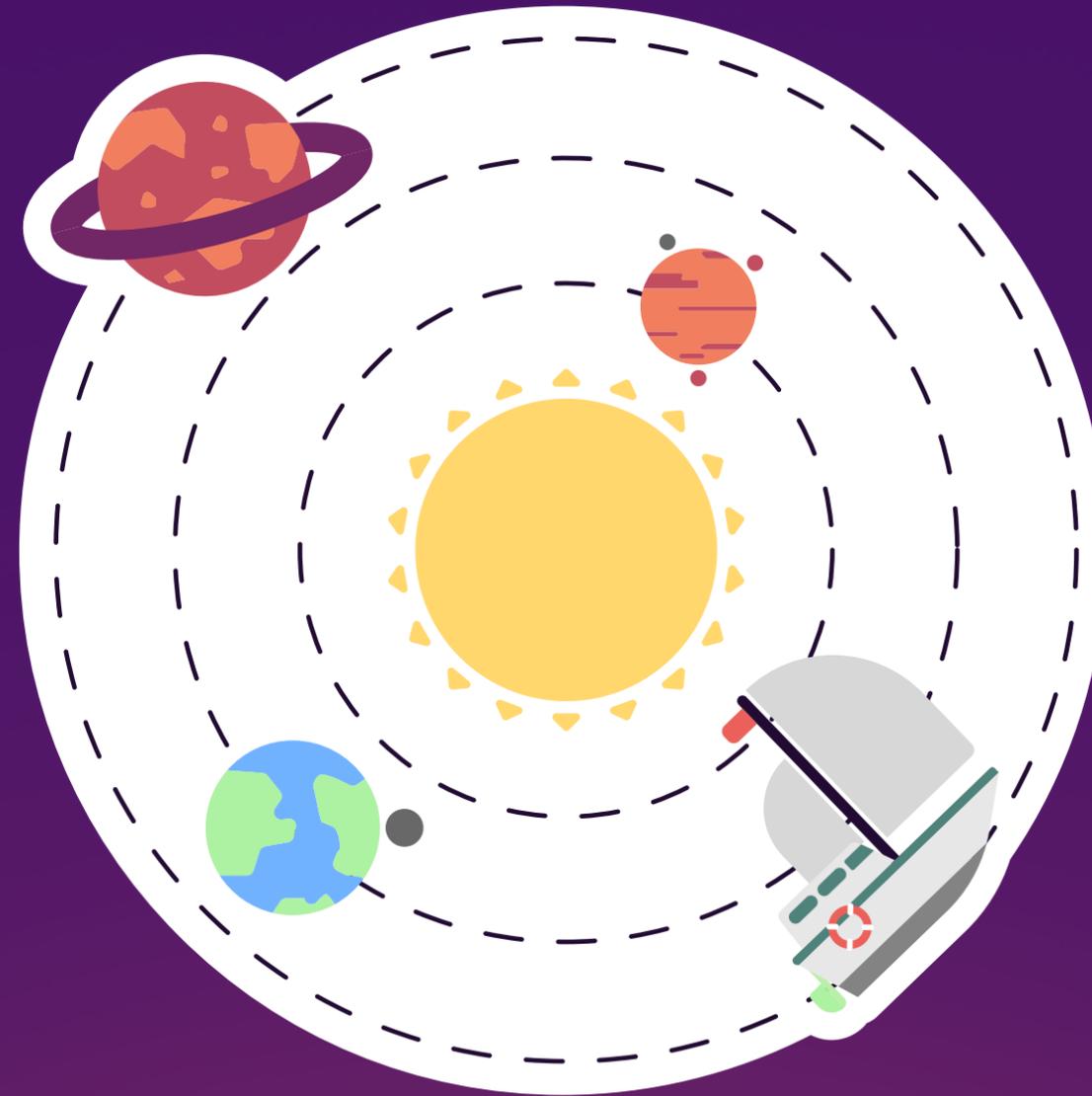
A level 2 activity subdivided



As many elements, labels and relations has needed



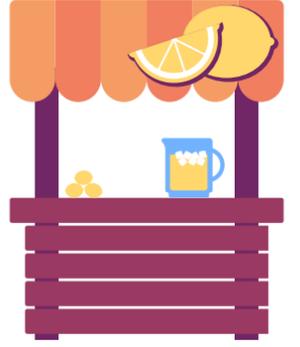
As many elements, labels and relations has needed



A few examples

Example

★ Starting point



△ Organisation

We will have autonomous franchisees around the world.

● Identity

We are going to rule the world of lemonade.

🏠 Architecture

★ We will have the fastest lemonade machine.

⚙️ Brand

The fastest lemonade there is.

📦 Product

Lemonade only.

