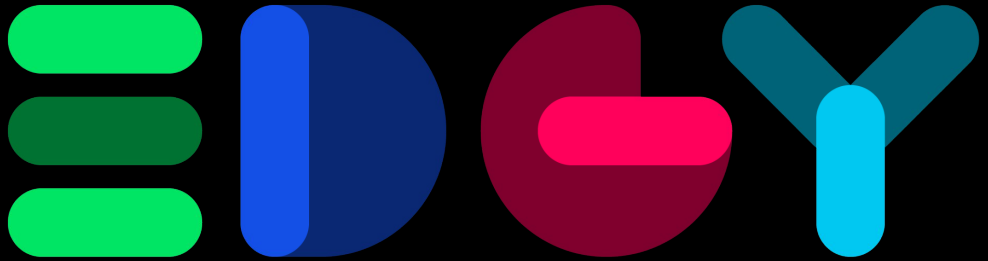
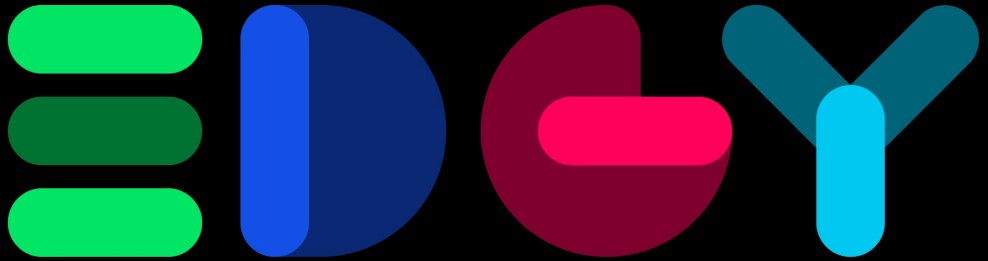
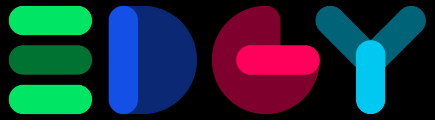


