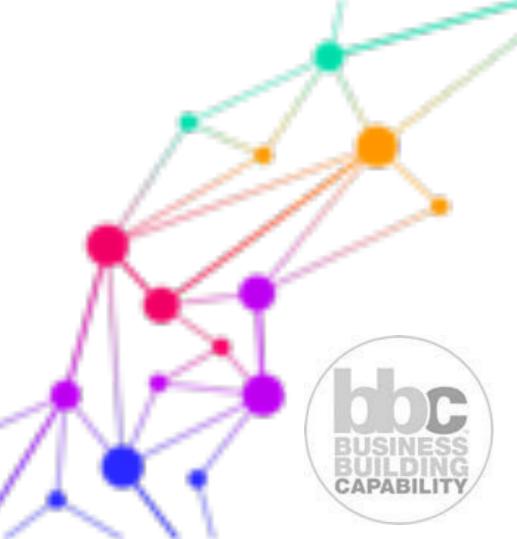


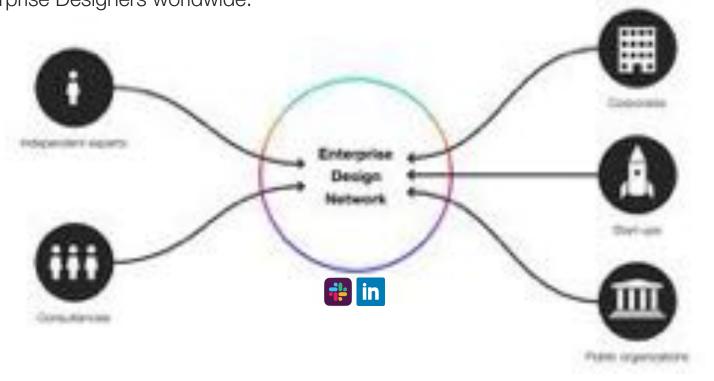
Milan Guenther, Partner, EDA Paris @ent_des

Design
Associates



Enterprise Design Associates

We are a global network of Enterprise Designers. We work with enterprises of all shapes and sizes on *innovation and transformation by design*. We run workshops and projects, and train, mentor and certify Enterprise Designers worldwide.



Enterprise

Design

Why is Amazon so successful?























Enterprise Architecture

"Design Thinking is about putting the customer at the center, designing a solution for them and then linking the solution to traditional architect pieces." Marcus Blosch, VP Research, Gartner

solution for the evidence that this does not work the control of the sabundant evidence that the control of the contr The "design solutions" Work for the enterprise. solution won't work for the enterprise architecture won't support ing the the "design solutions" won't exture won't chitect pieces."

The "design solutions architecture won't esearch, Gartner The enterprise architecture won't esearch, Gartner The enterprise architecture won't esearch, Gartner The enterprise architecture won't support in the enterprise architecture won't support



A successful design, made by... me!







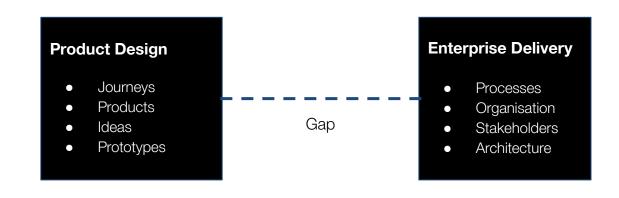
Patent granted to The Boeing Company https://www.google.com/patents/US8682580



Achieving impact

We believe that a key cause for failed design initiatives and low impact is the **missing bridge** between Product Design and its execution into Enterprise Delivery.

Enterprise Design is that bridge.





Dieter Rums	Shock design is involved.	Great people is honest
See principles for proof design	Cook deep make a postul useful	Great design in beng-testing
	Stood design is assistante.	Conduction is thorough; down to the less delet
	Disol design meles a graduit understandable	Good deepn is anventorestally friendly
	Good design is unabbusine	Good design is as little strongs as possible:



Dieter Rame	Direct design is measured.	Good deepn in Name of
Ten principles for good design	Good design makes a product works sold tree	Good design is large surrey
2017 Tech Industry Existion	Soot delige to mentioning	Good design is manager. Month to the last sense, problem.
	Good design makes a product architecturations collect state	Good design is a chartest?
	Cook design is weeklessen	Good Militari II minimum. -teorige minimum modelite (100 mm). -teorige minimum modelite (100 mm).