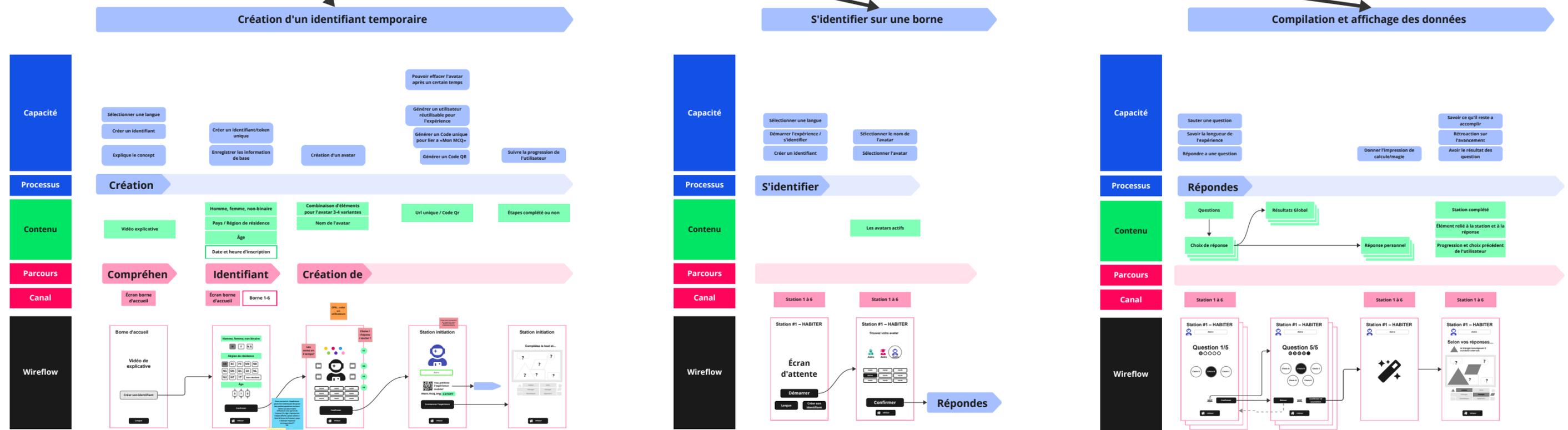
♥️ Experience

You walk in, grab a lemonade, and leave without stopping.