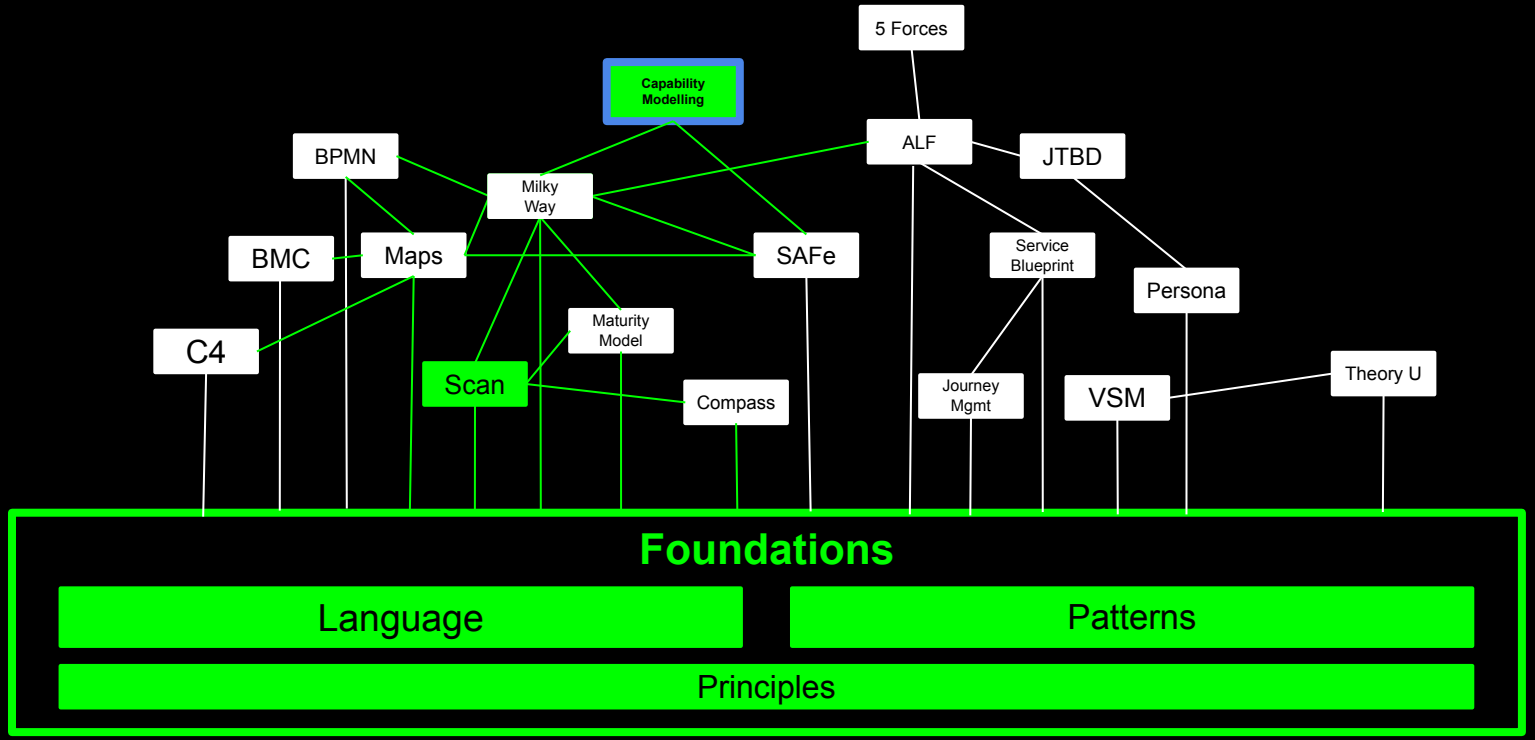
In 2024 we launched



The open toolset to help people create better enterprises.

