

# The **Shadow** of Enterprise Design

Deep transformation from hidden mess[ages]

Brussels, 2025



*“Who looks outside dreams; who looks inside awakes”*

*– Carl Jung*





# Thank you Intersection Group




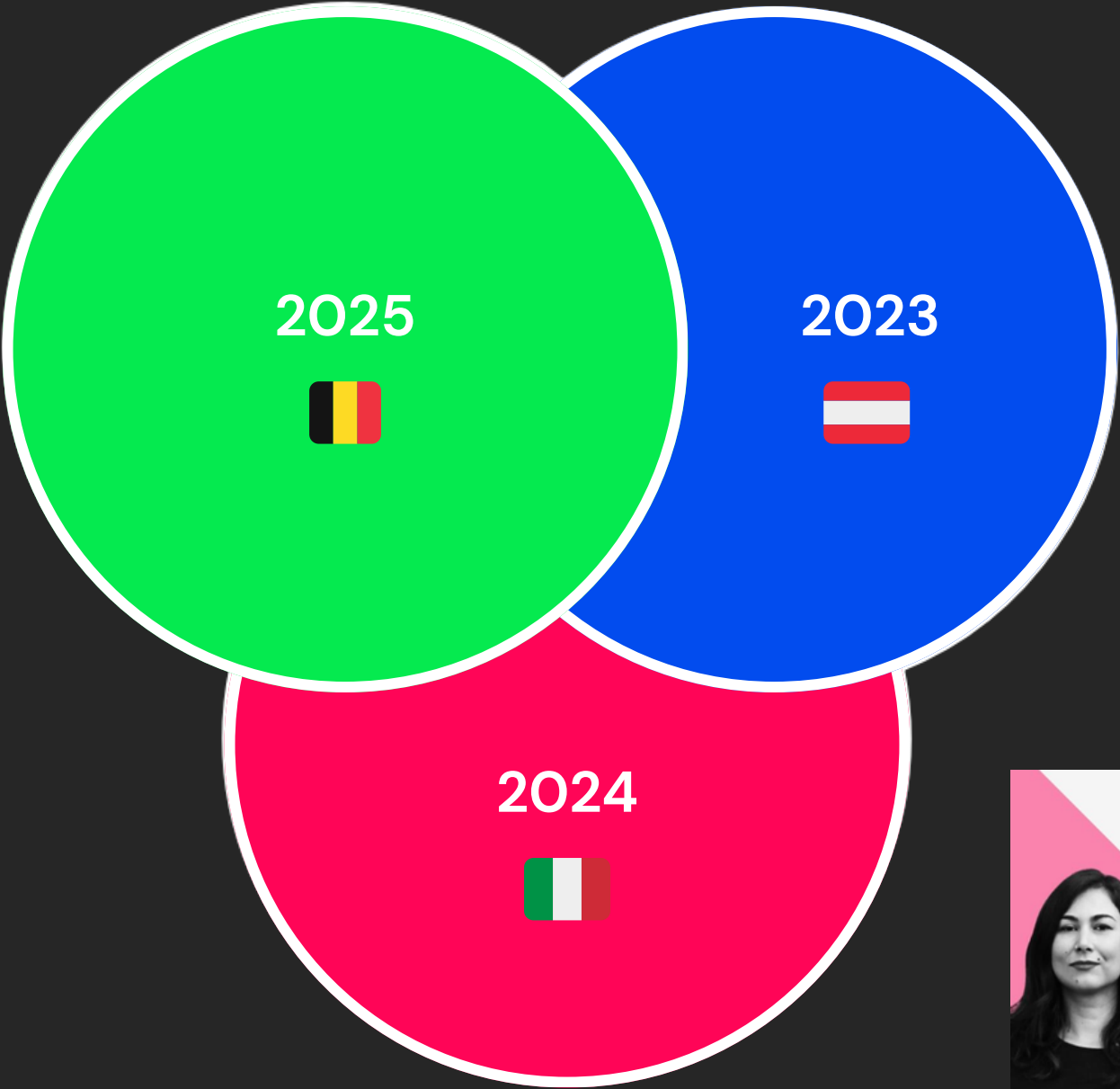
  
Brussels, September 17-19



Talk  
**The Shadow of Enterprise Design: Uncover Hidden Mess to Create Real Change**  
Mathieu Roy

Conference

Mathieu Roy   
EDGY practitioner  
Founder, STOIX



  
Vienna, September 18-20



EDGY Users Day Session  
**From product to enterprise design**  
Mathieu Roy

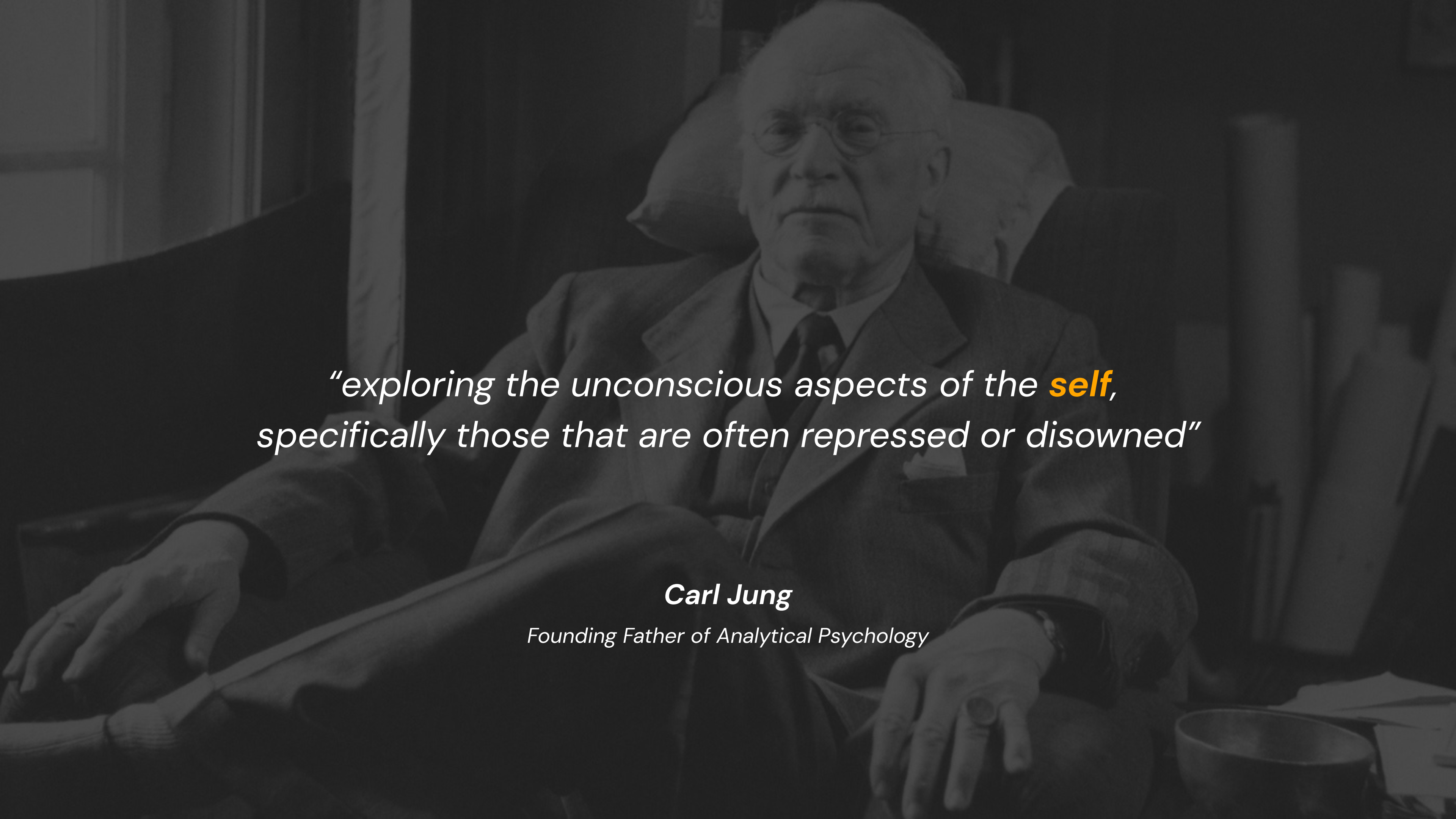
EDGY User Day

  
Rome, September 18-20



Workshop  
**Discomfort by Design: From Existing to Exciting Innovation Patterns**  
Mathieu Roy & Lorena García Girón

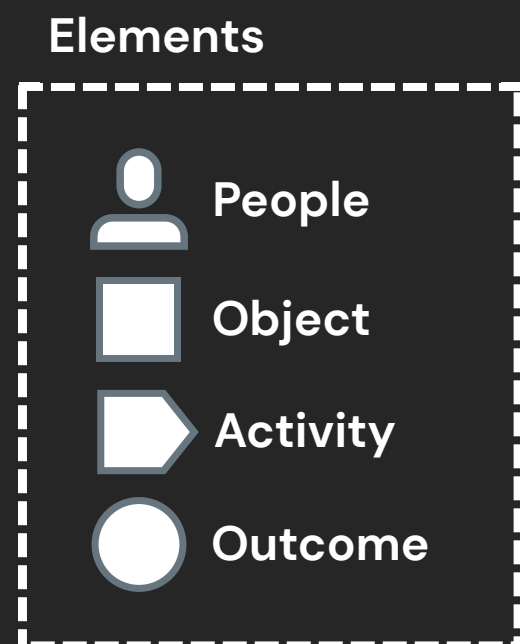
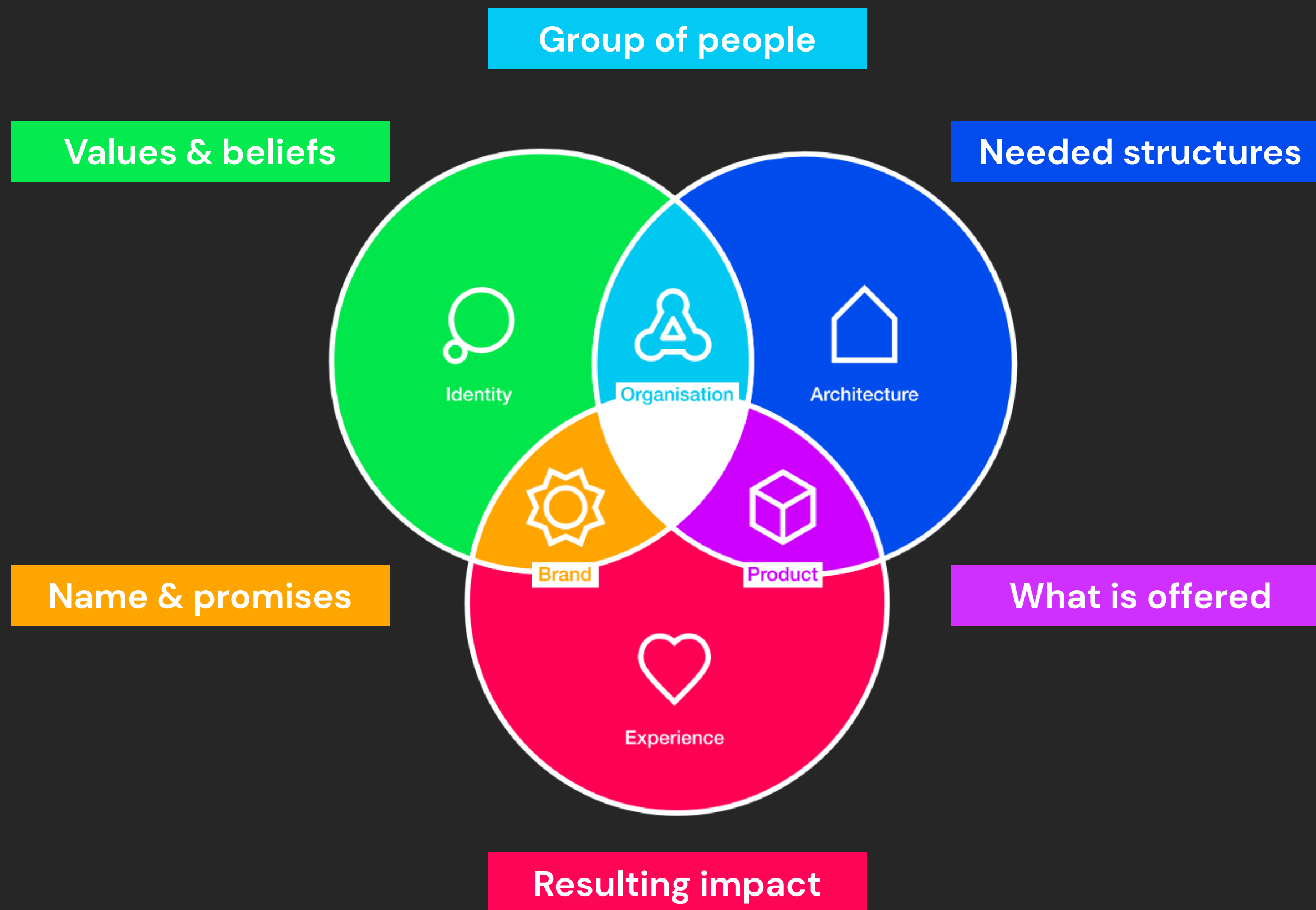
Workshop