Context



What happens if you don't design your enterprise? twitter.com/entawk "Your call is important to us!"

Designing Enterprises?

Designing Enterprises

Design is the rendering of intent.

Jared Spool

An enterprise is an ambitious endeavour.

Len Fehskens

Design

"Hunger. Climate change. Poverty. Income inequality. Illiteracy. Bigotry. Discrimination. Environmental degradation. The list goes on.

Guess what: Design hasn't fixed any of it. Not even slightest bit." Jesse Weaver

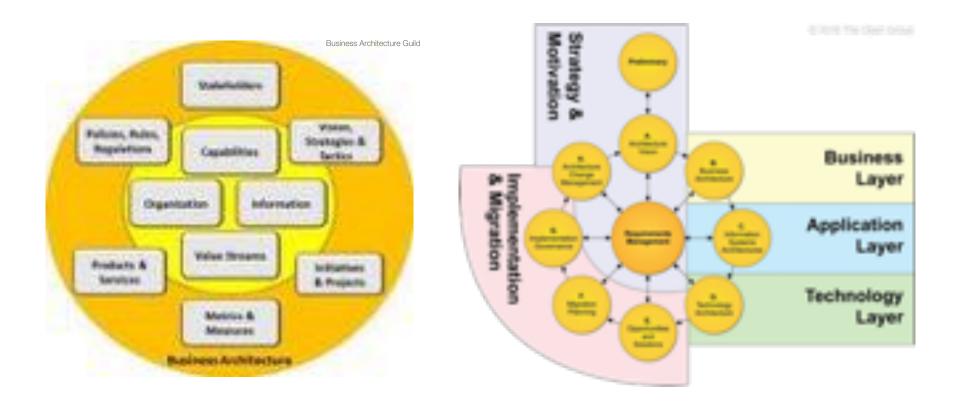
Design won't save the world https://medium.com/s/story/design-is-not-going-to-save-the-world-8985870471a5

Enterprise **Evolution**

Vision, Mission Shareholder Management System Value Chain Resource Planning Information System Mass Marketing **Business Process** Human Resources Organization Chart Managed IT

Shared Intent Stakeholder Ecosystem Platform Value Creation Dynamic Allocation Shared Insights **Customer Obsession** Collaboration Participation Self-Organization Digital Assets

Big change ahead

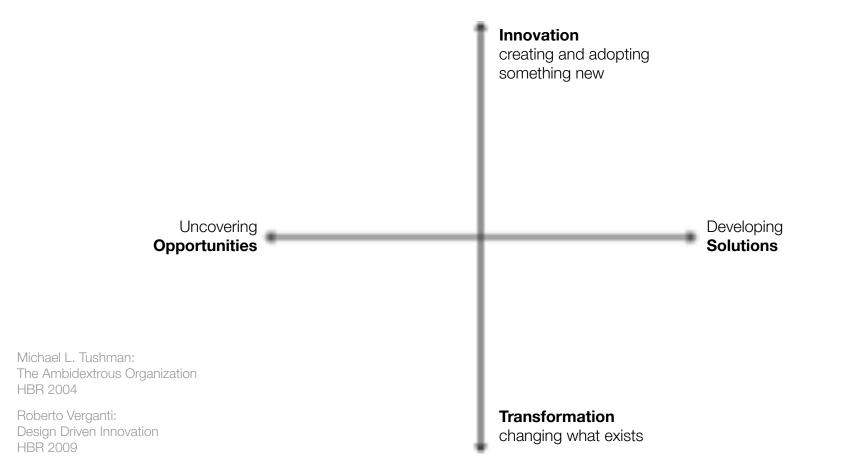


Why is it so difficult to deliver well-designed experiences?

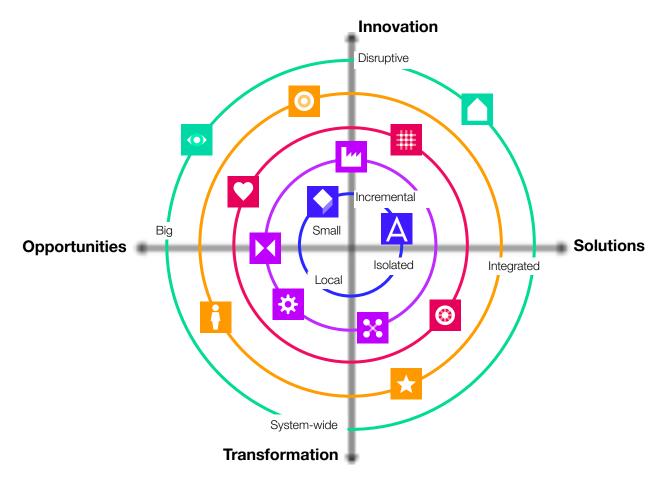
Complexity

→ Good Design

Enterprises need purpose and strategies to evolve and create new meaning.