Level 1



Level 2



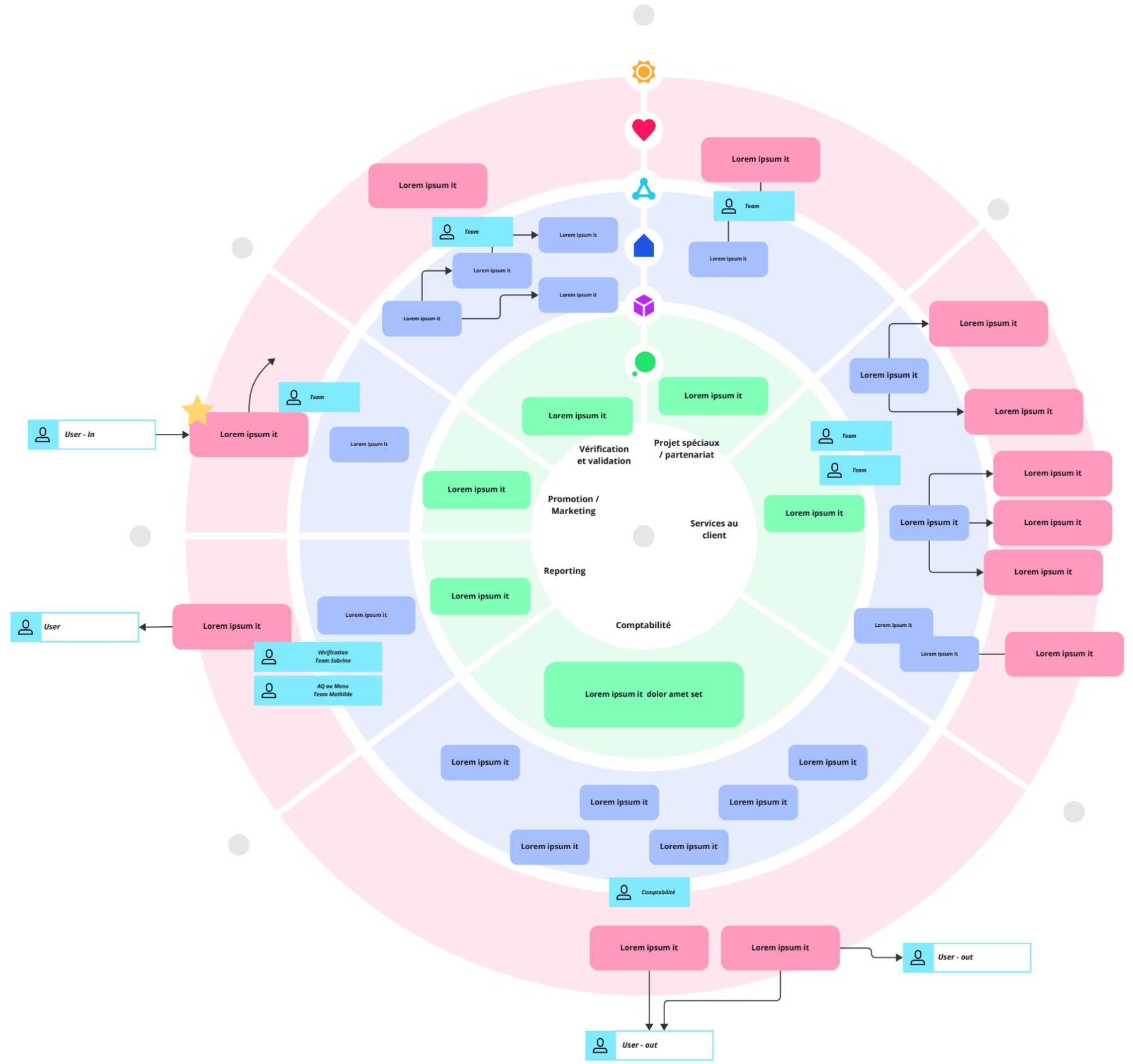
MilkyWay - Client's name

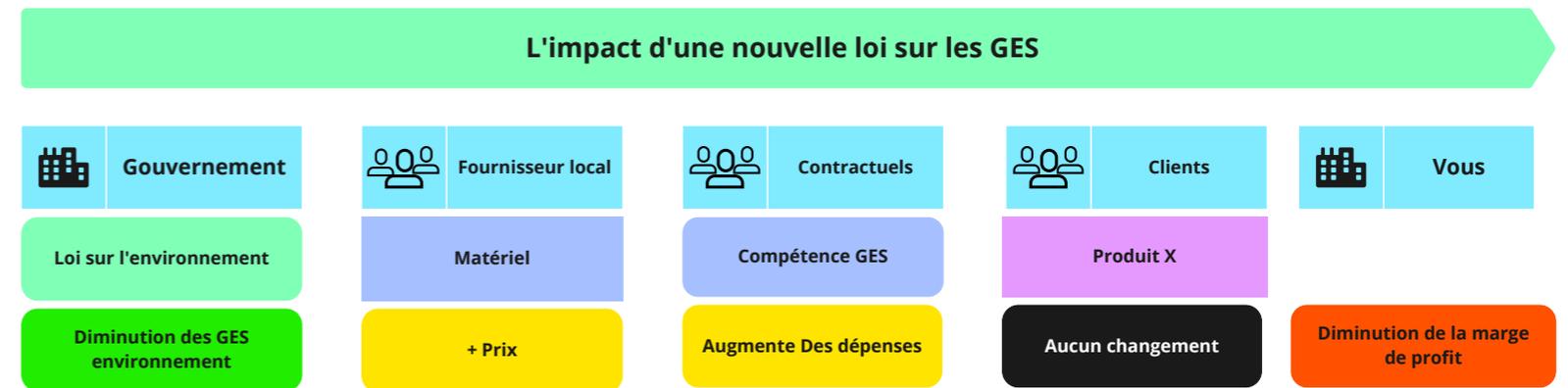
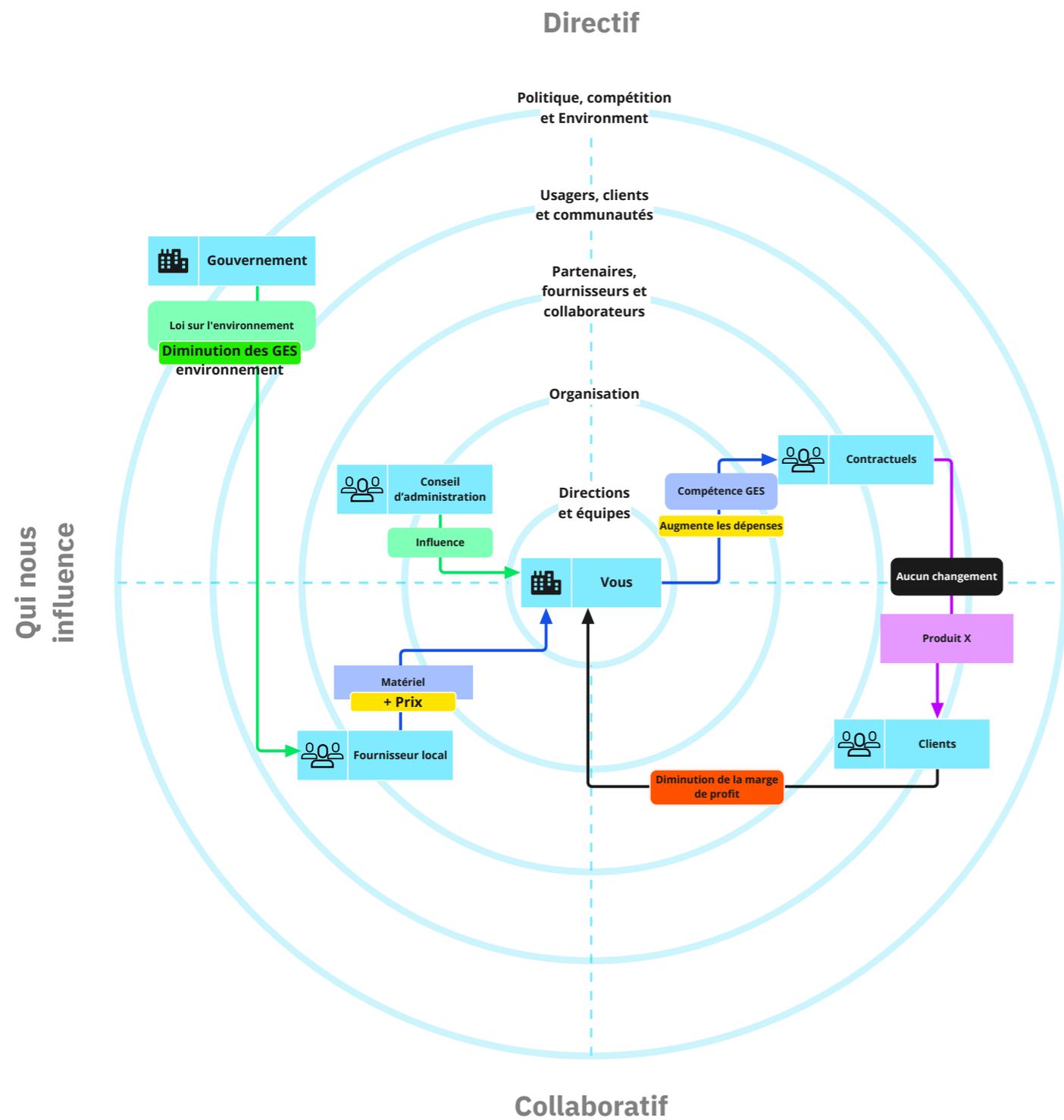
Vue d'ensemble des opérations

- Purpose** ● Identity
Lorem ipsum it sut dolora amet
- Capability** 🏠 Architecture
Lorem ipsum it sut dolora amet
- Task** ❤️ Experience
Lorem ipsum it sut dolora amet

Interne

- 👤 Service client
- 👤 Marketing
- 👤 Vérification
- 👤 Comptabilité
- 👤 User A
- 👤 User B





Le **gouvernement du Québec** a voté une **loi sur l'environnement** afin de diminuer les émissions de GES des entreprises.