*“exploring the unconscious aspects of the **self**,  
specifically those that are often repressed or disowned”*

**Carl Jung**

*Founding Father of Analytical Psychology*

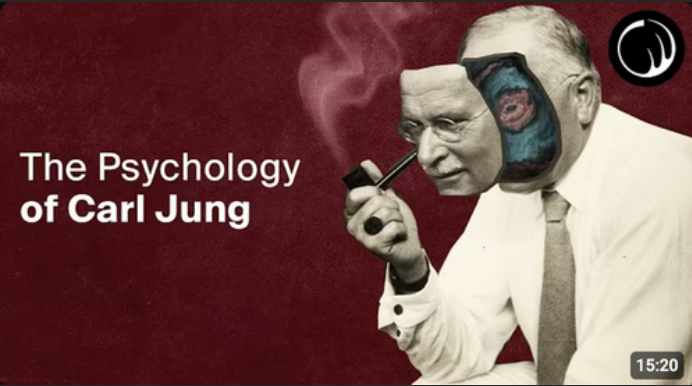
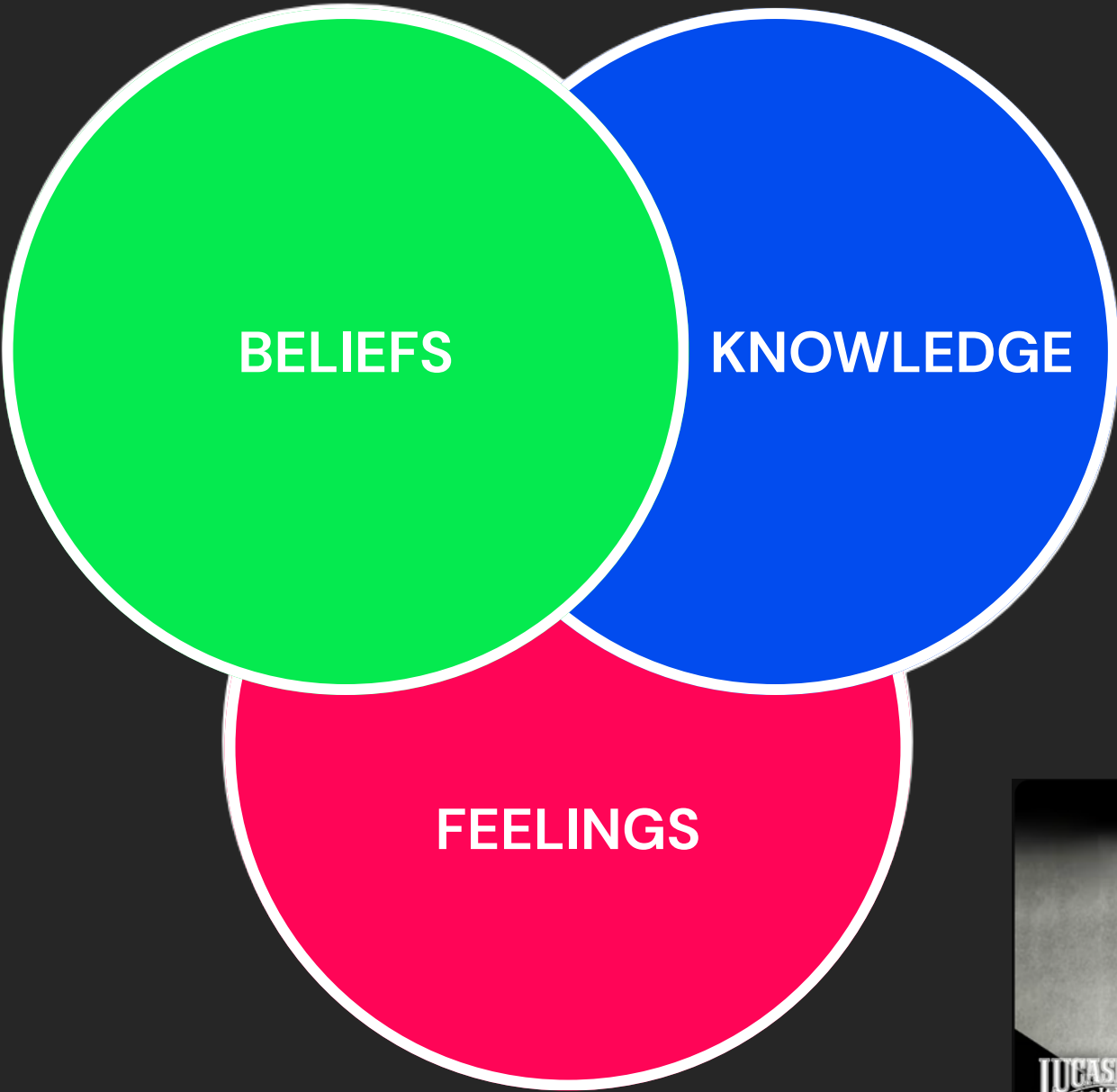




Multi-faceted impact



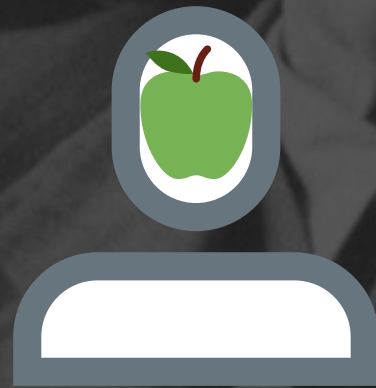
Spirituality



Psychoanalysis



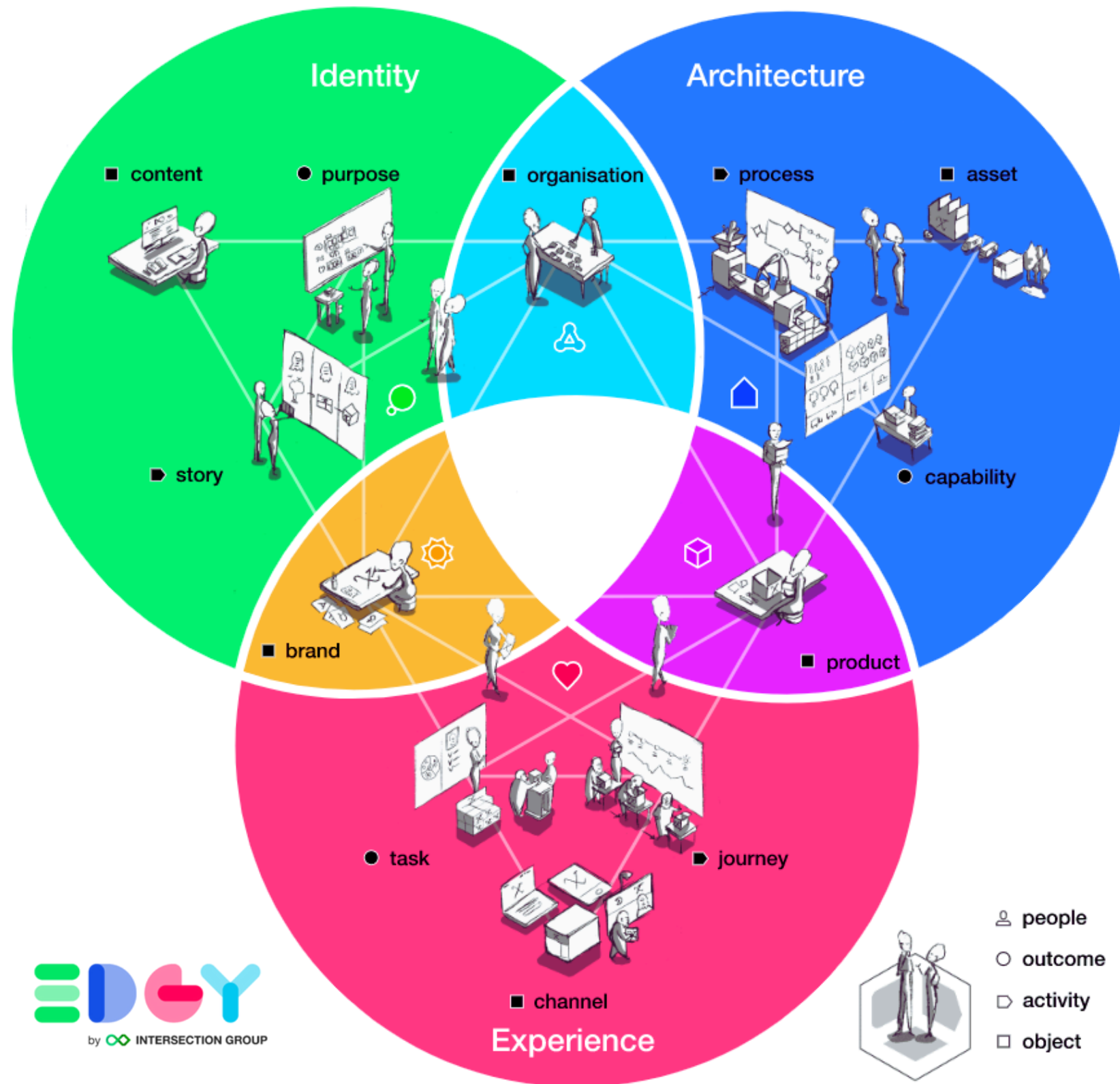
Entertainment



How can we **untangle** our **collective mess**  
without **perceiving** our **own**?