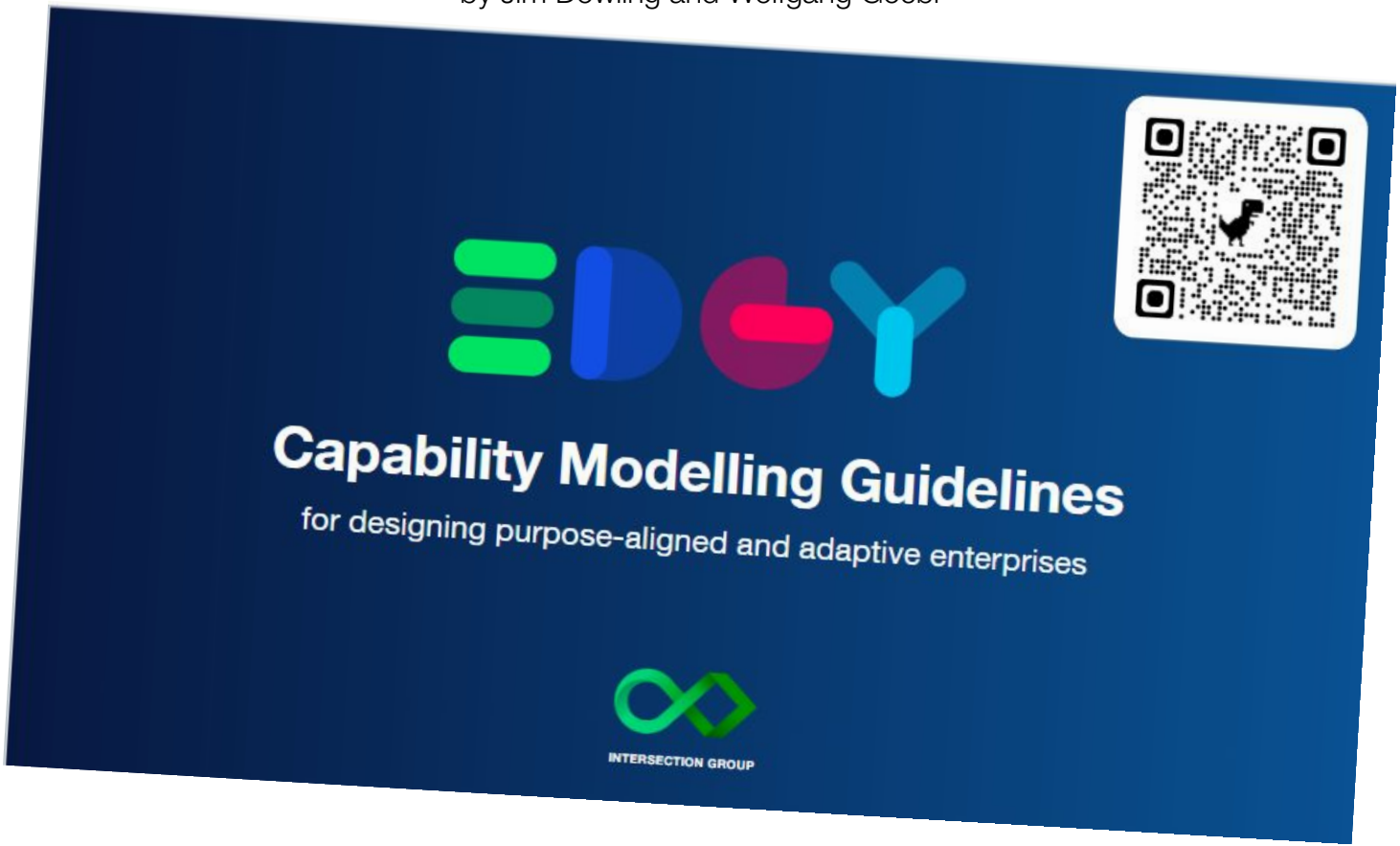


The open-source platform for enterprise design tools.



Our second EDGY Tool!

by Jim Dowling and Wolfgang Goebl



EDGY Capability Modelling Guidelines

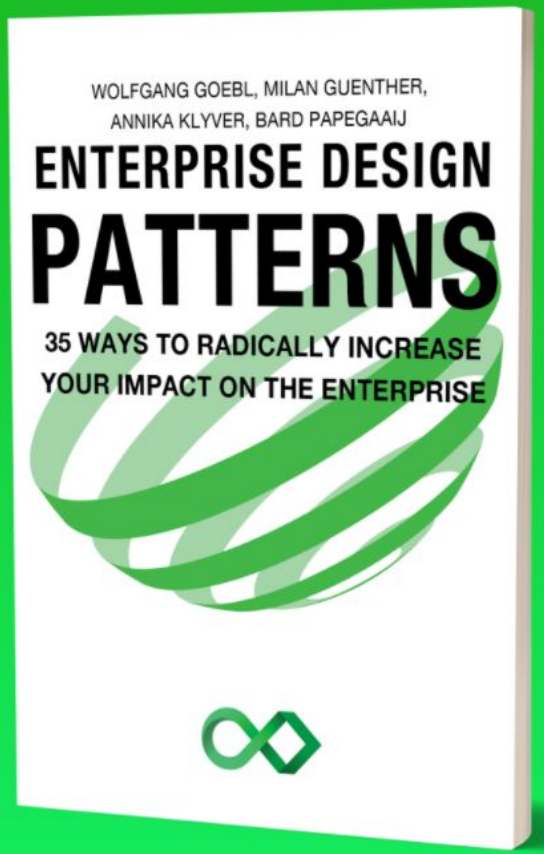
by Jim Dowling and Wolfgang Goebl

How to structure a Capability Map

- Designing capabilities as organic modules
- Capability categories
- Capability hierarchy
- Designing capabilities around activities or objects
- Follow the flow to product delivery
- Identify capabilities that can be reused across processes
- Identify shared and change capabilities
- Ensure clear names and descriptions
- Create a two-dimensional layout

How to align investments with purpose

- Seek outside inspiration to overcome the blank page
- Exploring existing enterprise content
- Get mandate from senior leaders
- Co-create through top-down or bottom-up iteration
- Involve business experts
- Deal with resistance of middle managers
- Benchmark as-is capabilities.
- Clarify vision
- Identifiy where to focus.



You are working very hard, but does it really make a difference?

Now free and Open Source!