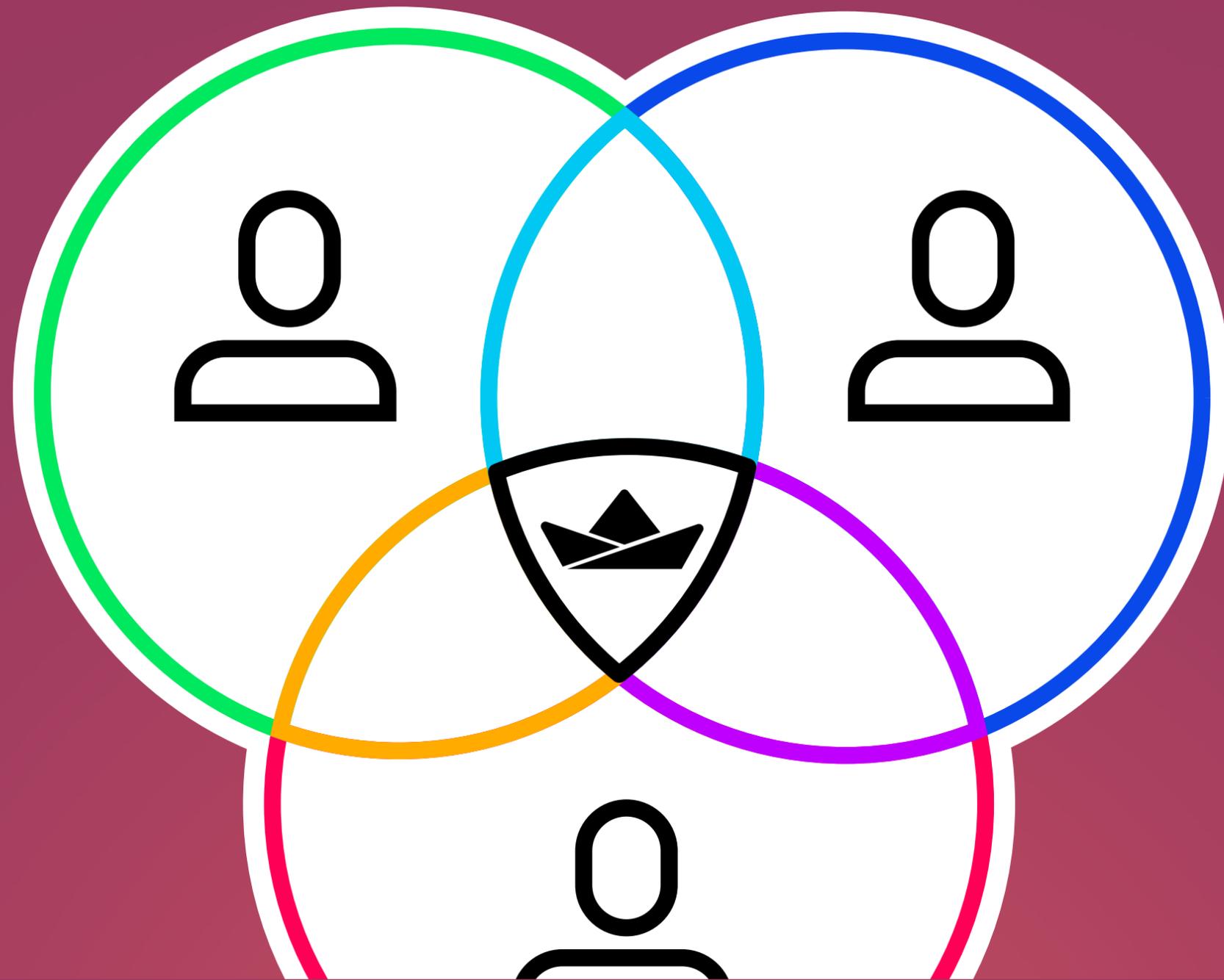
Ce changement fera **augmenter le prix des matériaux** de tous **fournisseurs locaux**.

Notre entreprise devra engager des **Contractuels** ayant des **compétences spécialisées en GES** ce qui augmentera nos dépenses.

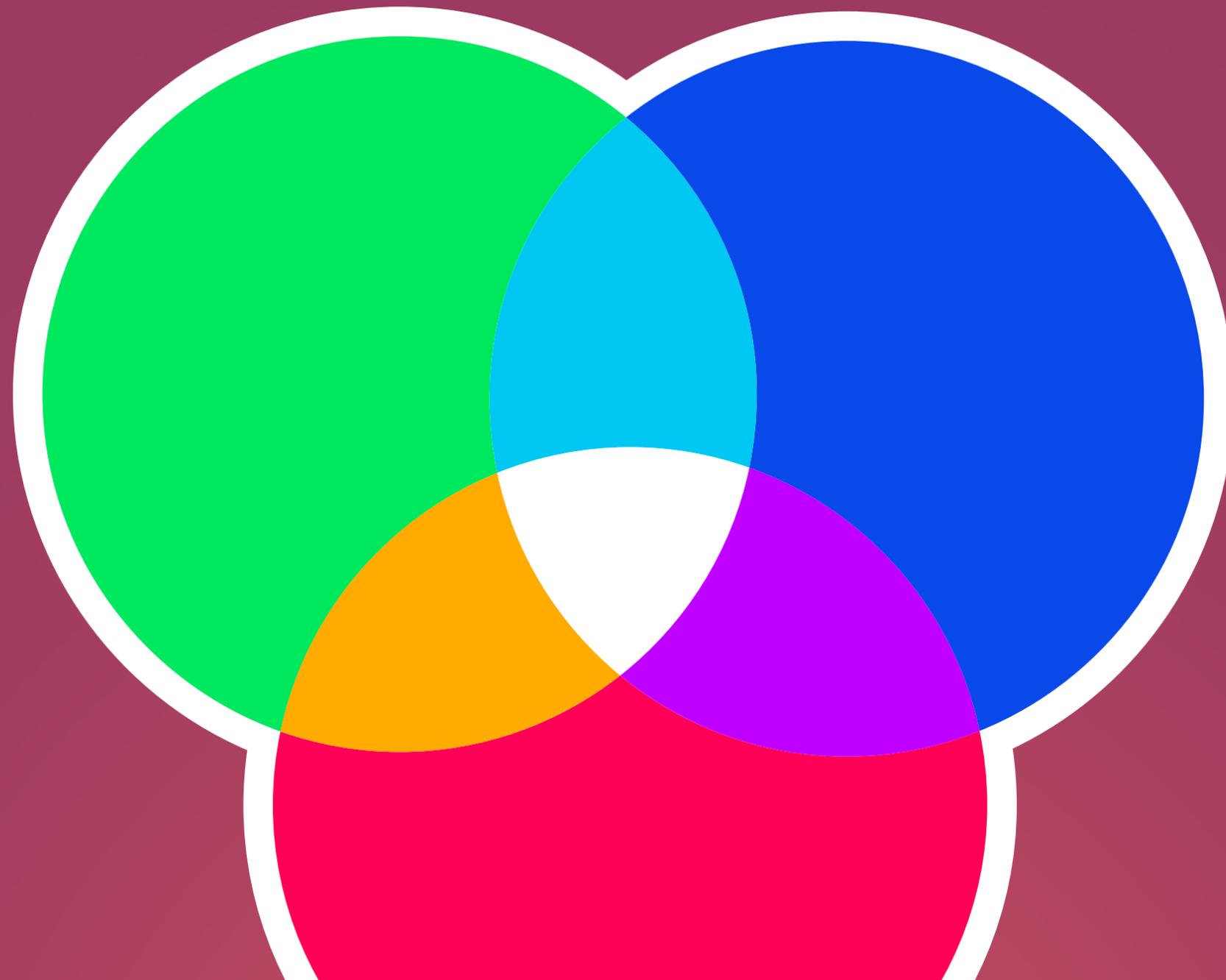
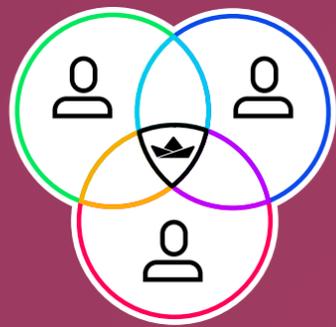
Puisque nous n'avons pas adapté le prix de notre **produits X**, nous avons une **Diminution de la marge de profit**.