# 2023



# 1923



LUST

ENVY

GREED

SEVEN

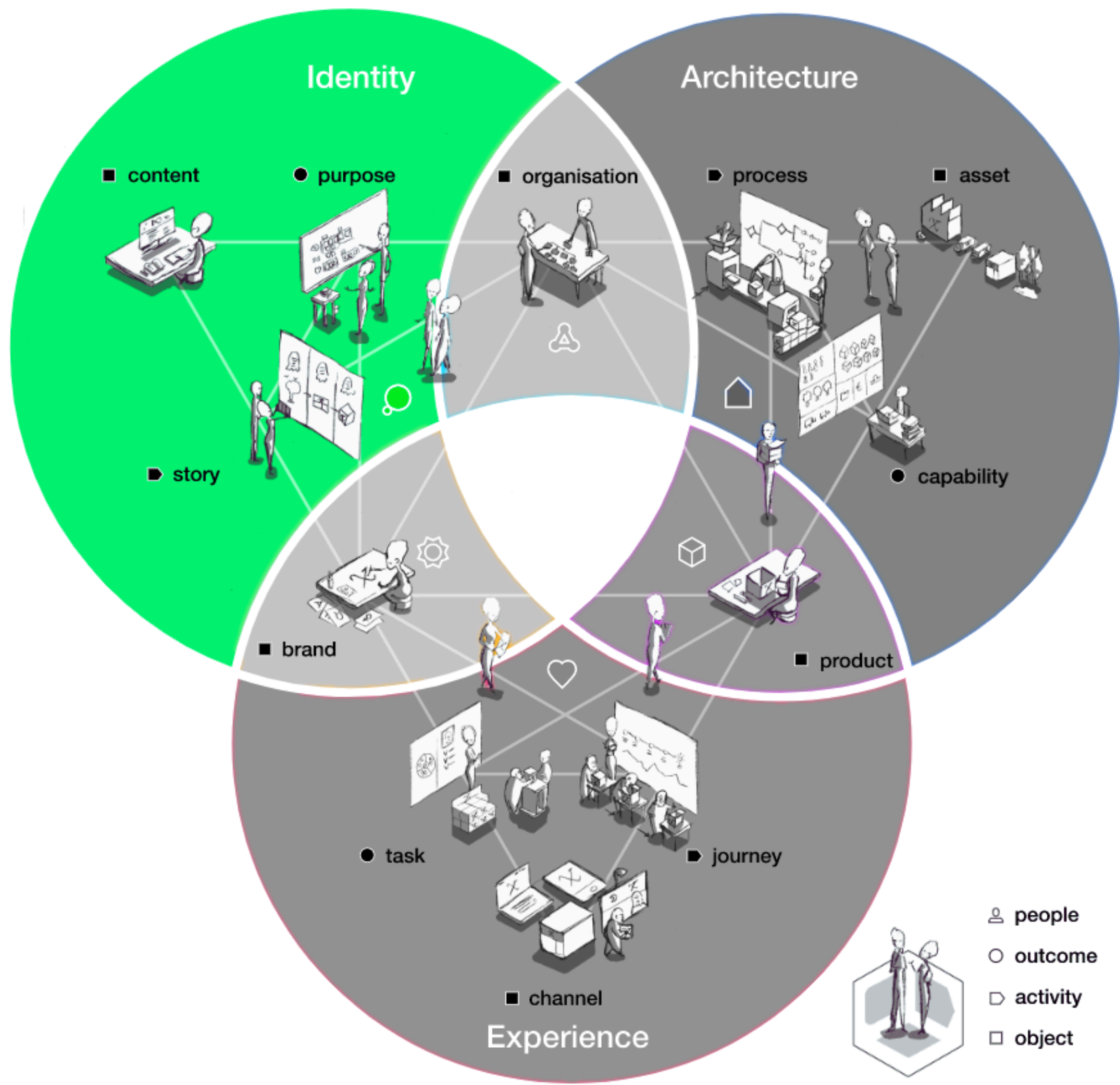
SLOTH

WRATH

PRIDE

GLUTTONY

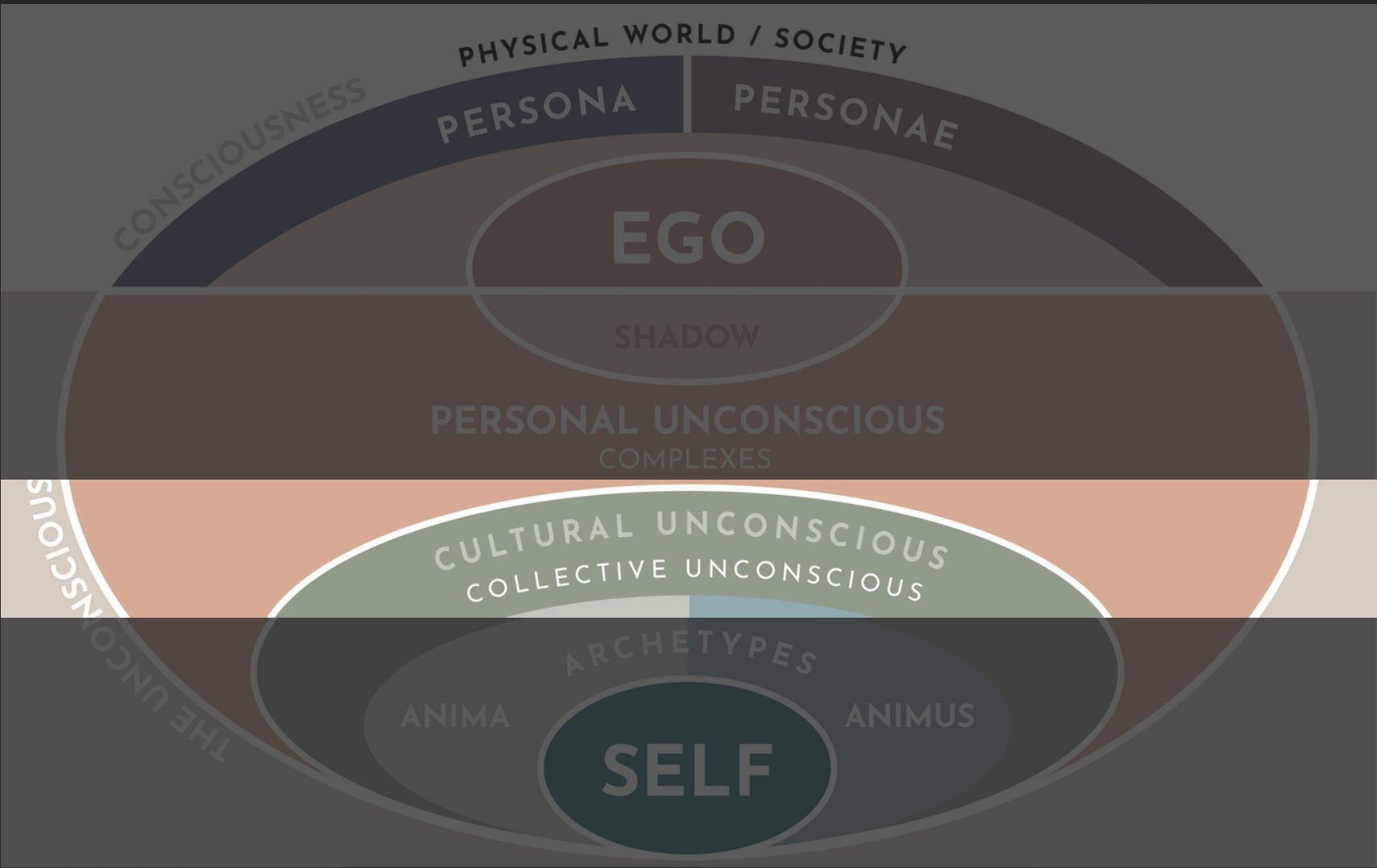
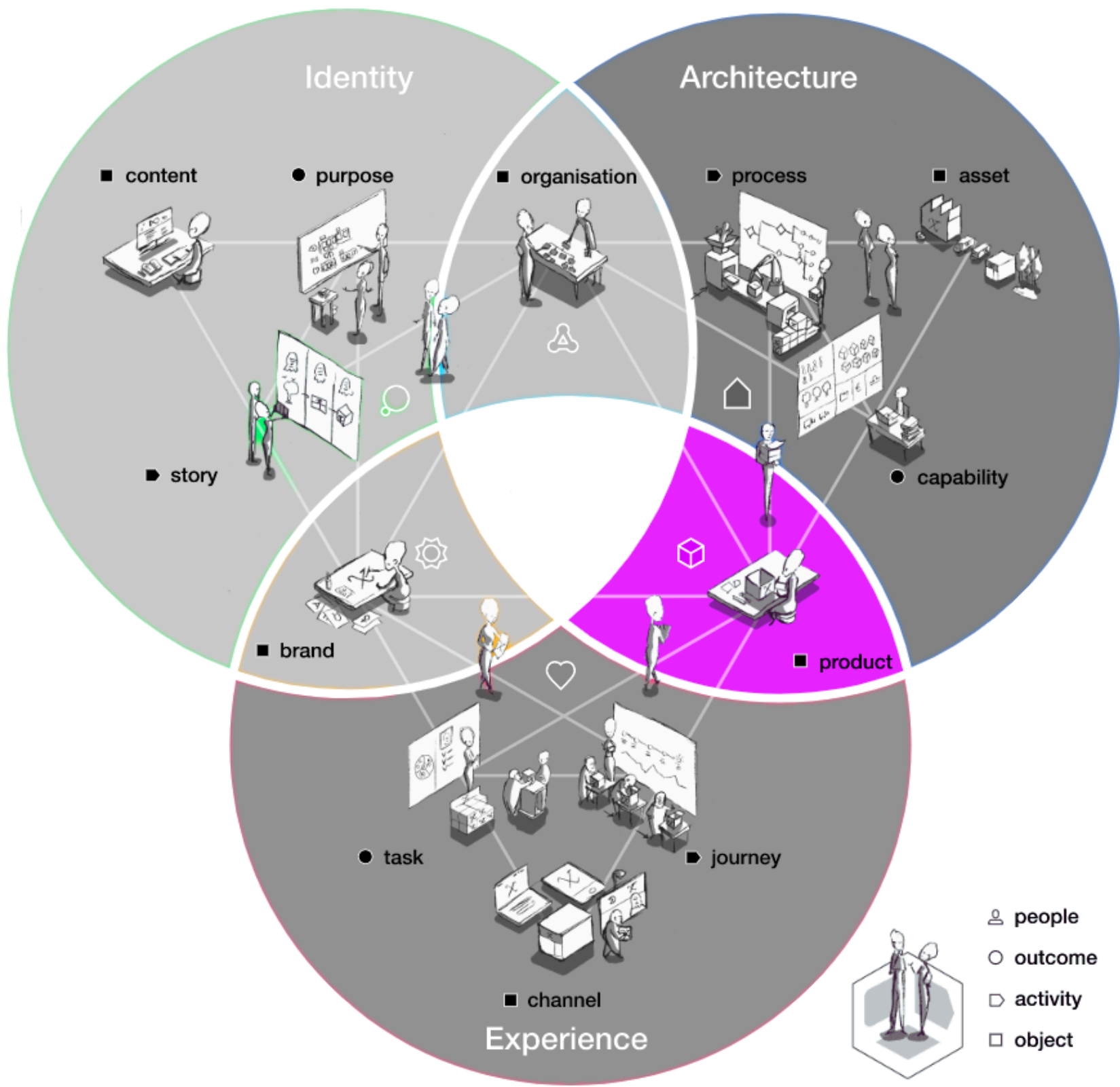
1. Pride