SANDBOX

Spaces
Apps
Teams
EDGY Sandbox
Content
Search by title
The Milky Way enterprise map
EDGY Profiler
Customer Journey Mapping
Customer Segment Map
Service Blueprint
Stakeholder Map
Wardley Mapping
How Might We?
SIPOC: Suppliers, Inputs, Pr...
Information Flows
Enterprise Design Wheel
Space apps
draw.io Diagrams

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EDGY Sandbox

This is the future of EDGY: we invite contributions from tool makers and authors, both new and widely used. Our open Sandbox is a space to build upon our Language Foundations and publish tools as part of EDGY as an Open Source toolset.

Sandbox tools by stage

Stub → Ready for review → Ready for proofreading → Ready for final review → Published

EDGY Profiler (EDGY Sandbox)

ready4review

The Milky Way enterprise map (EDGY Sandbox)

ready4review

For you
Recent
Starred
Spaces
Apps
Hub
Teams
More
EDGY Sandbox
Shortcuts
Content
Search by title
The Milky Way enterpris...
EDGY Profiler
Customer Journey Mapp...
Customer Segment Map
Service Blueprint
Stakeholder Map
Wardley Mapping
How Might We?
SIPOC: Suppliers, Inputs...
Give feedback on the new navigat...

Journey steps as phases, tasks as actions to be taken

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Capabilities can be used as higher-level back-stage elements. Whether to use process or capability elements in the backstage depends on the level of abstraction, which in turn depends on the context and what is appropriate for the purpose.

Benefits of using a Service Blueprint in co-design and collaboration with customers, service designers, and business architects:

Benefits of a Service Blueprint

Summarise changes

Did you ever…

Work on evaluating and/or transforming an enterprise's **identity**, organisational culture or people engagement?
Work with leadership on defining or refining a shared **purpose and core story** (such as strategy, vision, mission)?
Collect, curate, author, audit or edit **content** important to an enterprise and its various audiences?

Analyse, optimise or improve your enterprise's operational **performance and adaptivity** for change?
Map or model key **capabilities and/or processes** required for carrying out an enterprise's activities?
Analyse and optimise the way an enterprise makes use of **assets** (infrastructure, information or applications)?

Do human-centric research into people's **experiences**, using interviews, observation or qualitative/quantitative studies?
Map or model people's (customer/user/employee) **journeys** and/or find out about their most important **tasks**?
Measure people's experience across **channels** to then make changes to the enterprise to improve it?

Work on the **organisational** structure, team collaboration and/or ways of working of an enterprise?

Design, develop or manage the **products** or services an enterprise delivers to its customers or other users?

Evaluate, design or develop **brands** to assess/influence how an enterprise is perceived by its audiences?

EDGY Profiler - EDGY Sandb | EDGY Profiler - Google Shee

docs.google.com/spreadsheets/d/1n_x_sMAq0vZEoDFSqAV_U6v-2G-kxAE-D1dwFz7ilZI/edit?gid=0#gid=0

EDGY Profiler

File Edit View Insert Format Data Tools Extensions Help

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B15 | Work on the organisational structure, team collaboration and/or ways of working of an enterprise?

Did you ever...

Identity	This is my job	Sometimes	I tried it	No
Work on evaluating and/or transforming an enterprise's identity, organisational culture or people engagement?				
Work with leadership on defining or refining a shared purpose and core story (such as strategy, vision, mission)?				
Collect, curate, author, audit or edit content important to an enterprise and its various audiences?				
Architecture	This is my job	Sometimes	I tried it	No
Analyse, optimise or improve your enterprise's operational performance and adaptivity for change?				
Map or model key capabilities and/or processes required for carrying out an enterprise's activities?				
Analyse and optimise the way an enterprise makes use of assets (infrastructure, information or applications)?				
Experience	This is my job	Sometimes	I tried it	No
Do human-centric research into people's experiences, using interviews, observation or qualitative/quantitative studies?				
Map or model people's (customer/user/employee) journeys and/or find out about their most important tasks?				
Measure people's experience across channels to then make changes to the enterprise to improve it?				
Intersections	This is my job	Sometimes	I tried it	No
Work on the organisational structure, team collaboration and/or ways of working of an enterprise?				
Design, develop or manage the products or services an enterprise delivers to its customers or other users?				
Evaluate, design or develop brands to assess/influence how an enterprise is perceived by its audiences?				