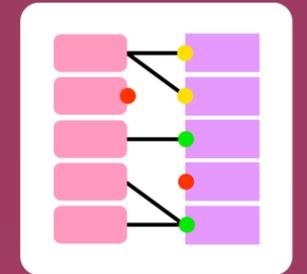
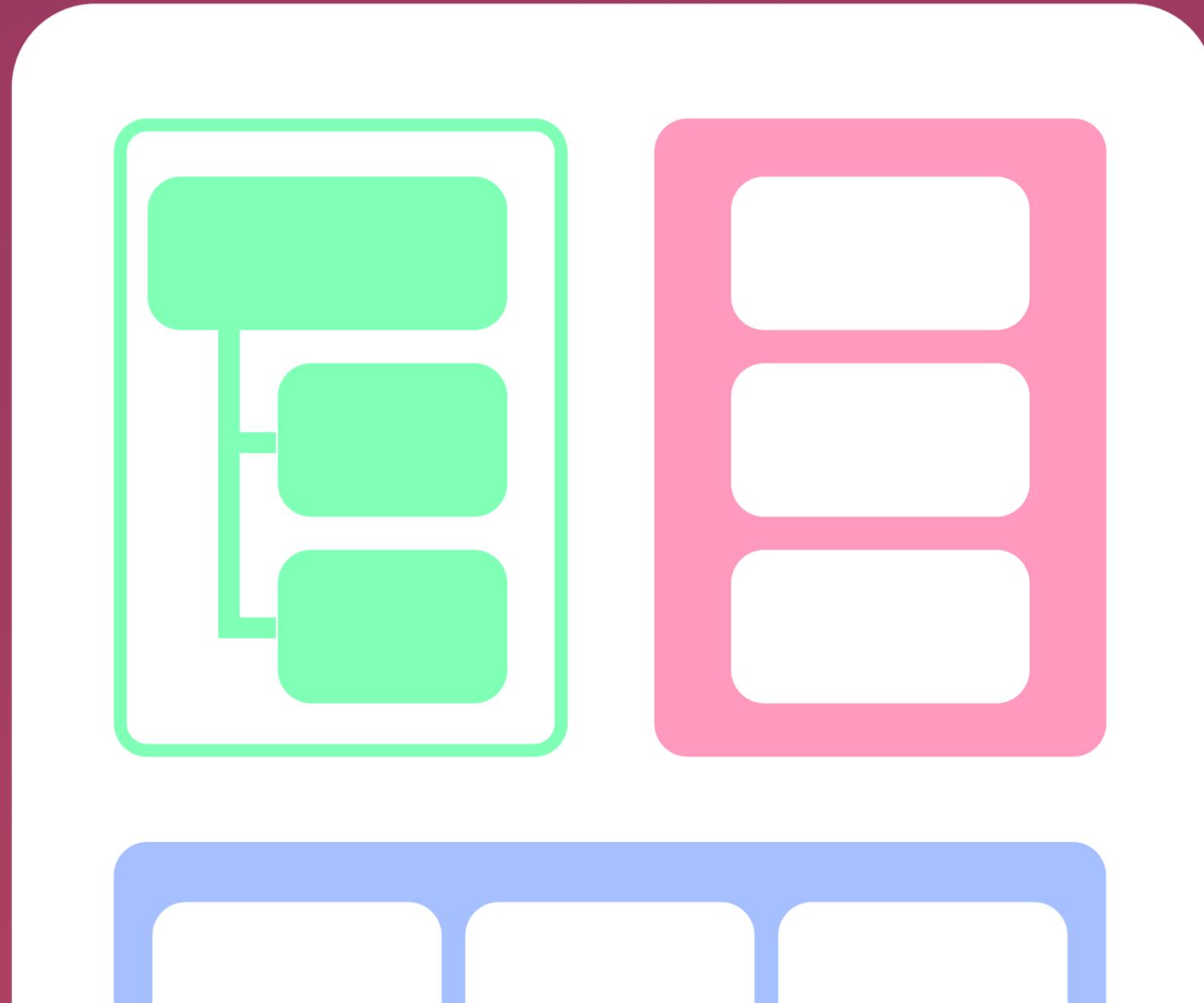
An enterprise...