2. Lust



Miguel Aubouy

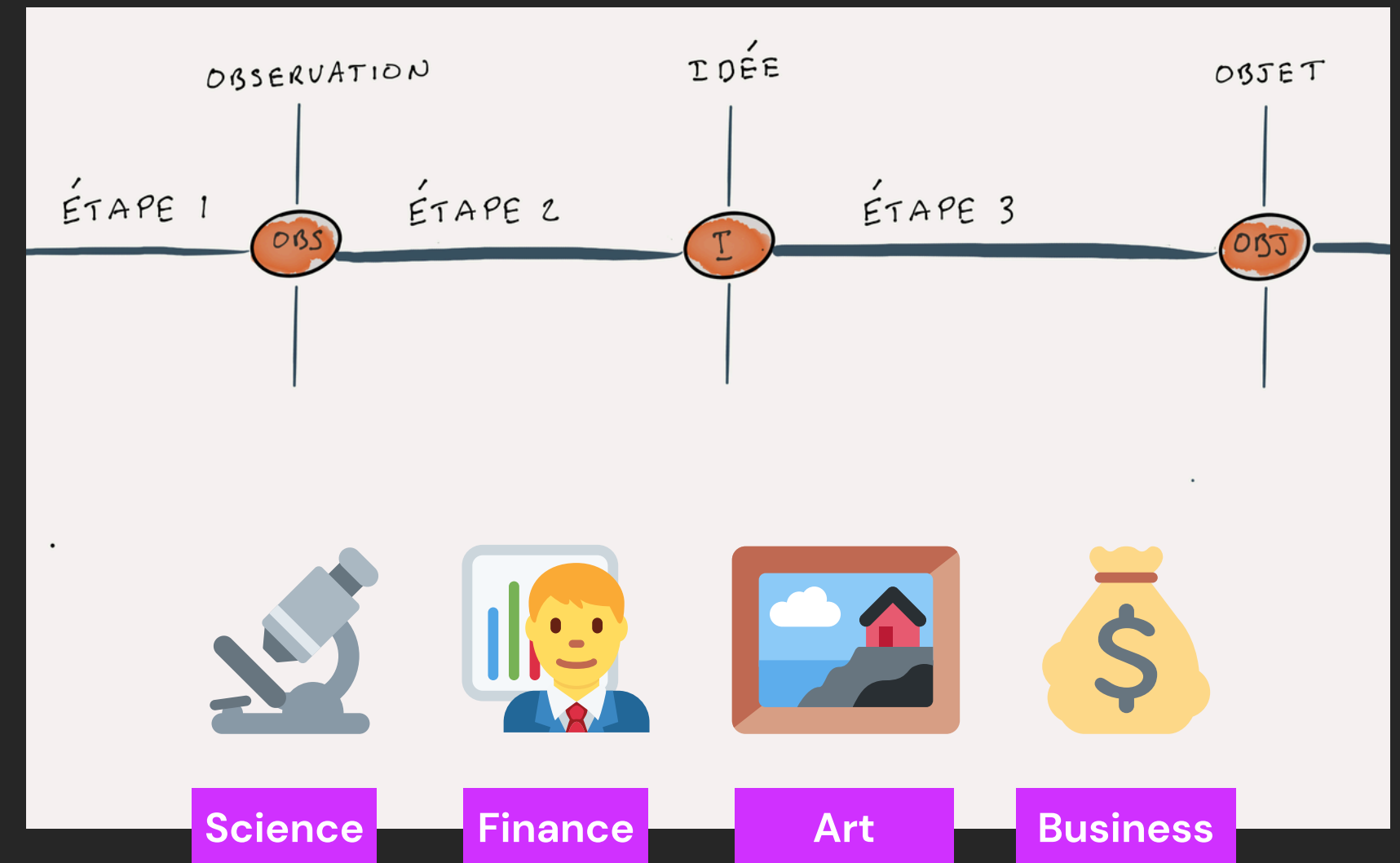
# L'INNOVATION COMME SCIENCE

· UNE APPROCHE · UNIVERSELLE ·

Préface de Laurent Simon

collection  
les Indisciplinés n°Y1.1

Les éditions  
Nullius In Verba



Miguel Aubouy

# L'INNOVATION COMME SCIENCE

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## Key Observation

ÉTAPE 1

OBS

ÉTAPE 2

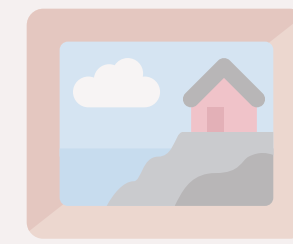
IDÉE

I

ÉTAPE 3

OBJET

OBS



Dirty

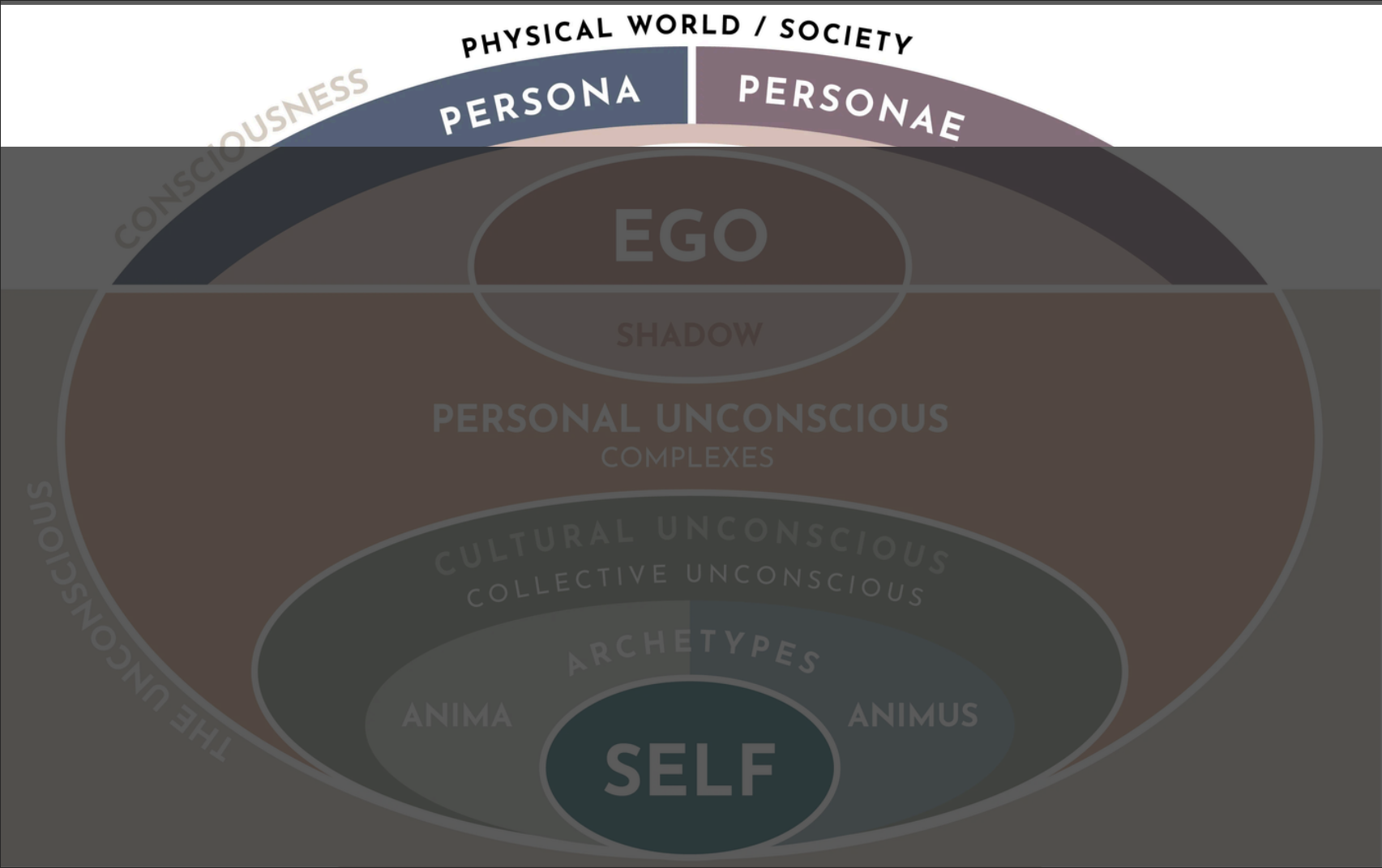
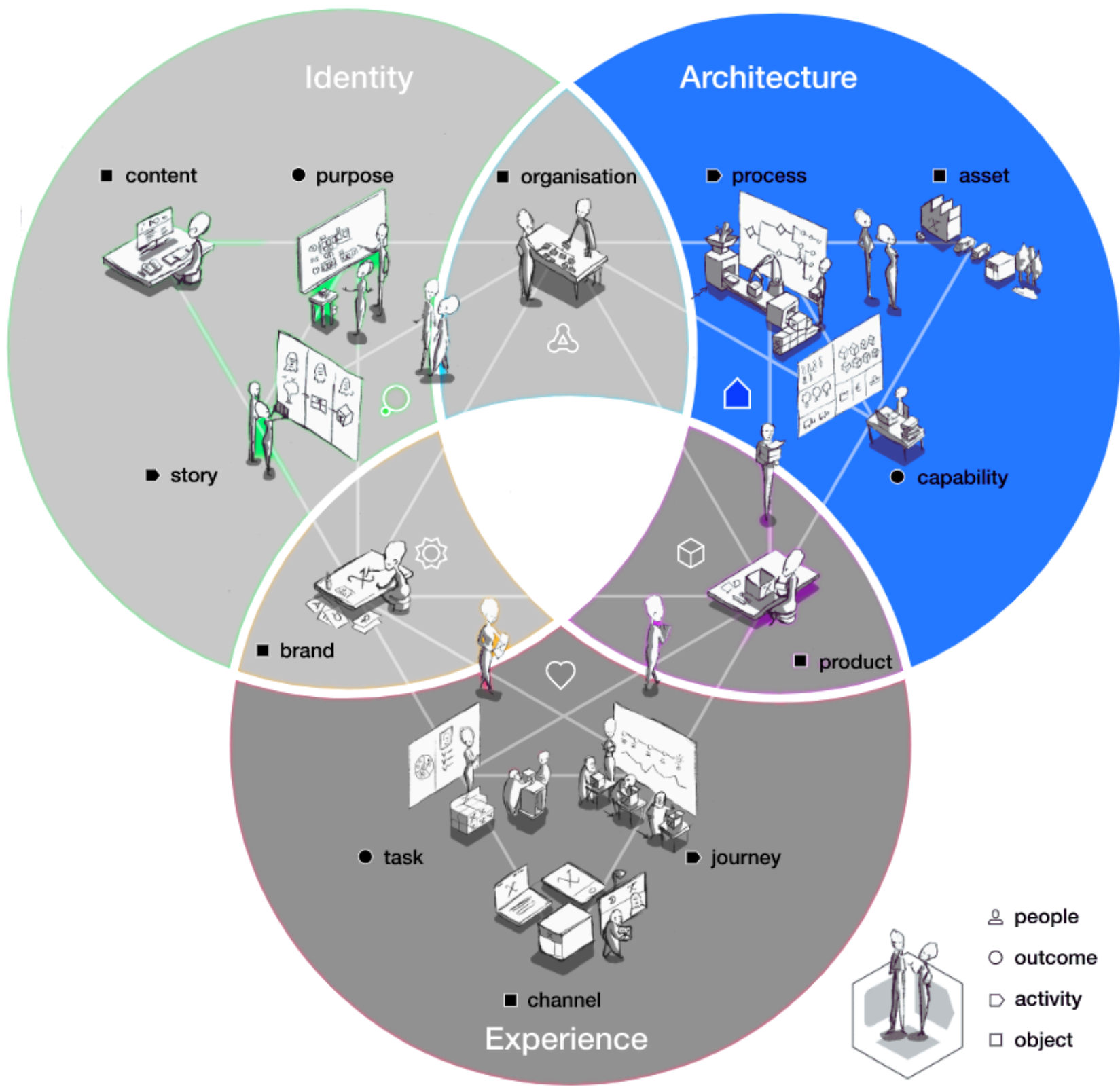
Risky