Enterprise Design is a way to work with enterprises as systems.



How?

This is how

Shared vocabulary

Open inquiry for evidence

One model, many maps Rapid co-creation

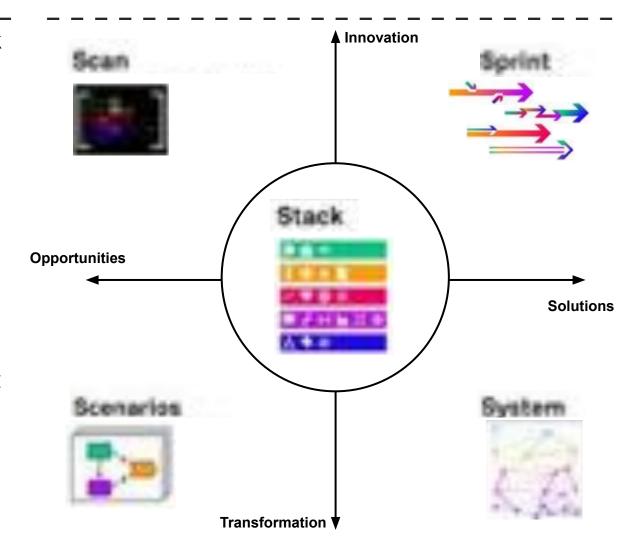
Making systems

Enterprise Design **Framework** V3

5 components:

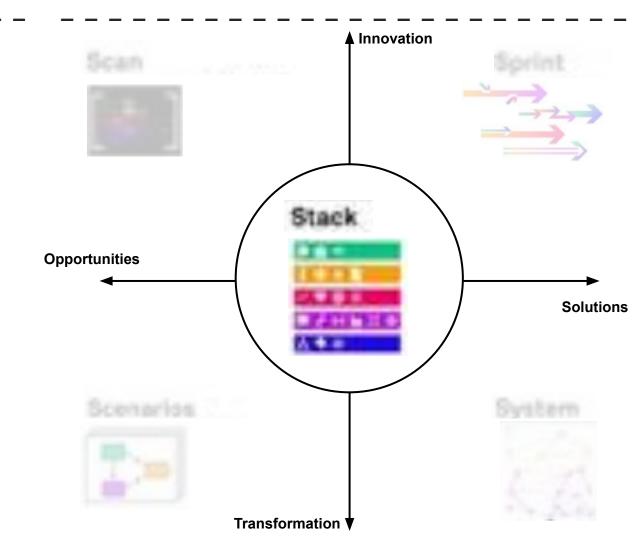
- Stack: a reference model
- Scan: a research tool
- Scenarios: a modelling and mapping language
- Sprint: a workshop format
- System: sharing & reuse





Enterprise Design **Stack**

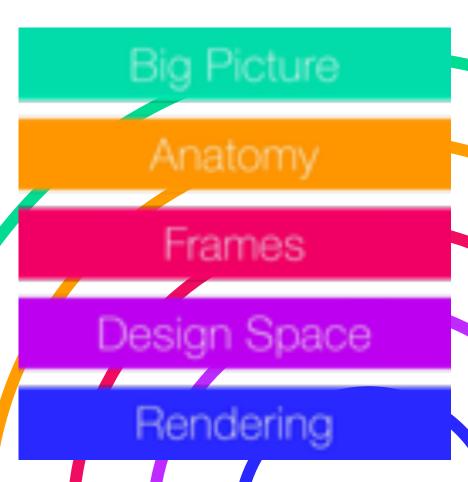
Design using a shared vocabulary, with the enterprise as your scope.





Enterprise Design **Stack**





Doing Enterprise Design



Enterprise Architecture



Organizational Change



User Experience



Customer Experience



Service Design



From big picture intent...