Your EDGY Profile

Your Facet scores

Identity	0
Organisation	0
Architecture	0
Product	0
Experience	0
Brand	0

What they mean

0	Not relevant to you
1	You're aware of this
2	Some experience in this
3	Your main expertise

EDGY Profiler

EDGY Profiler Examples

Role						
Product Owner 1	0	0	1	3	1	1
Enterprise Architect 1	0	1	3	2	0	0
Product Owner 2	1	2	1	3	1	0
Enterprise Architect 2	1	1	3	2	0	0
Product Designer	0	0	0	3	3	0
Enterprise Architect 3	0	2	3	1	1	0
Organisation Designer	1	3	1	0	1	0
Change Manager	3	2	1	0	0	0
Business Architect	1	2	3	1	0	0
Brand Strategist	2	1	0	0	1	3

Your Average EDGY Profile

Your Average Facet scores

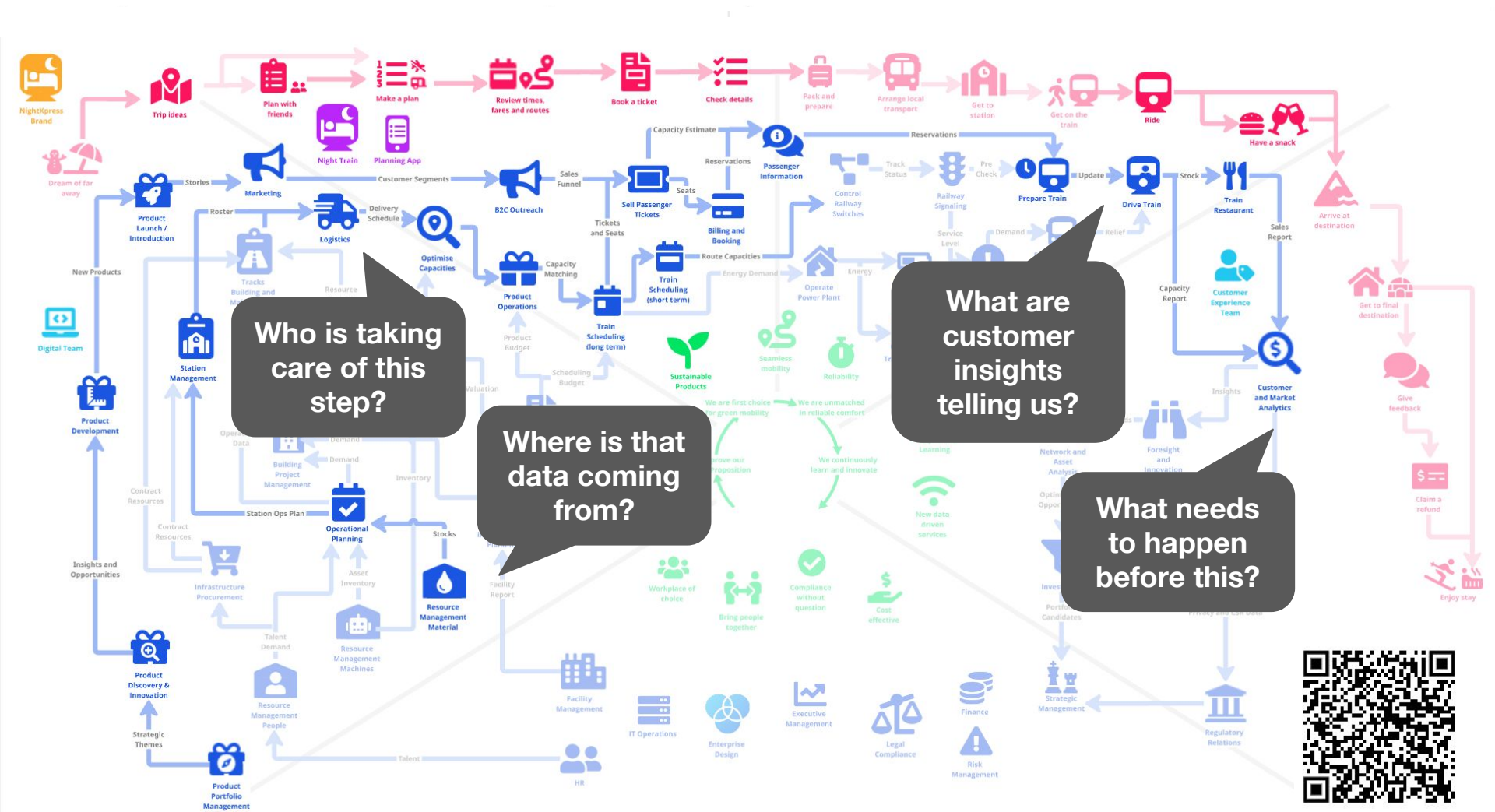
Identity	1
Organisation	2
Architecture	2
Product	2
Experience	1
Brand	0

