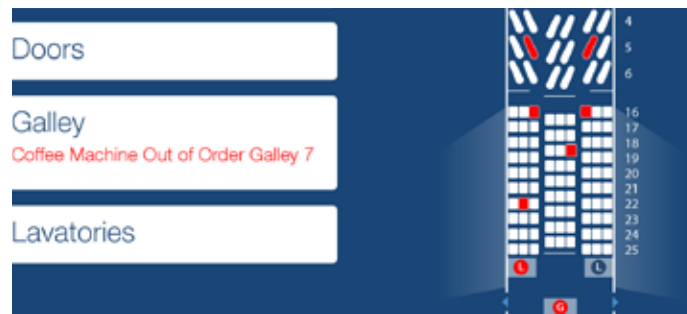
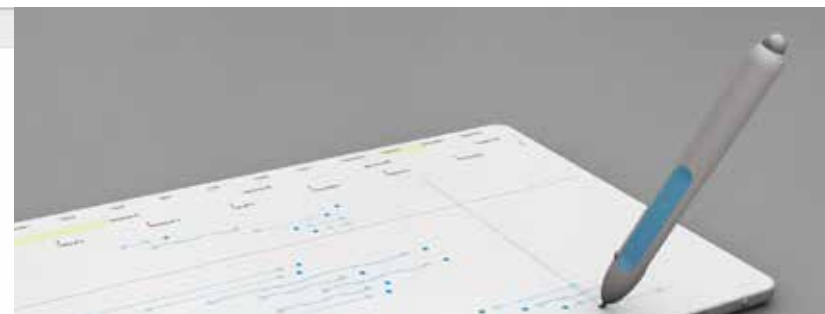


— — — —
— — — —

eda.c

We are a Strategic Design Consultancy.

We are working at the intersection of organisational identity, architecture and experience. We combine a design-led approach with a business mindset and technical expertise to create and retain enterprise-people relationships for our clients.

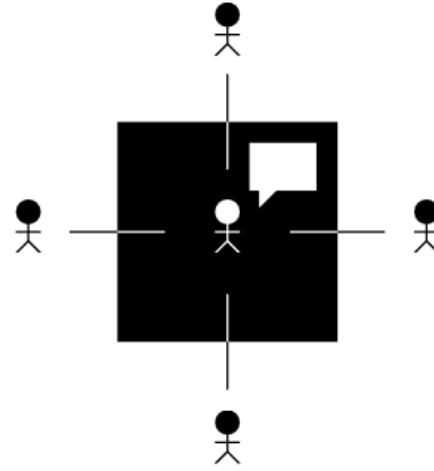


challenges ▶

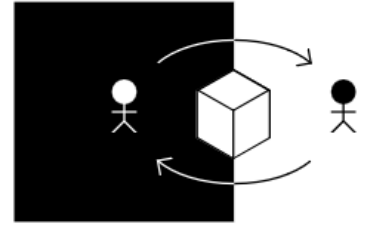
Future Enterprise
Design for Strategy



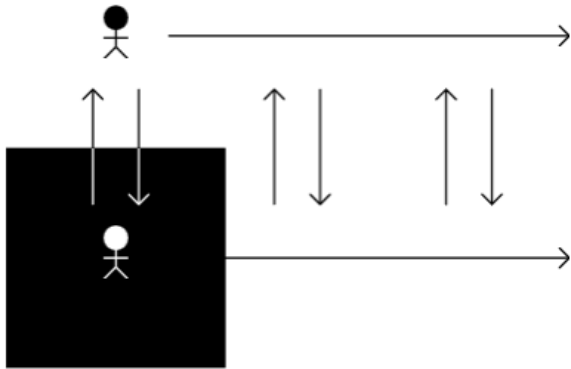
Brand and Social Connections
Design for Engagement



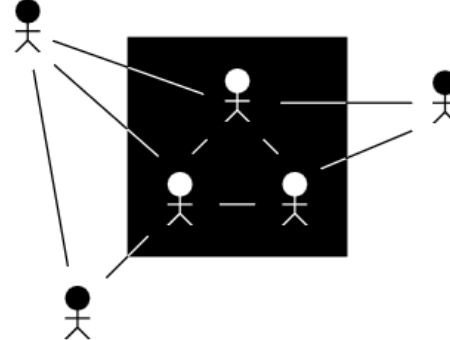
Customer and Product Experience
Design for Delight



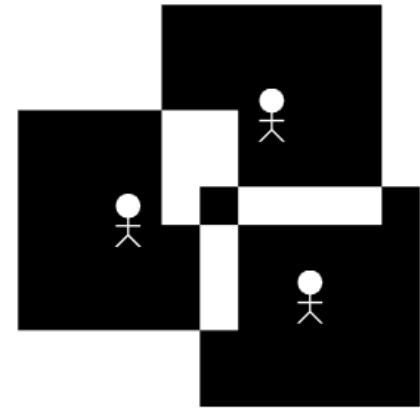
Service and Value Delivery
Design for Performance