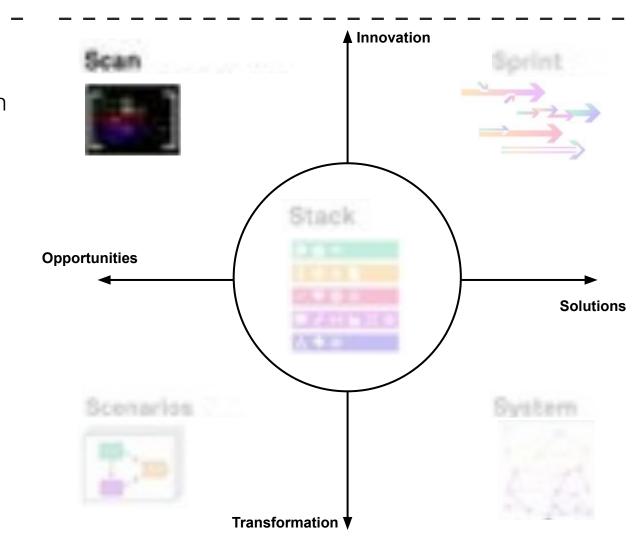


...towards a rendering



Enterprise Design **Scan**

Gather data evidence through open inquiry to inform your design.

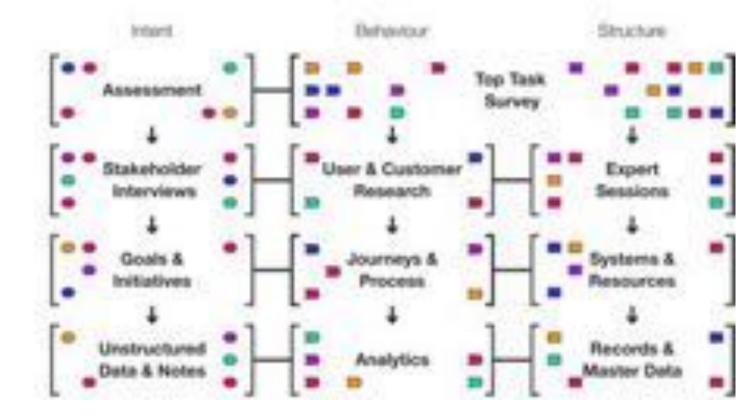




Enterprise Design **Scan**

Quilitative

Resourch





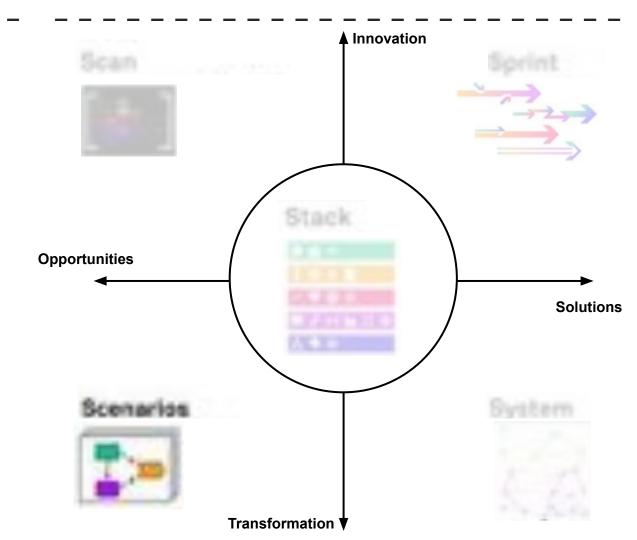
Assessment

Creating Momentum



Enterprise Design **Scenarios**

Use a single model. Make maps to spark conversations.



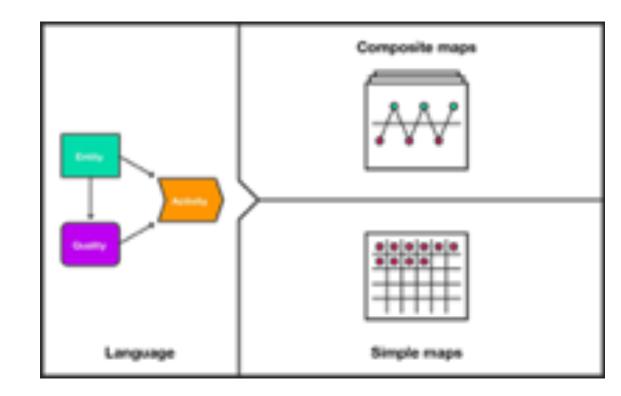


Enterprise Design **Scenarios**

The Enterprise Design Modelling Language (EDML) allows a common language and traceability between decisions and teams. It covers simple (single aspect) and composite (multiple aspects) mappings.