What they mean for your team

0	Not relevant to you
1	You're aware of this
2	Some experience in this
3	Your main expertise

Business Architect | Product Owner | Change Manager | UX/CX Researcher | IT Analyst | Brand Strategist | Service Designer | Org Design Team | Product Team | Architecture Team | Flameshot

INTERSECTION GROUP
We help people create better enterprises.


Who is taking care of this step?
Where is that data coming from?
What are customer insights telling us?
What needs to happen before this?
NightXpress Brand
Trip ideas
Plan with friends
Make a plan
Review times, fares and routes
Book a ticket
Check details
Pack and prepare
Arrange local transport
Get to station
Get on the train
Ride
Have a snack
Arrive at destination
Get to final destination
Give feedback
Claim a refund
Enjoy stay
Dream of far away
Night Train
Planning App
Product Launch / Introduction
Stories
Marketing
Customer Segments
Roster
Logistics
Delivery Schedule
Optimise Capacities
B2C Outreach
Sales Funnel
Capacity Estimate
Reservations
Sell Passenger Tickets
Seats
Billing and Booking
Tickets and Seats
Passenger Information
Capacity Matching
Product Operations
Train Scheduling (short term)
Route Capacities
Train Scheduling (long term)
Control Railway Switches
Track Status
Railway Signaling
Pre Check
Prepare Train
Update
Drive Train
Stock
Train Restaurant
Sales Report
Capacity Report
Customer Experience Team
Customer and Market Analytics
Insights
Foresight and Innovation
Operate Power Plant
Energy Demand
Energy
Service Level
Demand
Relief
Tracks Building and
Resource
New Products
Digital Team
Station Management
Product Development
Product Budget
Scheduling Budget
Valuation
Sustainable Products
Seamless mobility
Reliability
We are first choice for green mobility
We are unmatched in reliable comfort
We continuously learn and innovate
Improve our Proposition
Learning
New data driven services
Network and Asset Analytics
Building Project Management
Demand
Inventory
Station Ops Plan
Operational Planning
Contract Resources
Stocks
Facility Report
Infrastructure Procurement
Asset Inventory
Resource Management Material
Resource Management Machines
Talent Demand
Insights and Opportunities
Product Discovery & Innovation
Resource Management People
Strategic Themes
Product Portfolio Management
Talent
HR
Facility Management
IT Operations
Enterprise Design
Executive Management
Legal Compliance
Finance
Risk Management
Strategic Management
Regulatory Relations
Workplace of choice
Bring people together
Compliance without question
Cost effective
Portfolio Candidates

EDGY
CERTIFIED 1

INTERSECTION GROUP

Matt Mansell

EDGY 23 Language Foundations: Enterprise Design Facets and Enterprise Elements
(EDGY Certification Level 1)
July 21, 2023