Workplace and Collaboration
Design for Teamwork



Digital Ecosystems
Design for Interaction

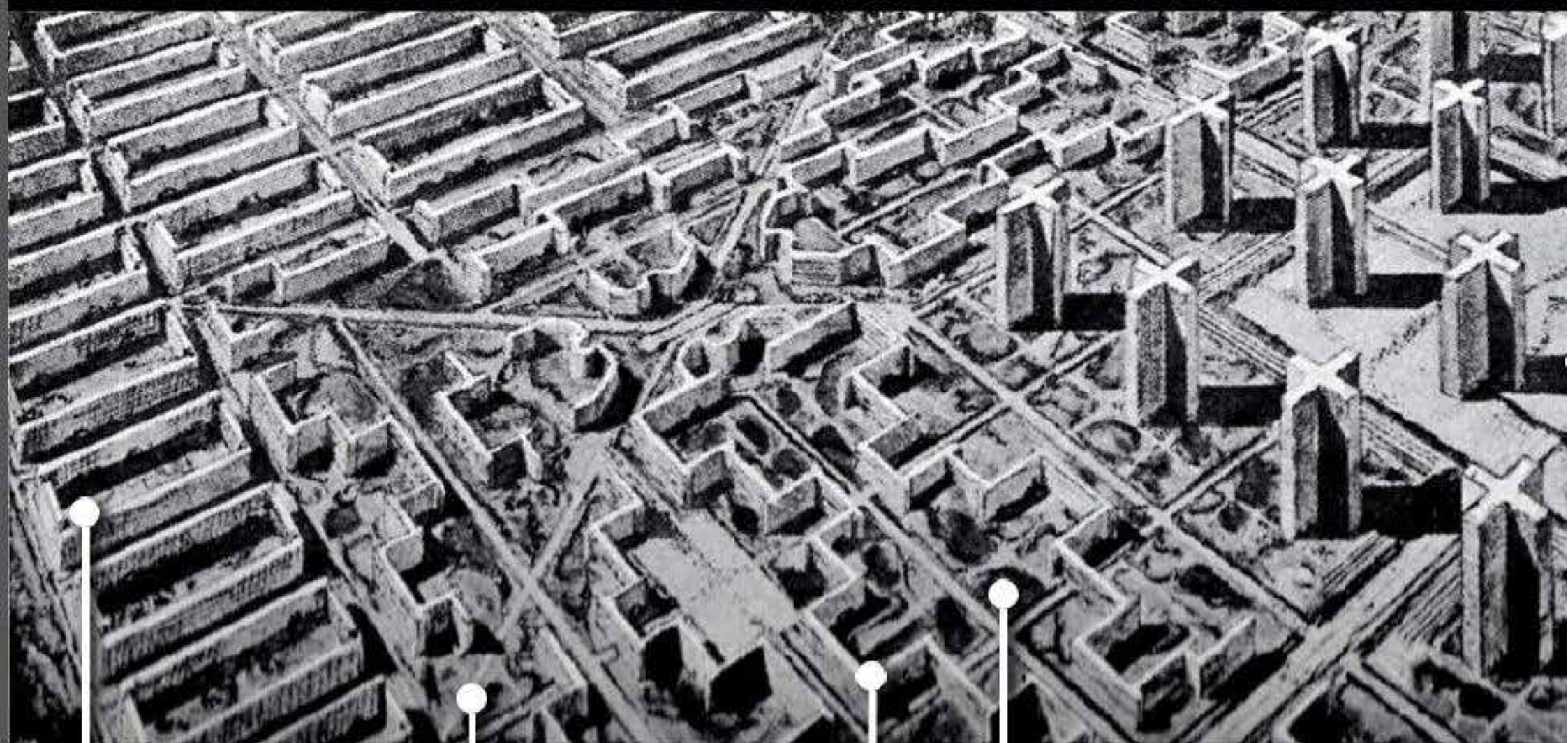


classic

modern

post-modern





habitation
for working class

highway

green area

habitation