It supports visual mapping with standard office tools or an Enterprise Modelling environment:

- Strategy, Products and Markets
- Customer Experience and Journeys
- Service Design and Delivery
- Business Models and Architecture
- Process Design and Operations
- Organization Design and Structure
- IT Systems and Applications
- Agile Development and Delivery



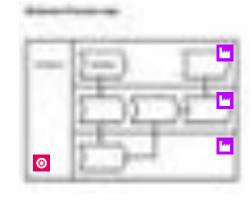




Enterprise Design **Scenarios** in EDML

EDML enables us to *express* a variety of enterprise mappings.

We are representing, connecting and reusing elements similar to grammar in human language: activities (verbs), qualities (adjectives), and entities (nouns).





Activity

Enterprise dynamics and behaviour: Process, Task

Quality

Enterprise motivation and performance: Goal, Value, State

Entity

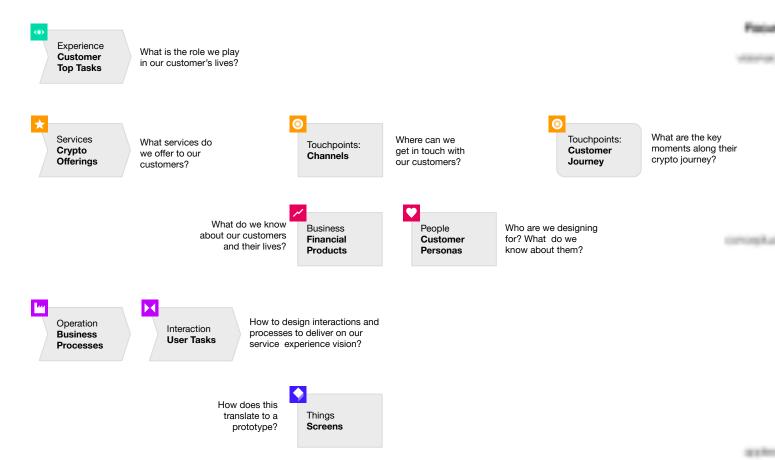
Enterprise structure and assets:
Entity, Concept