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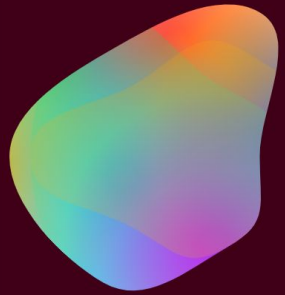
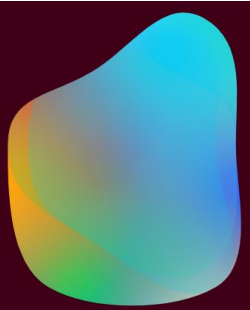
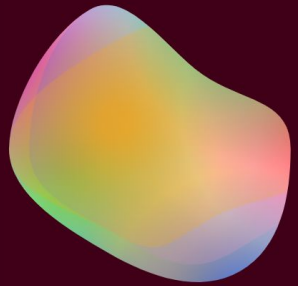
Matt Mansell



Daniel Gona

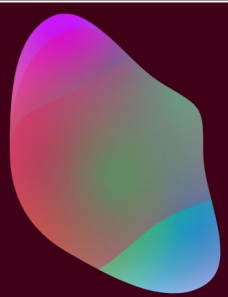


Simon Field

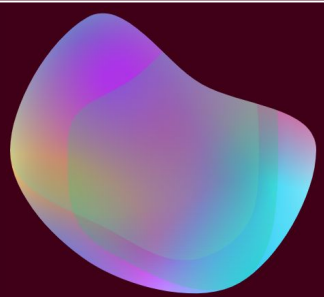


Éric Letarte

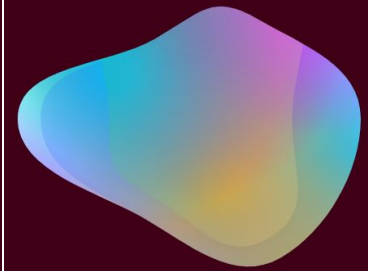
Helgi Björgvinsson



Rudi Claes



Thomas Pærregaard



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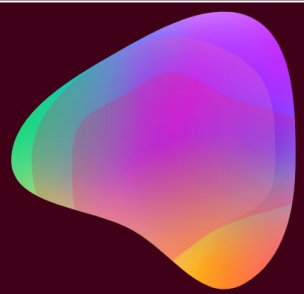
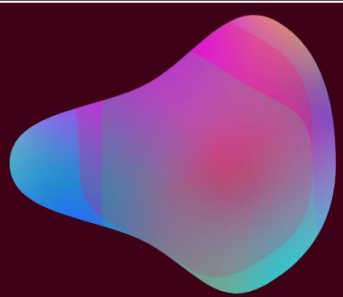