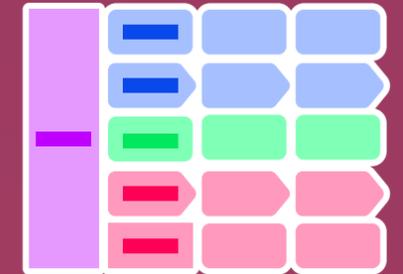
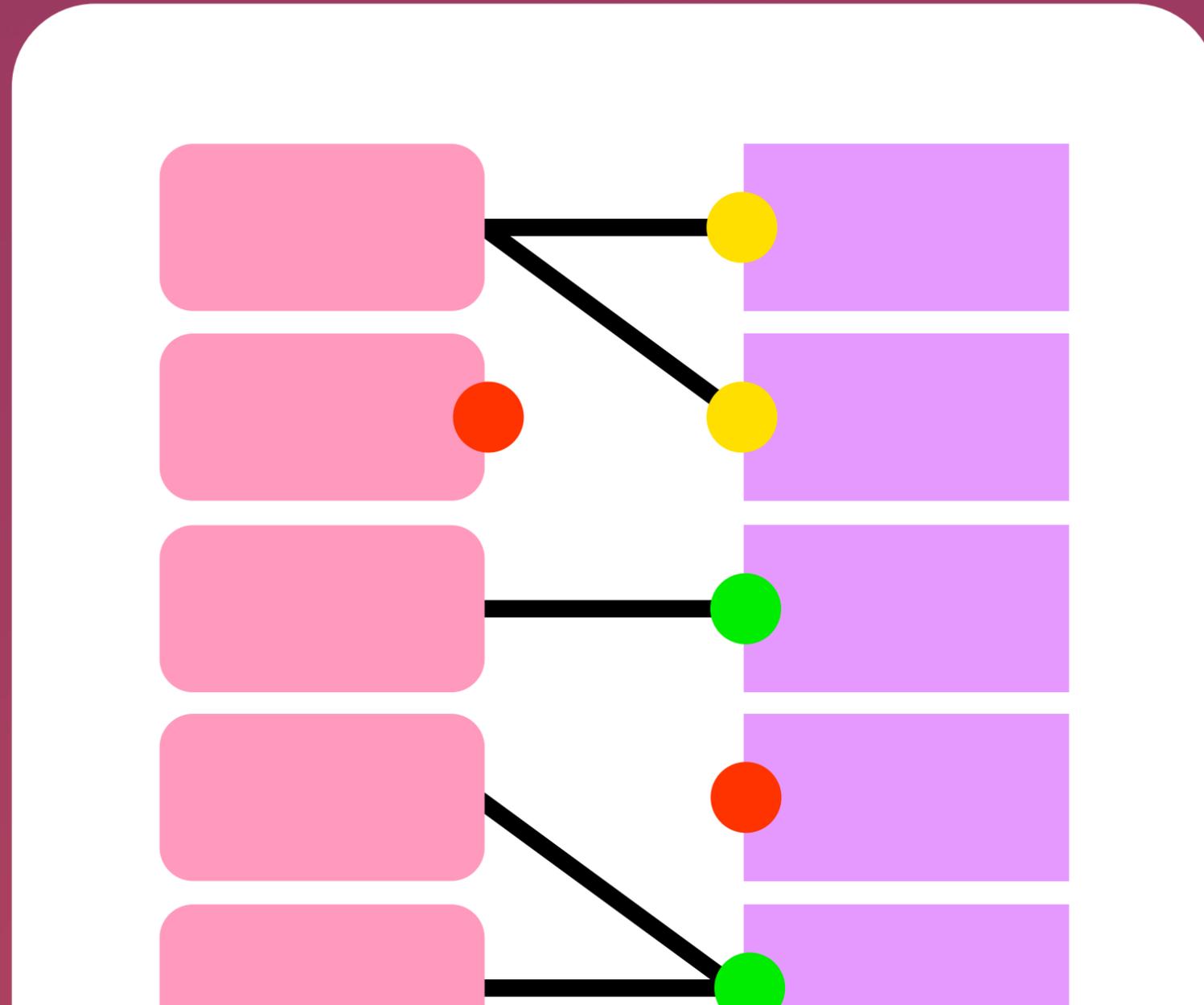
Every **enterprise** gather people with
a **shared ambition**