Inferior

Outdated



3. Greed





**Mathieu Roy, MBA CFA CSPO**

**EDGY** practitioner

Founder, **STOIX**

**Investment Management**

**Financial Analysis**

**Agile Product Development**

**Enterprise Design**

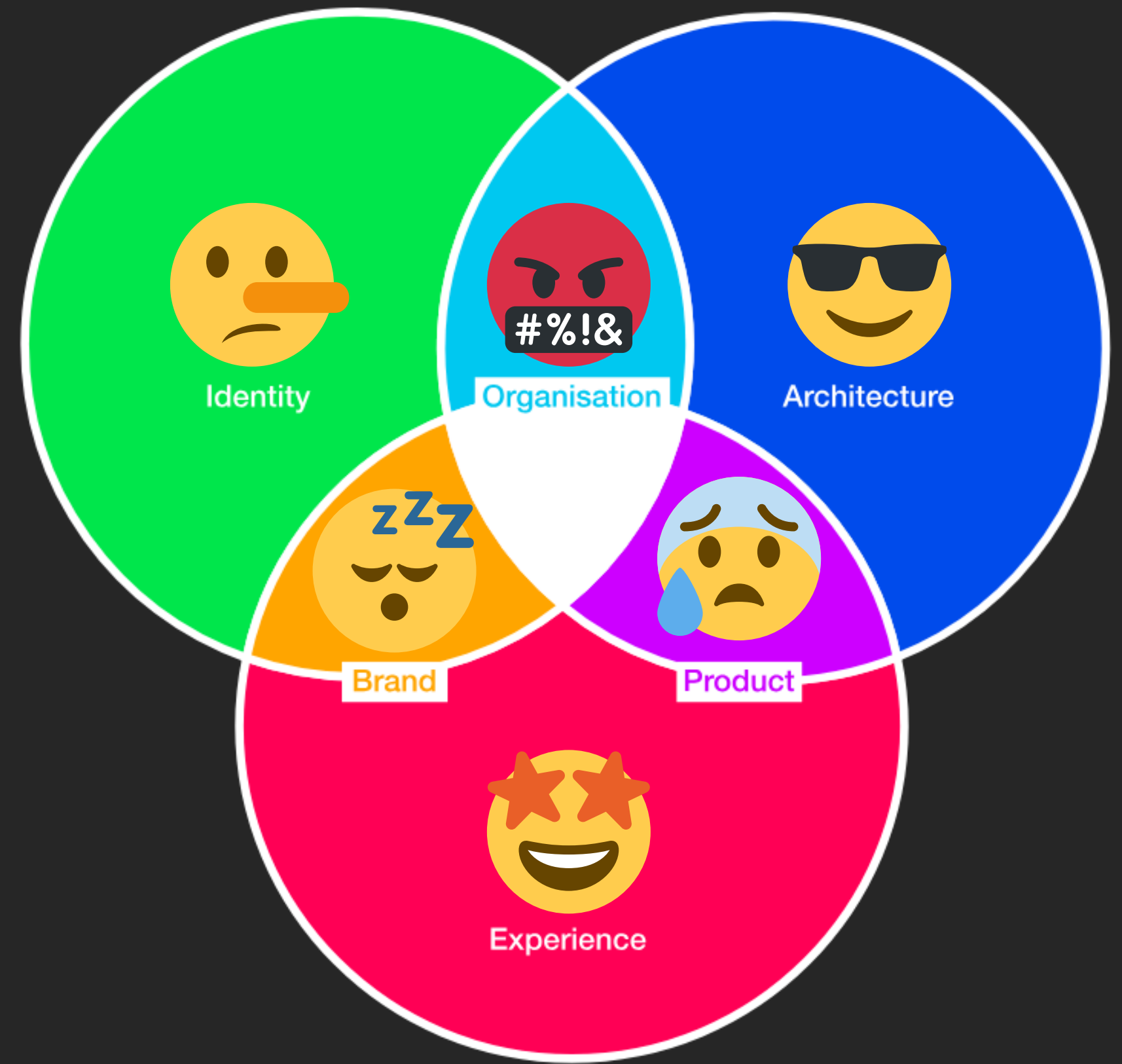
**Innovation Consulting**



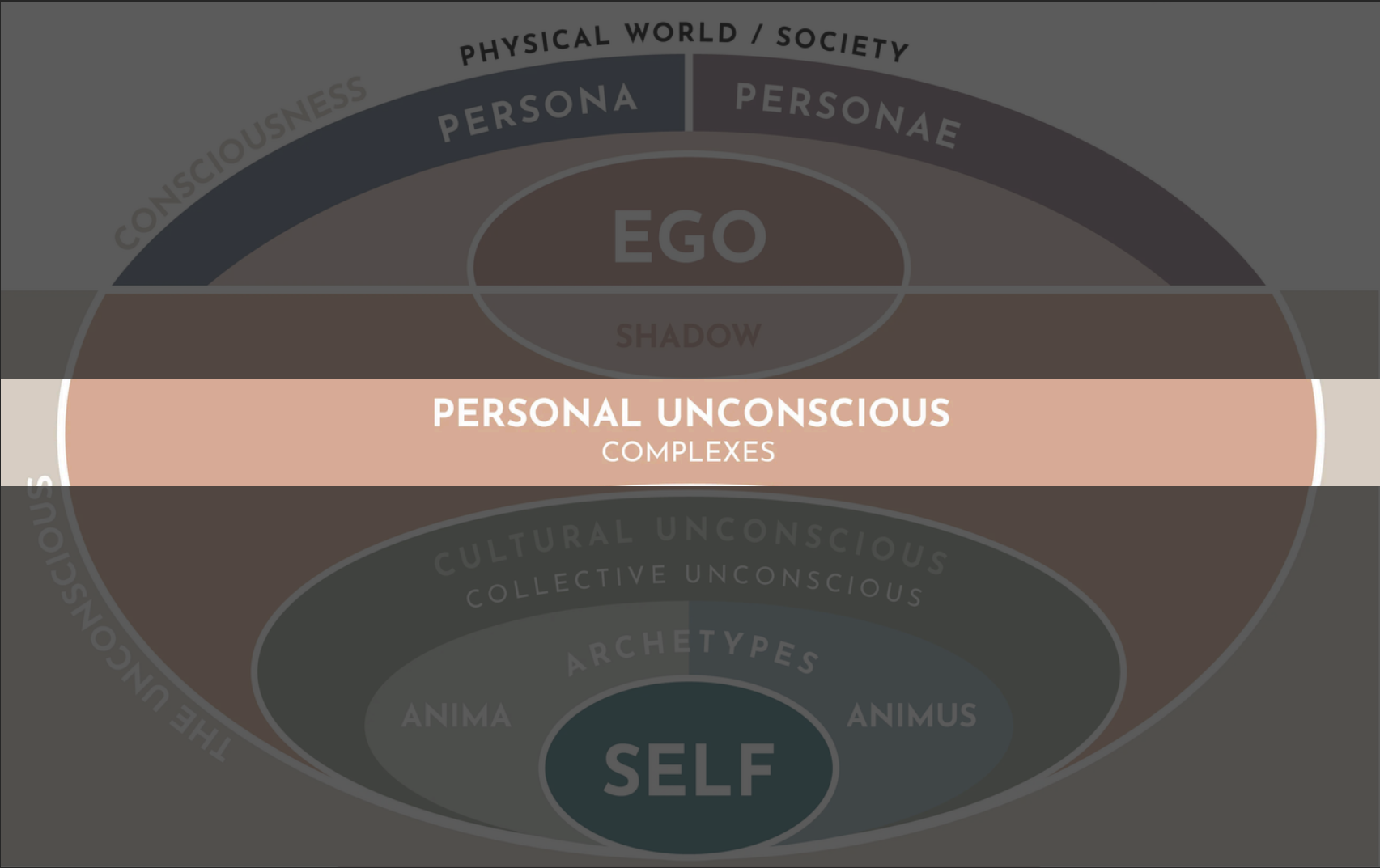
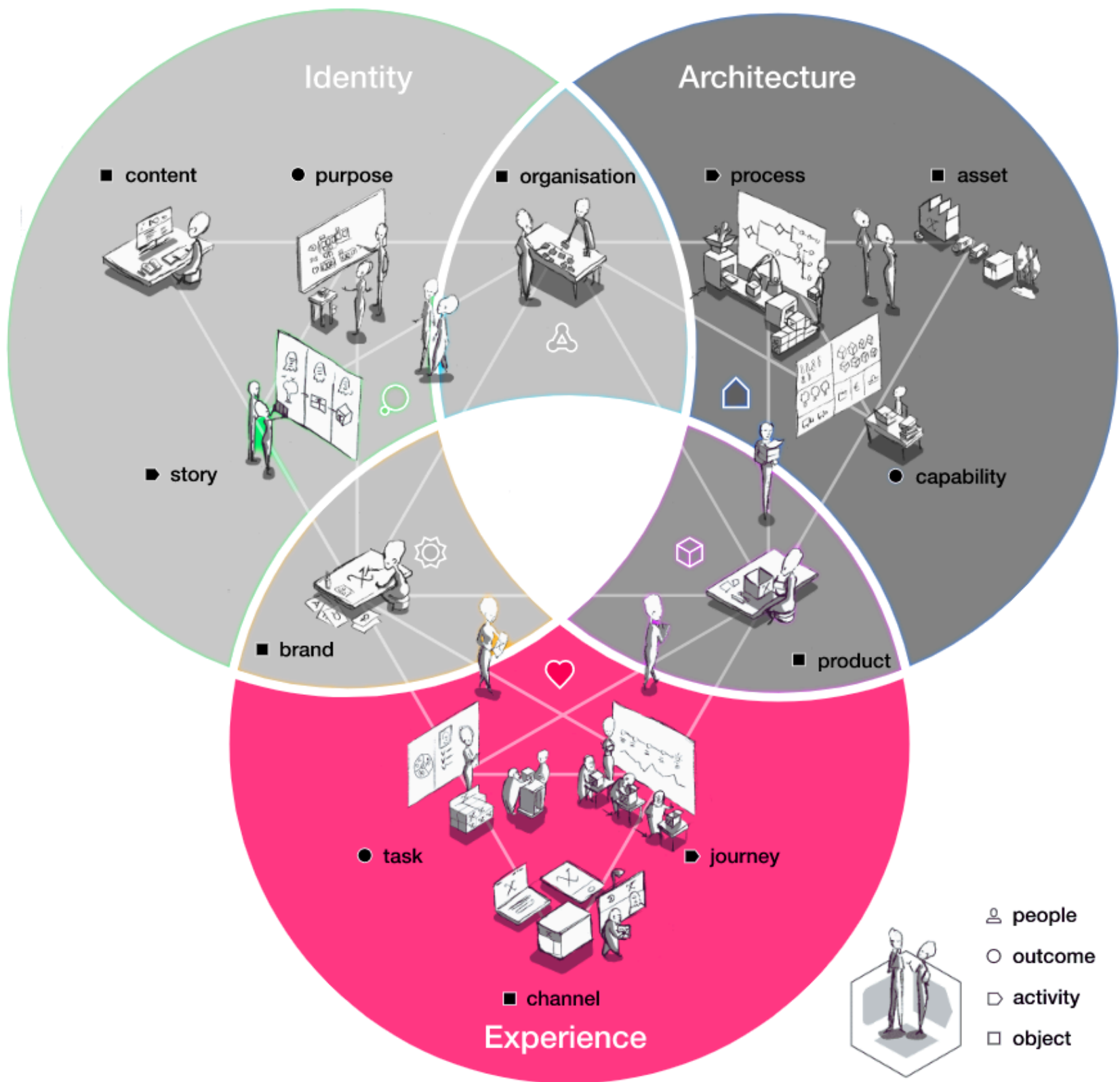
2018