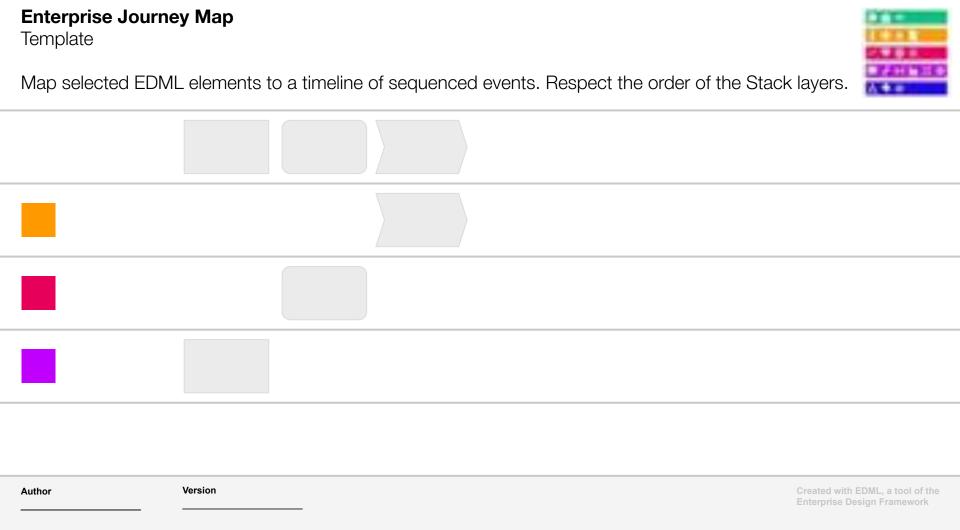






A **Metamodel** defined in EDML captures the *scope* of the mapping effort





To-Be **Experience Blueprint**

EDU PRISE

Business Initiative New Learning



1 click

Free trial

purchase

Browse

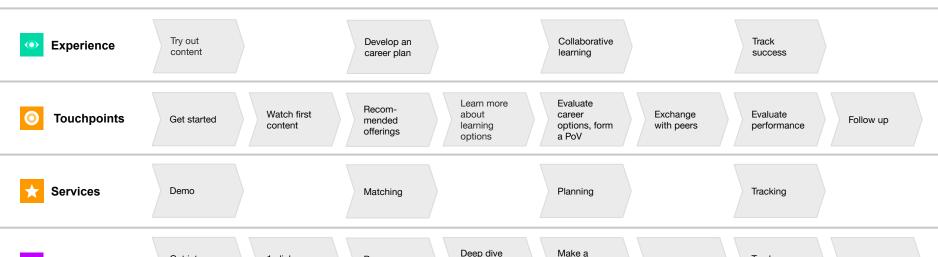
teasers

Browse

How to make our customer's lives better through digital service? The blueprint captures what services and interactions to prototype.

Peer learning

My peers



into course

Course Details

content



Author

Danny Designer

Interactions

Version

Get intro

(wizard)

Wizard

0.2

Make a

custom

My goals

learning plan

Created with EDML, a tool of the

Report

Reporting

Track my

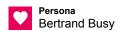
progress

Live tracking

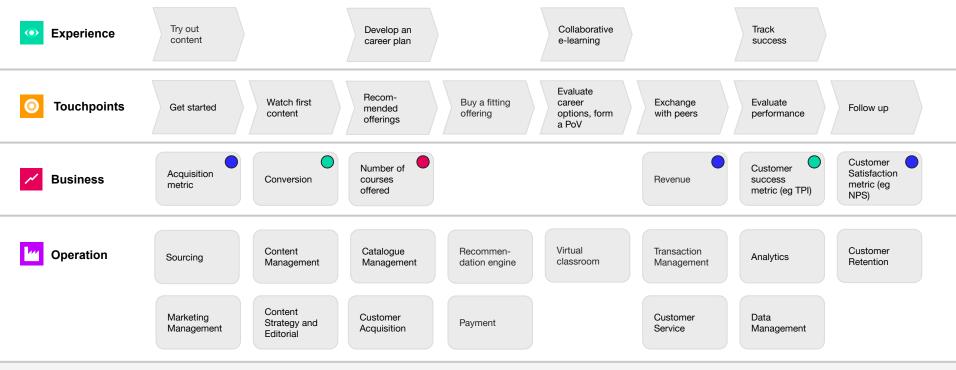
Operational Blueprint





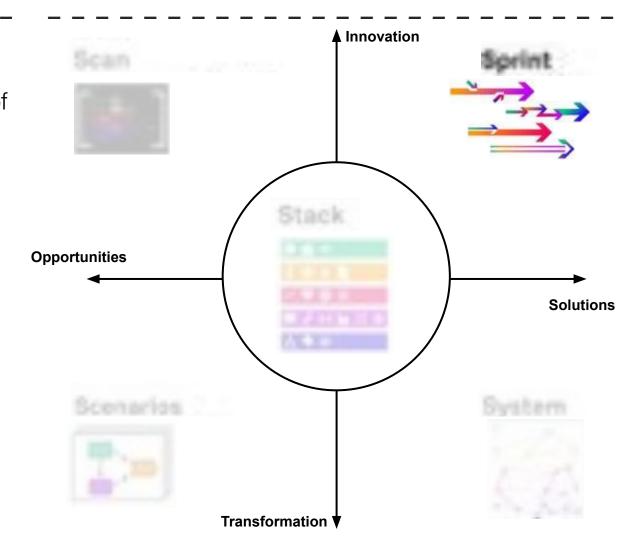


How to measure our success and continuously improve? We turn our blueprint into an ongoing measurement dashboard.



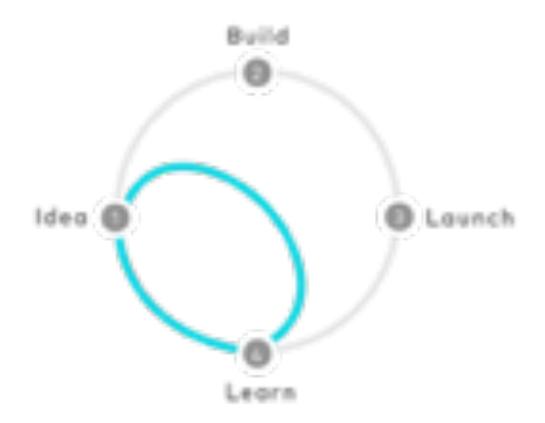
Enterprise Design **Sprint**

Co-create with the right cast of people. Validate, iterate, repeat.