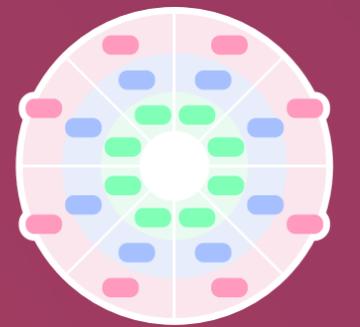
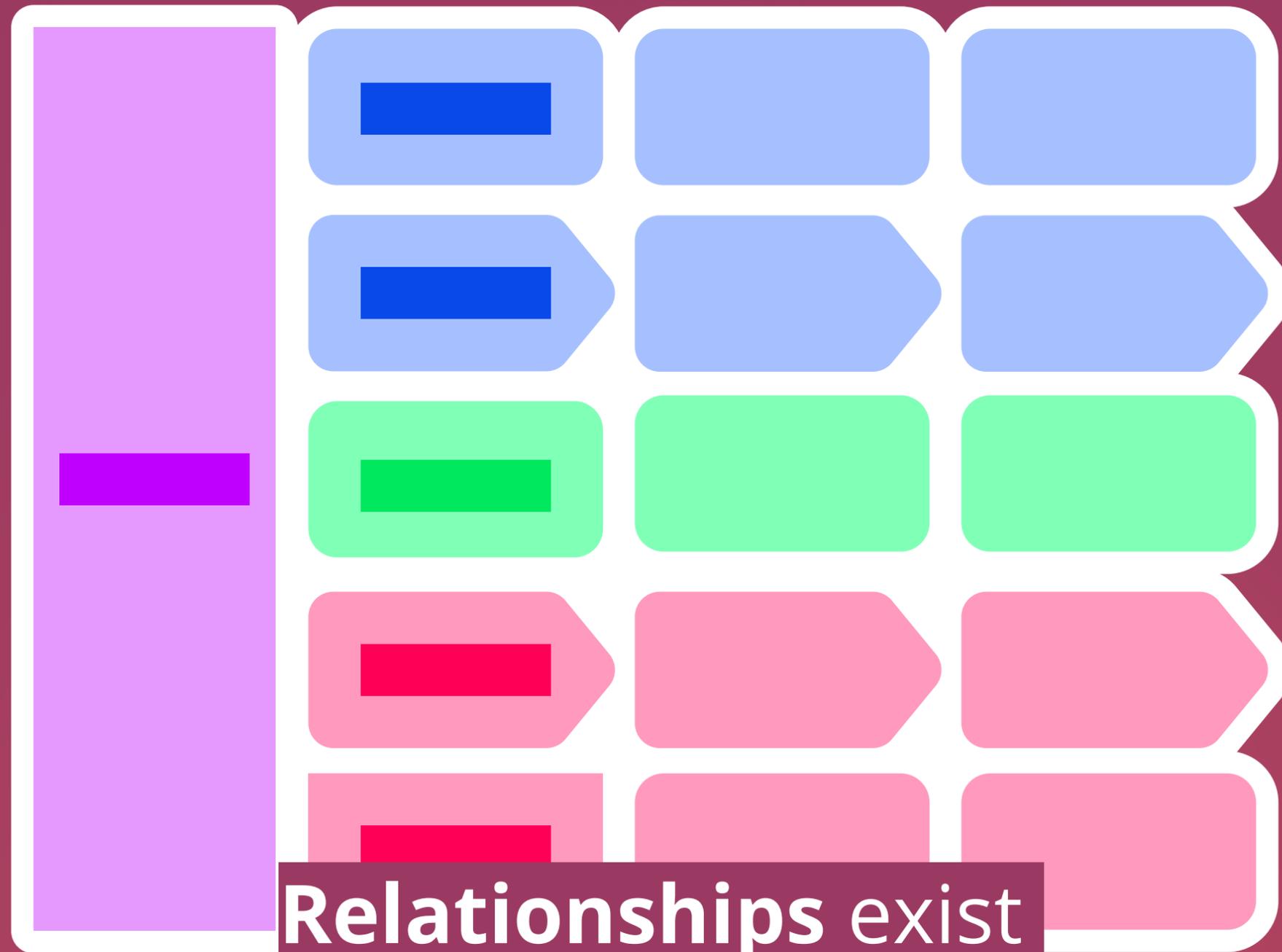
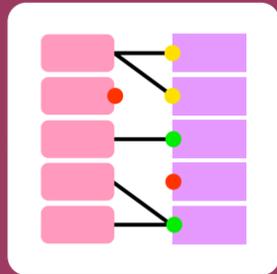
A **shared ambition** need **context** given
by a **shared language**



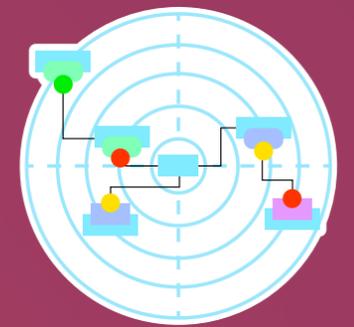
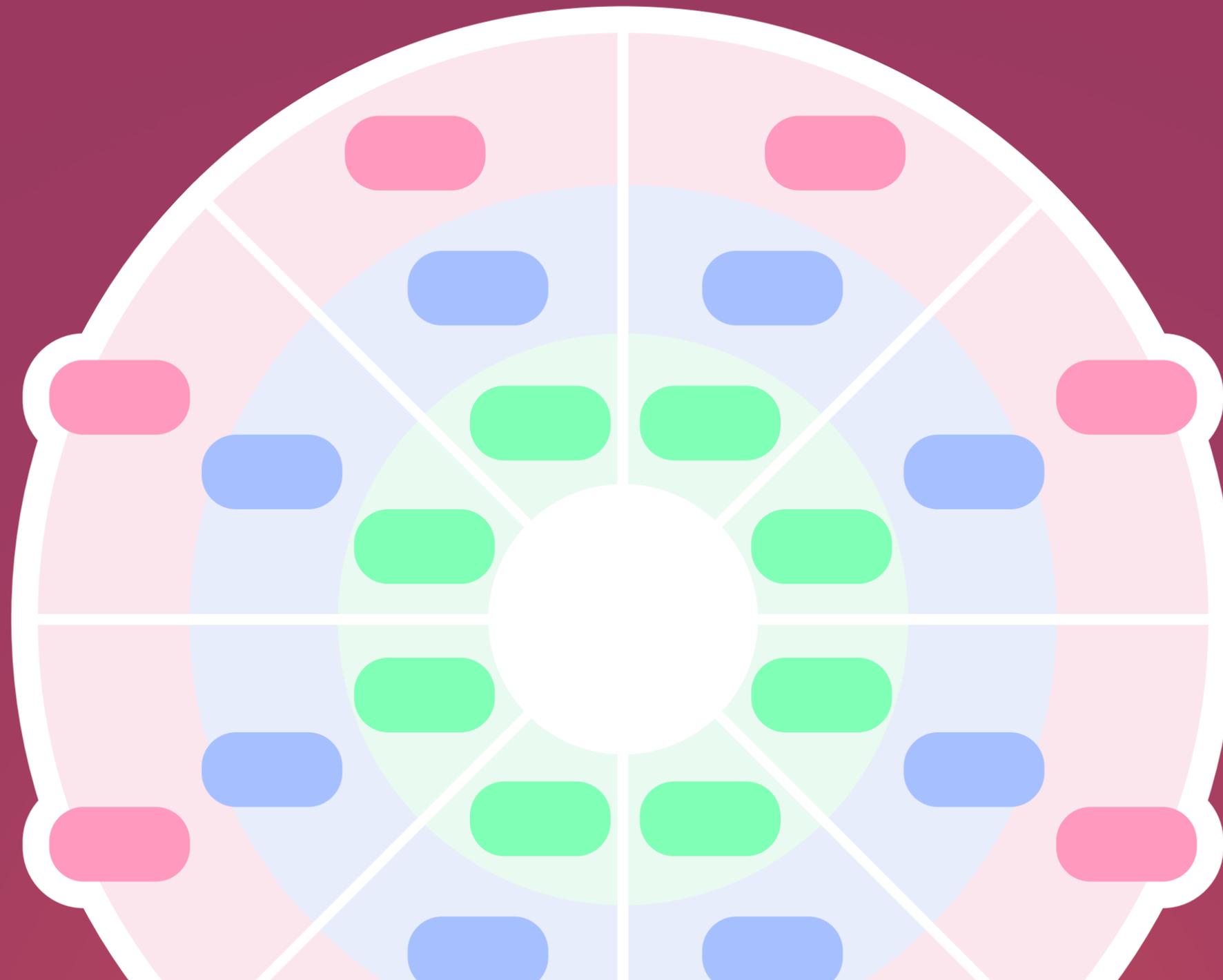
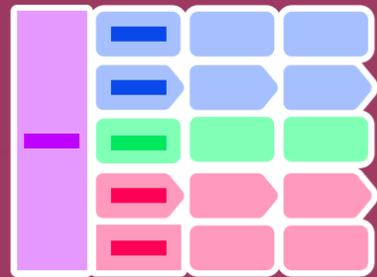
The **context** is made of multiple **elements** within the enterprise