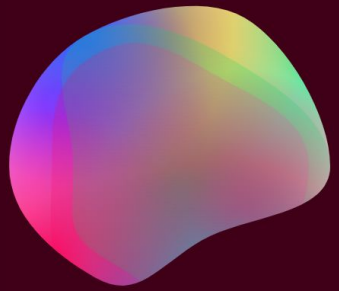
Jean-Sébastien Daigle

Jean-Emmanuel Séré

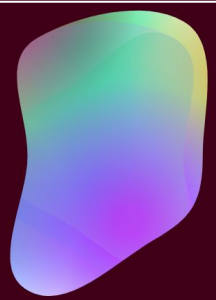


Chloé Feret

Anthony Régent



Alex Lagacé-Carter



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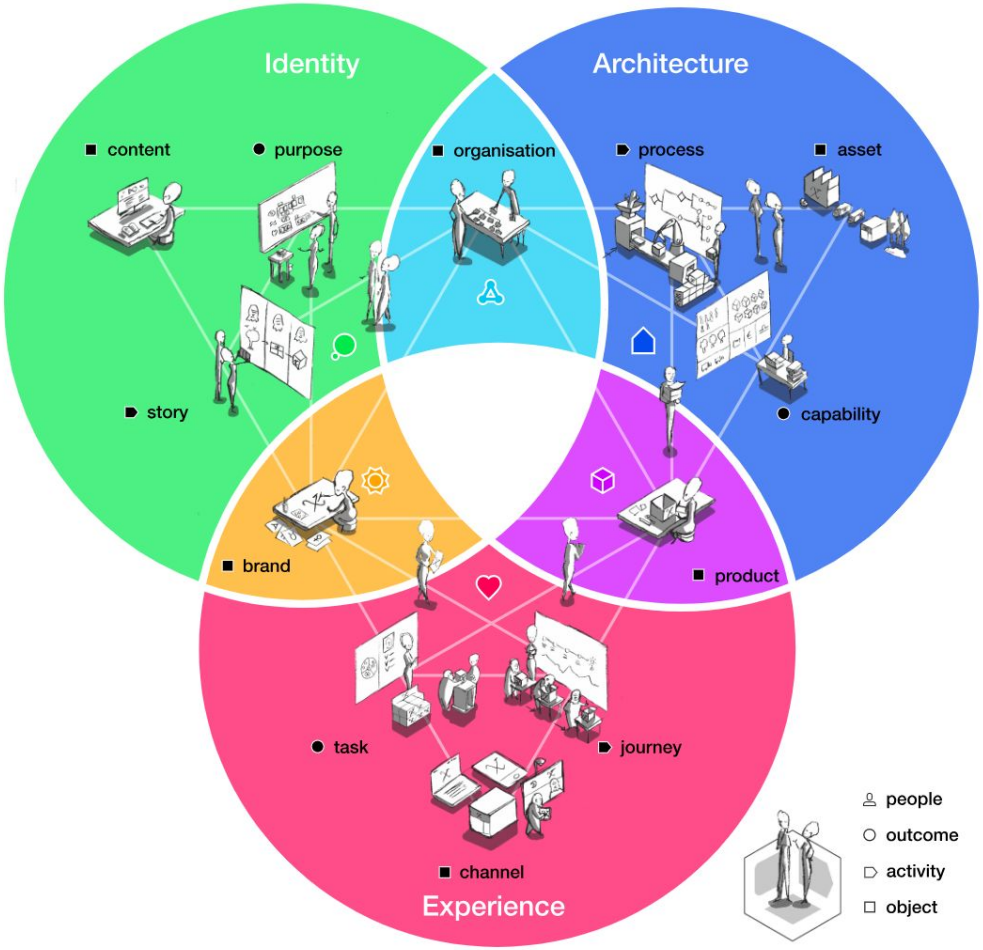

EDGY 23

ACADEMY

EDGY Language Foundations: Enterprise Design Facets and Elements October 2025

Online cohort-based course

Training

October 2 to November 4, 2025, Tuesdays & Thursdays | 9am-10:30am CE(S)T

Online

October 2 to November 4, 2025

Learn Enterprise Design Facets and Elements with EDGY 23

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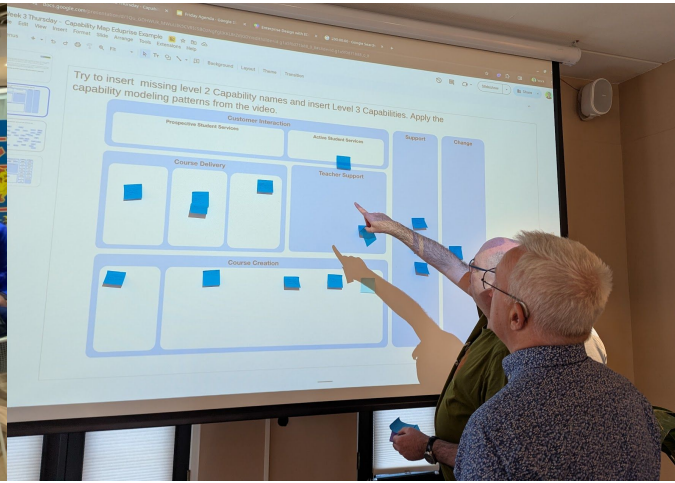

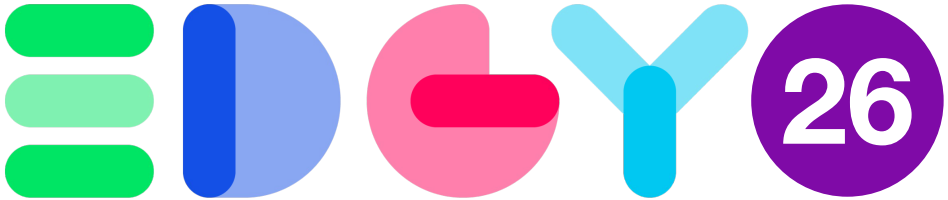
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