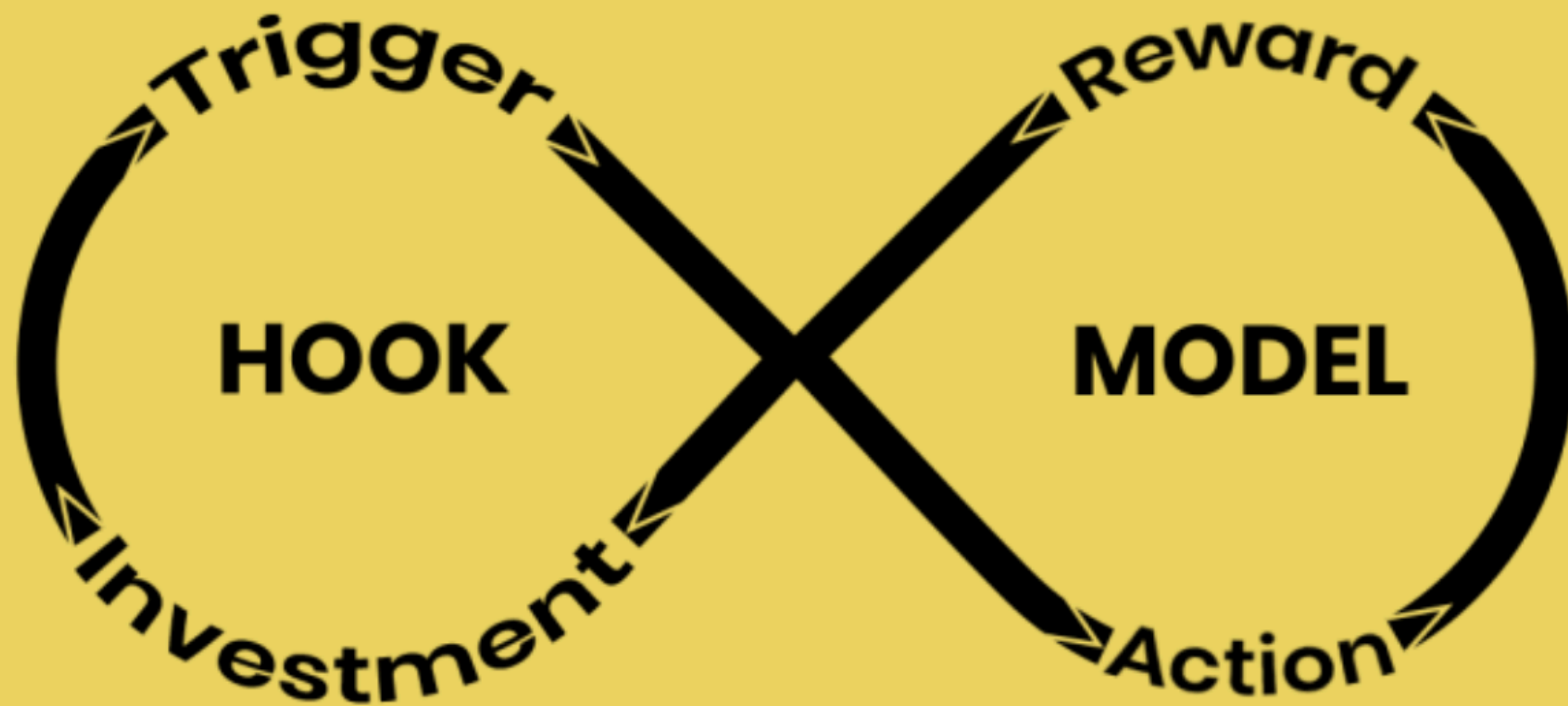
2022

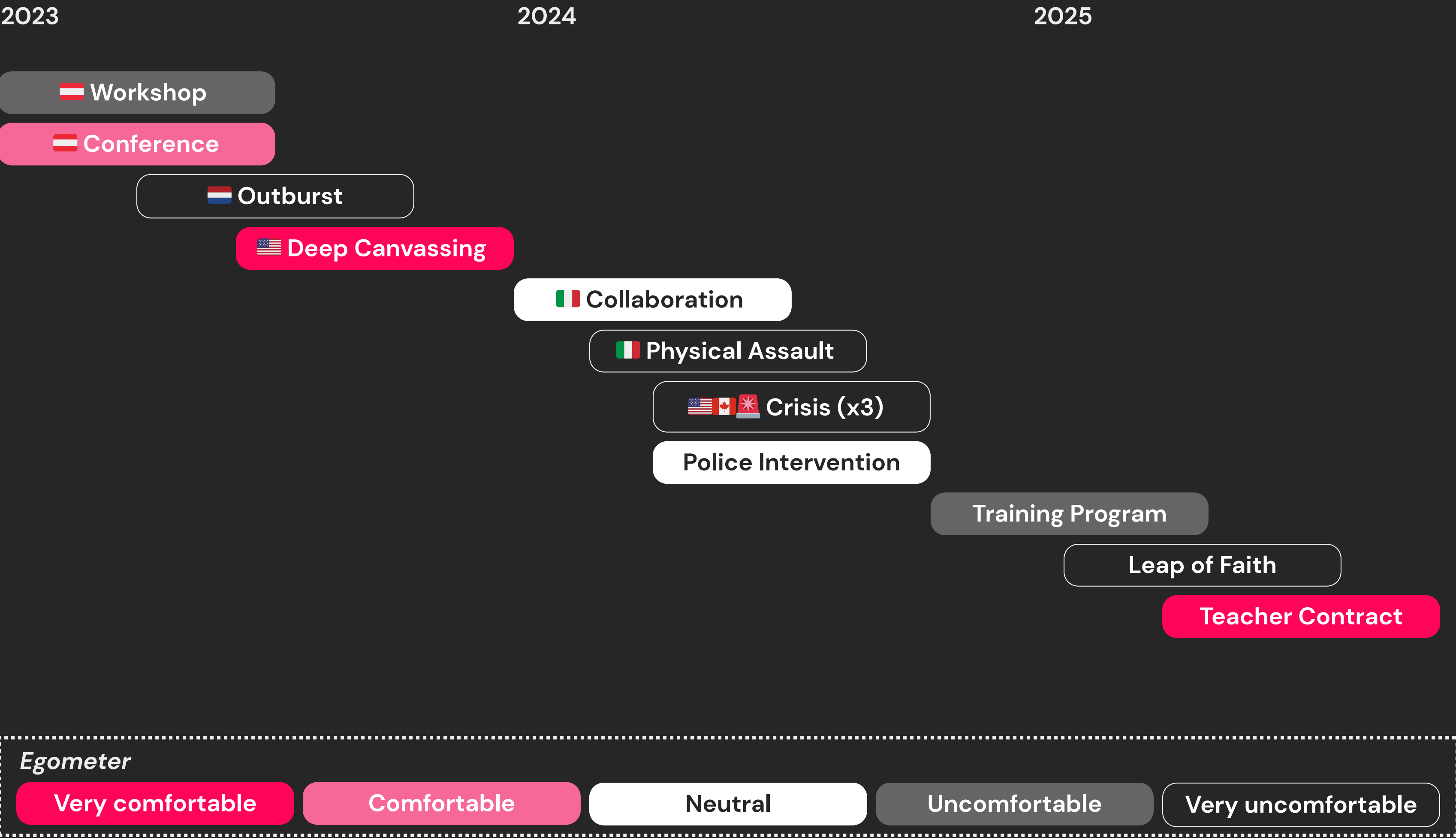


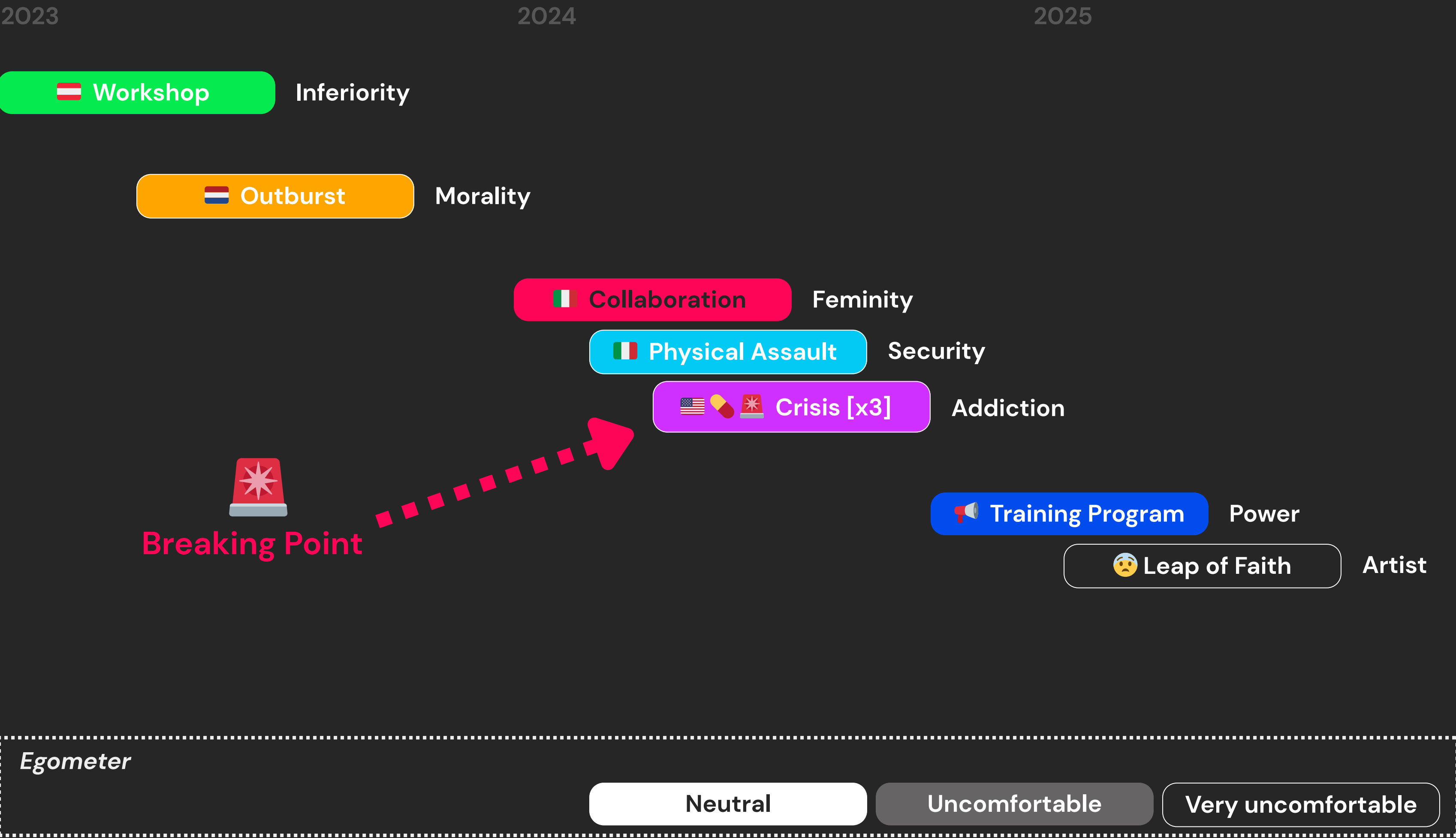
# 4. Gluttony







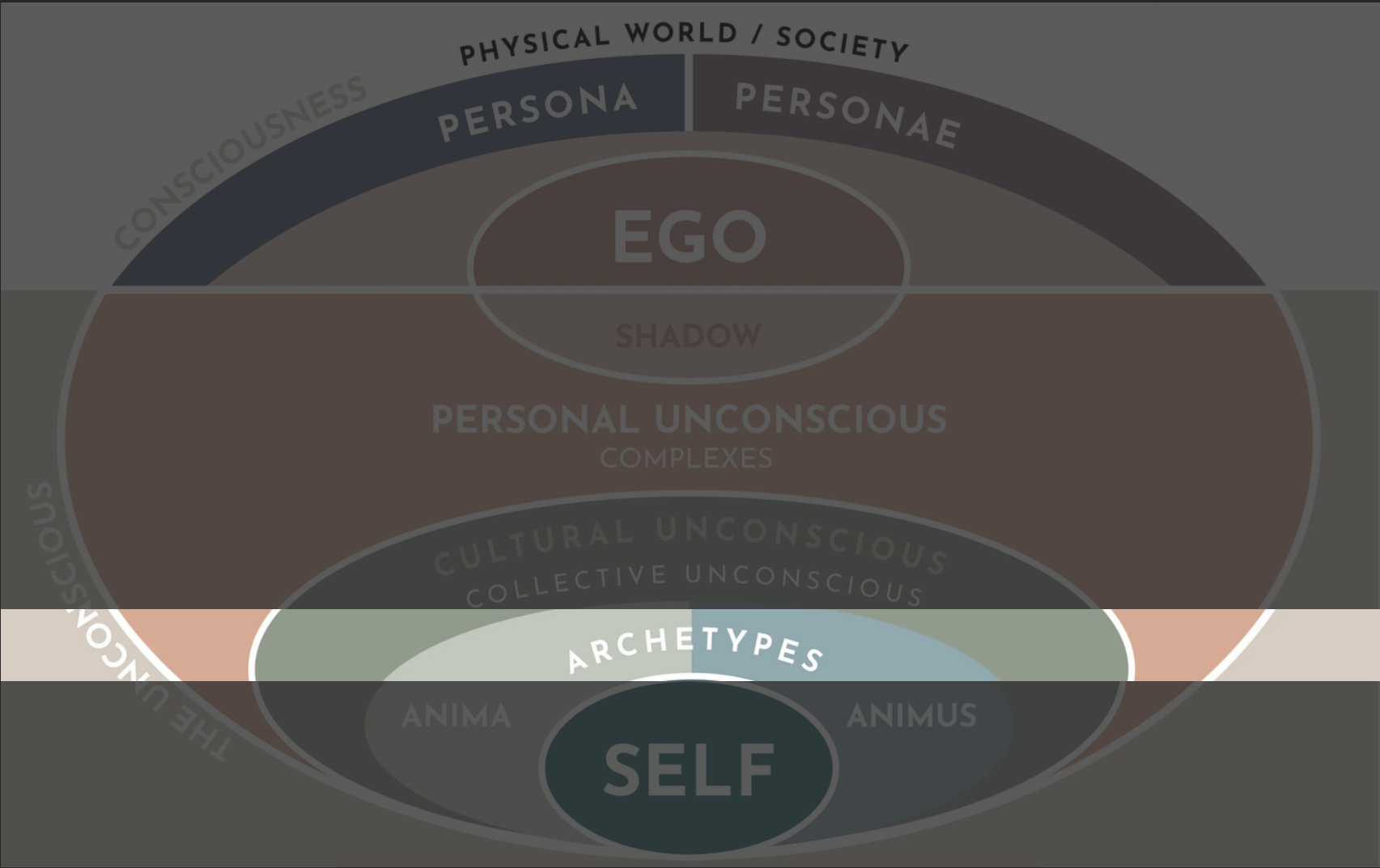
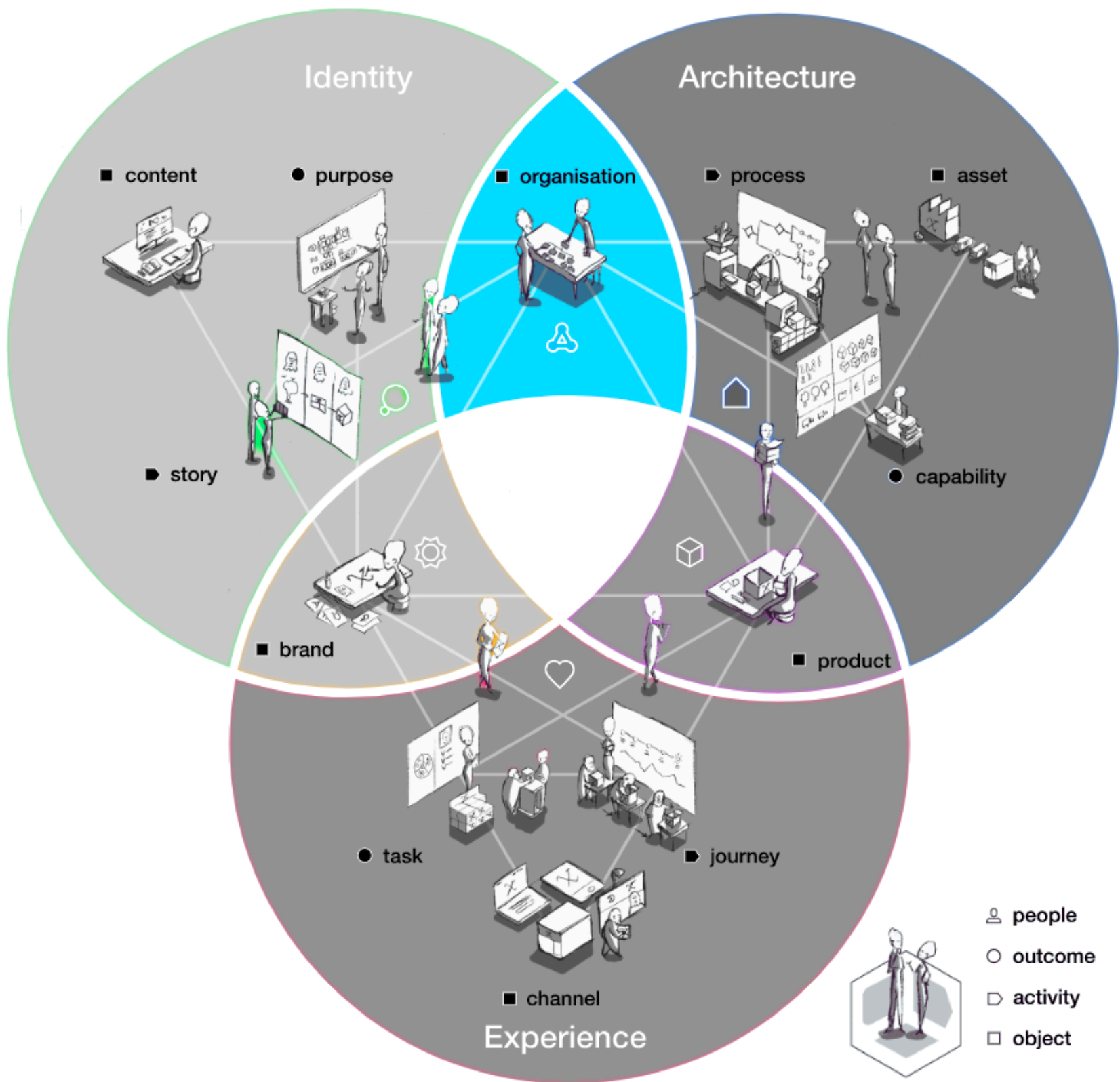