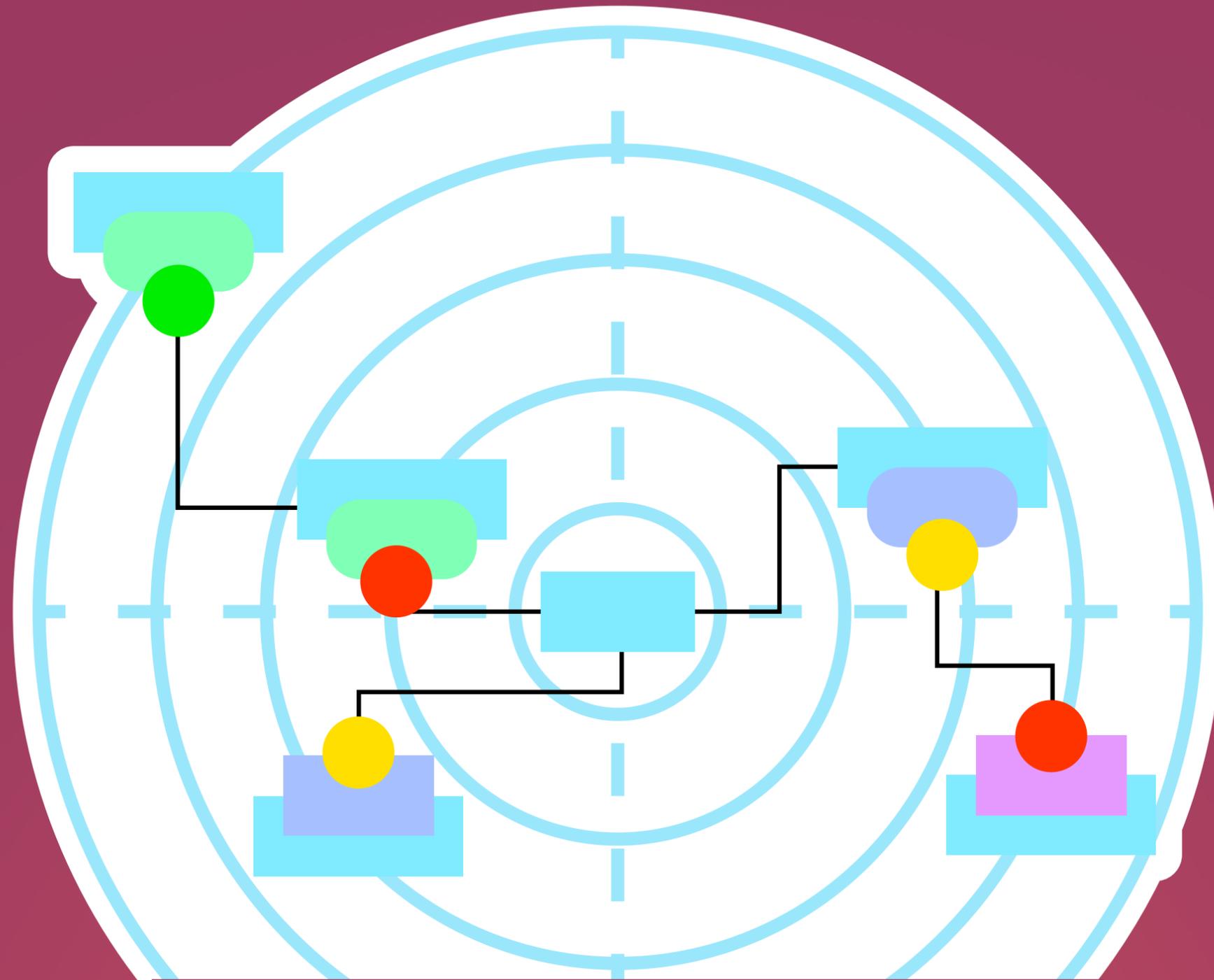
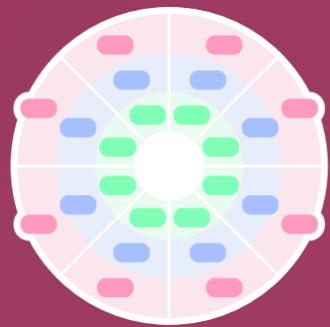
These **elements** are in **relation**
with one another



**Relationships exist
in a temporal context**



The enterprise is divided in **silos/steps** to optimize **activities**



The enterprise **influence**
and **is influenced** by outside forces



You create wisdom



EDGY is Easy to use.

**...you cannot master
the enterprise, alone.**

**Make some some
&friends ;-)**

Merci, thank you!



Jean-Sébastien Daigle
*Facilitateur, Designer &
Gentleman*



Éric Letarte
Facilitateur, Stratège numérique
& Wanna be nomade digital