Design Sprint



G/ Google



Enterprise Design **Sprint**

Focus on questions Focus on answers **Visionary Engagement Sprint Strategy Sprint** to onboard people and drive collaboration to align on a vision and develop a roadmap **Applied Experimentation Sprint Realization Sprint** to generate and validate options to operationalize and make it happen

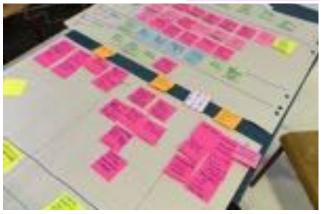


See our Talk at Interaction18 https://vimeo.com/254899142

Scale

Design Space



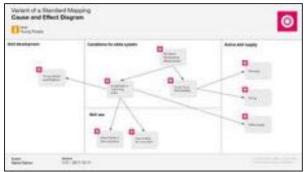




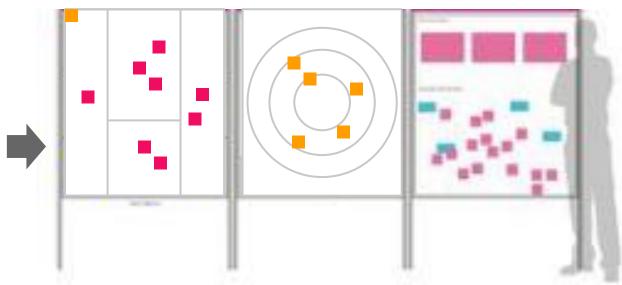
Big Picture

Rendering

Mapping







Enterprise Design **System**

Big Picture

Systems of Engagement

Sharing of ideas and culture, establishing social relationships

Anatomy

Systems of Intelligence

Tracing dynamics in journeys and segments, using data and Insights

Frames

Systems of Reference

Governing knowledge on people, assets, records and rules

Design Space

Systems of Design

Defining patterns for processes, self-organization and algorithms

Rendering

Systems of Delivery

Generating products, artefacts, spaces and digital apps/sites





Enterprise Design System

Big Picture

Systems of Engagement

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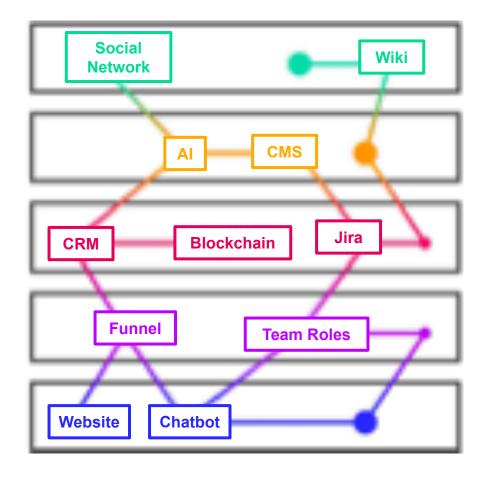
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This is how

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Open inquiry for evidence

One model, many maps

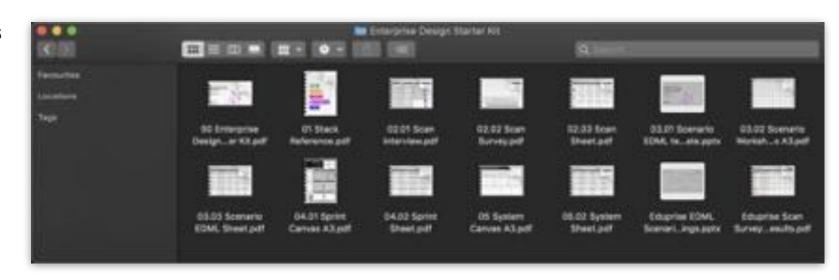
Rapid co-creation

Making systems

Enterprise Design

Starter Kit

Templates
Canvases
Exercises



Get it for free at enterprisedesign.io



Milan Guenther

Partner, EDA Paris

enterprisedesign.io hello@eda.cx @ent_des

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Design
Associates