*Shadow Work*

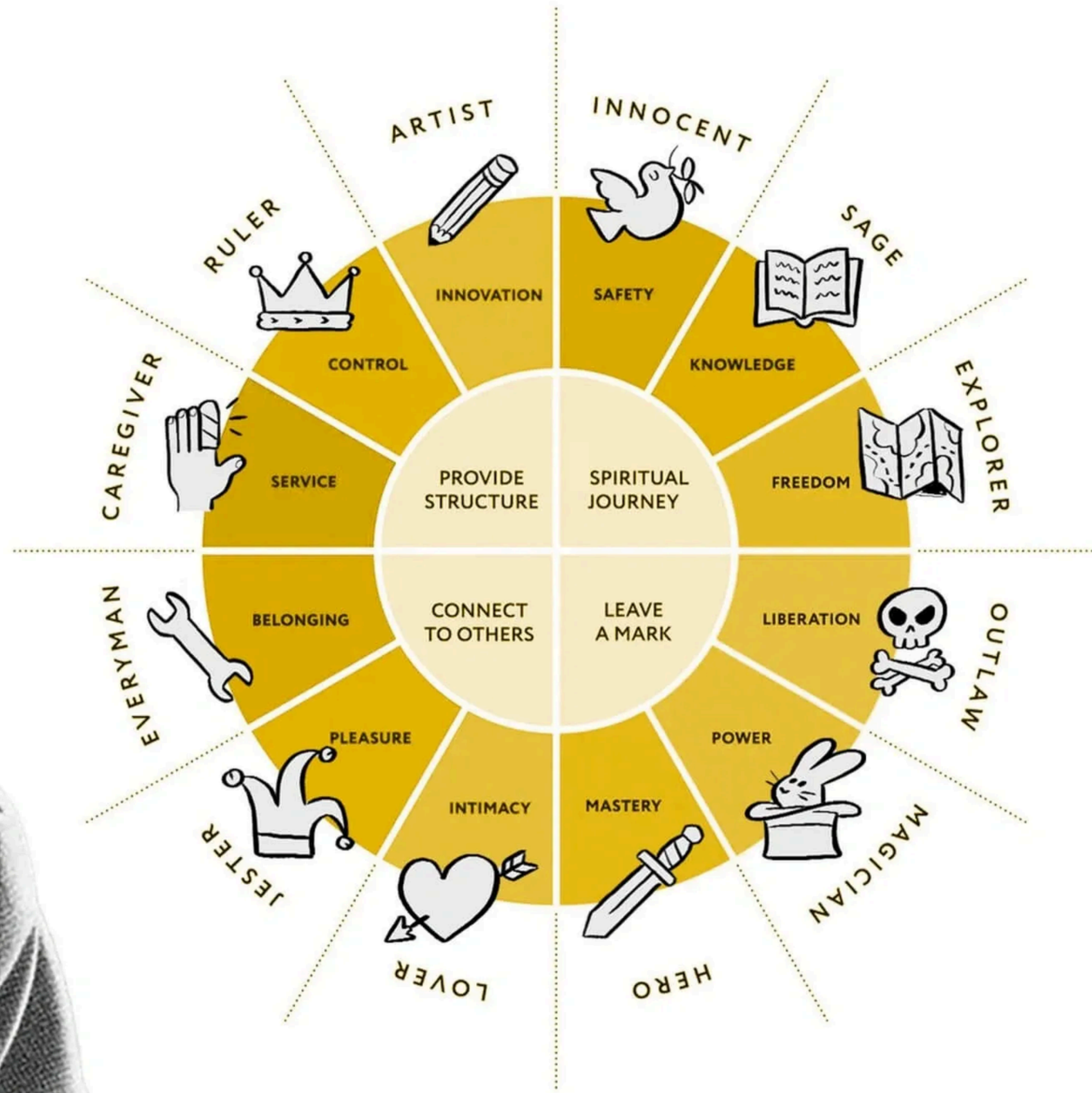
# 5. Sloth





# CARL JUNG

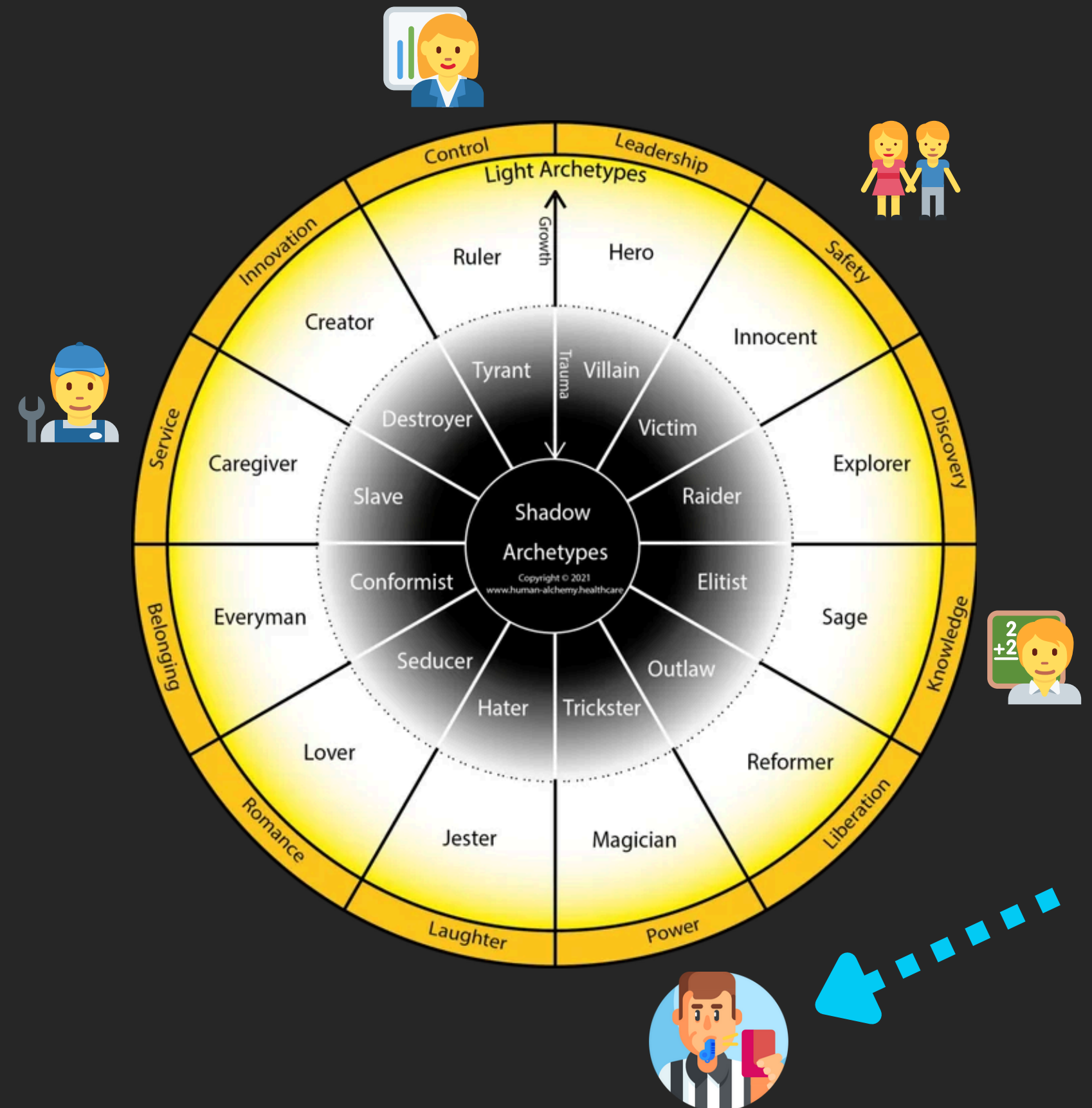
## 12 ARCHETYPES



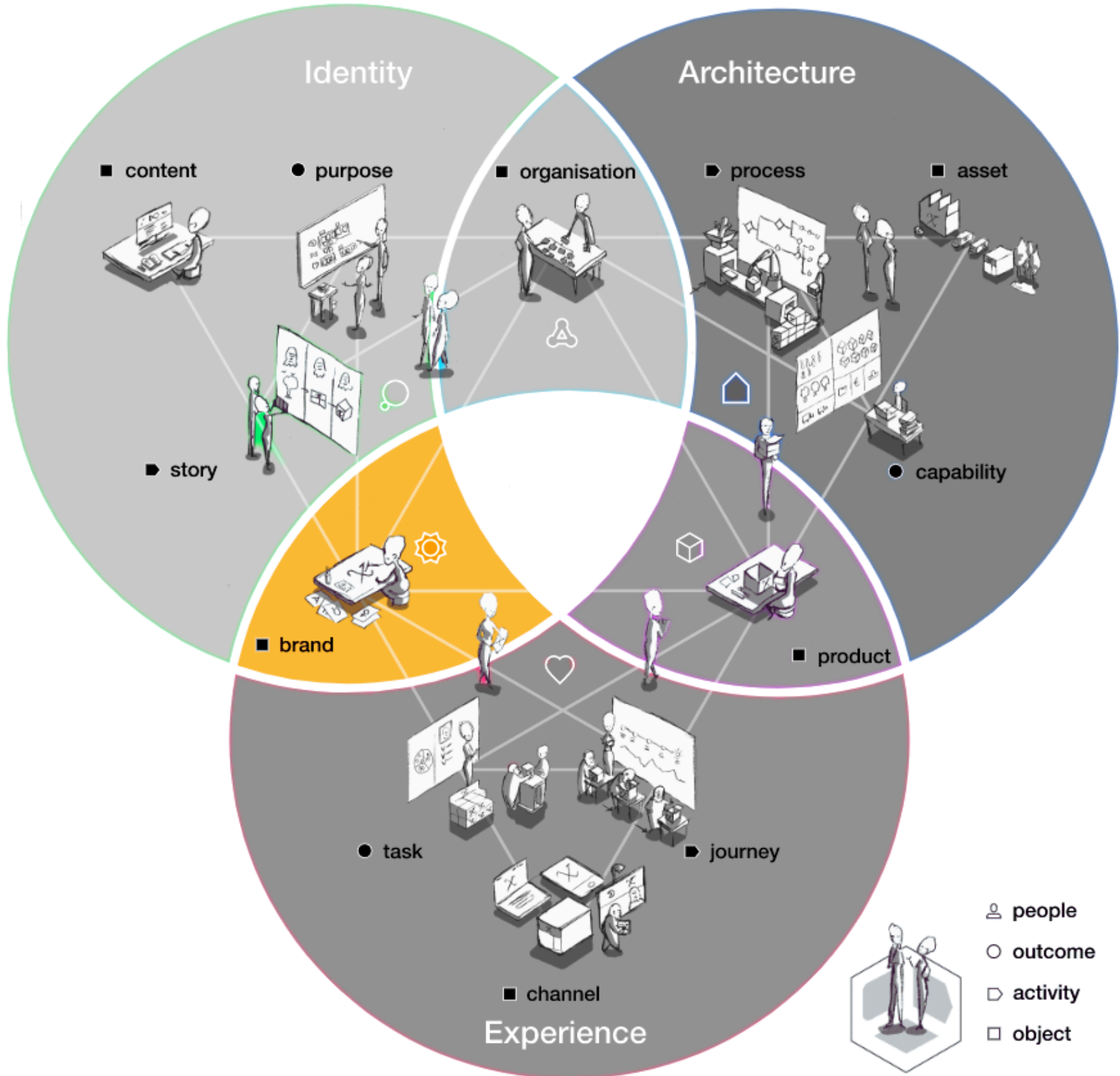


# 12 schools, 1000+ students

- ✓ **Levels:** elementary, high school
- ✓ **Classes:** regular, special, disabilities
- ✓ **Specialty schools:** music, projects
- ✓ **Economic status:** 1-10 rankings
- ✓ **Teachings:** core and specialized
- ✓ **Languages:** French, English, Spanish\*



# 6. Envy







THICK-SKINNED.  
SUPER COOL.  
NOTHING BOTHERS HIM.  
VICTIM.

← BACK

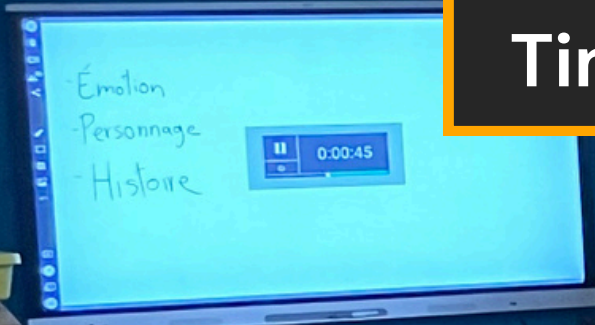


NEXT →









Timer

Team ●

Team ●

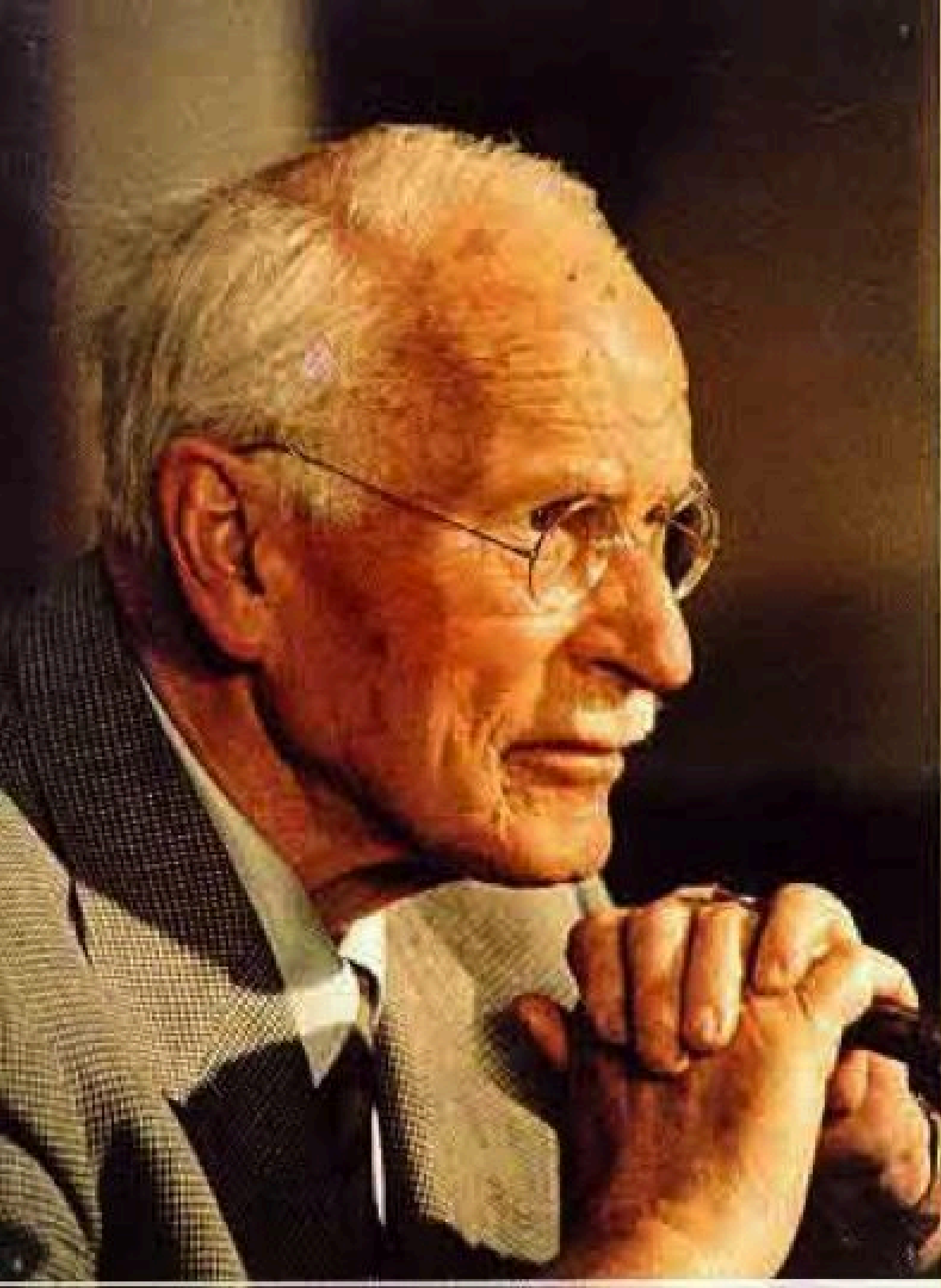
Referee



Stage








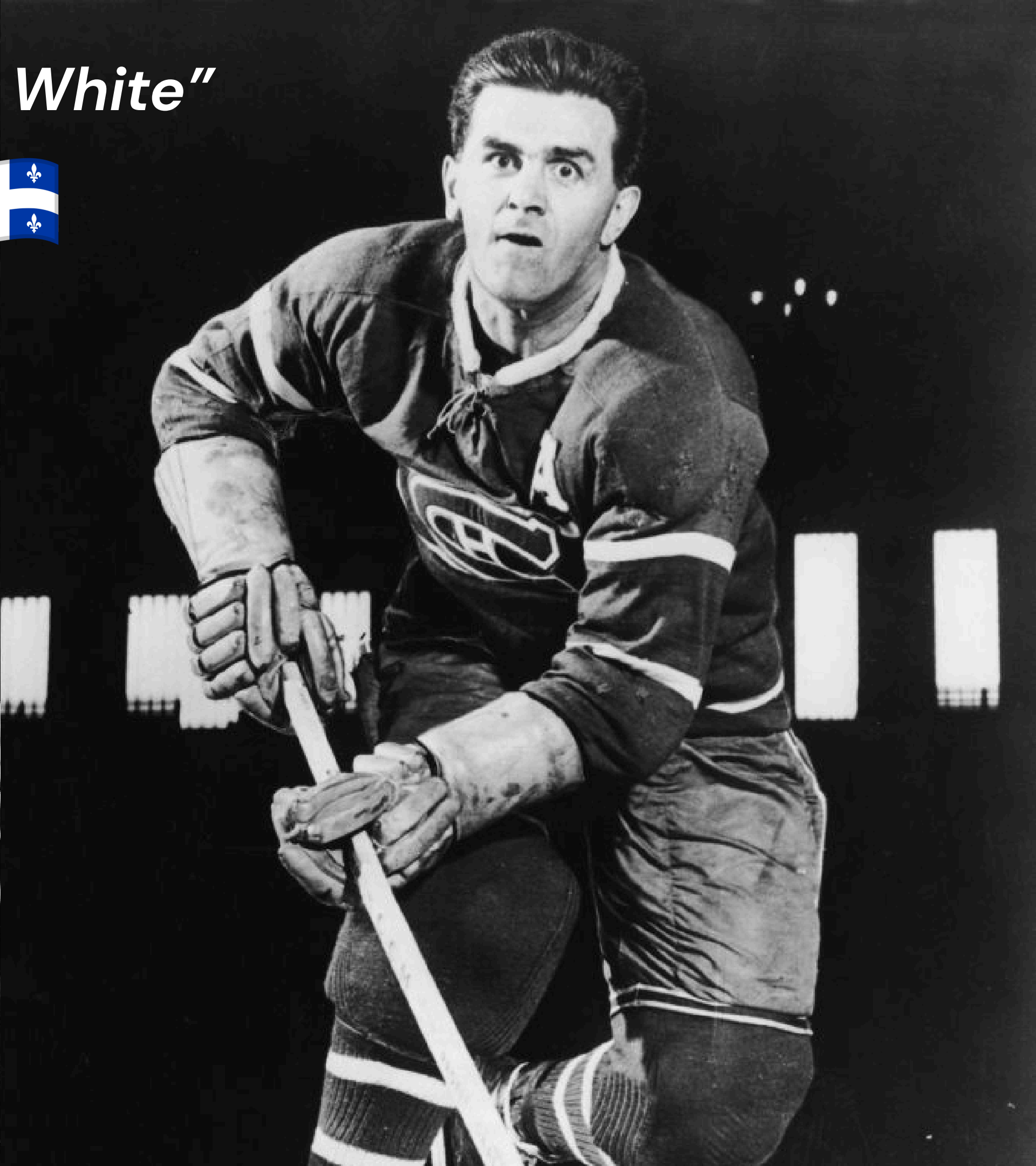
“The creation of something new is not accomplished by the intellect, but by the **PLAY** instinct arising from inner necessity. The creative mind plays with the object it loves.”

– *Carl Jung*



"Wh In The B  x?"

# *"Speak White"*





Team ●

Referee

Timer

Team ●

Stage

















# Thank you all



WhatsApp contact