for upper class



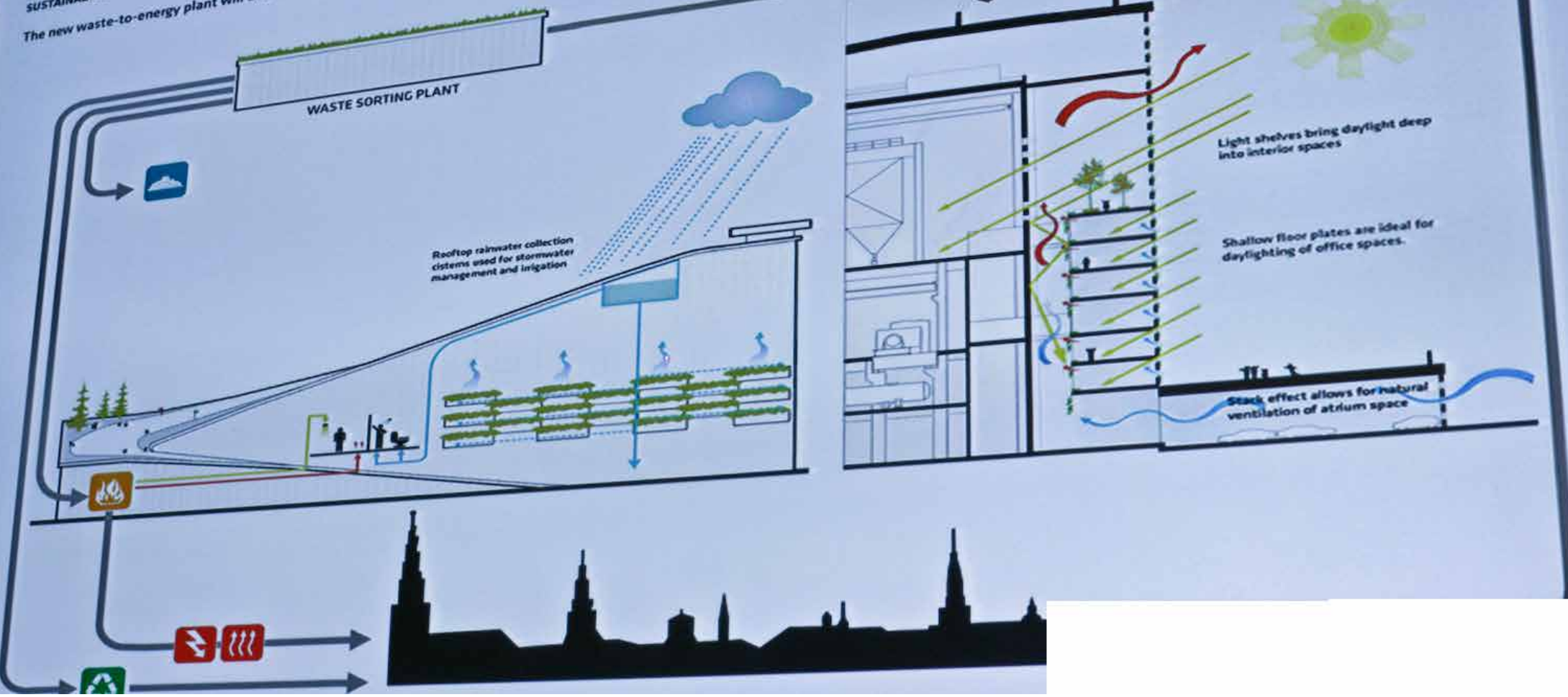


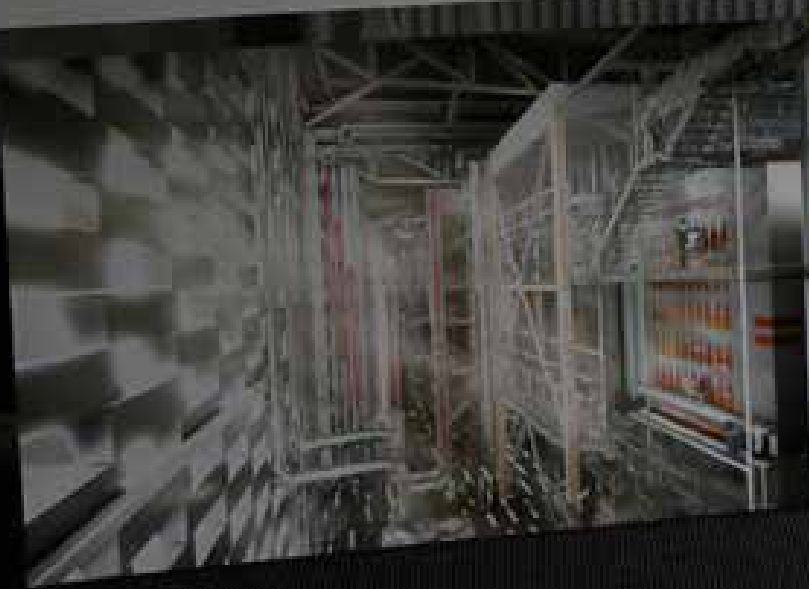




SUSTAINABILITY
The new waste-to-energy plant will also feature a

sustainability, from the level of building systems







context

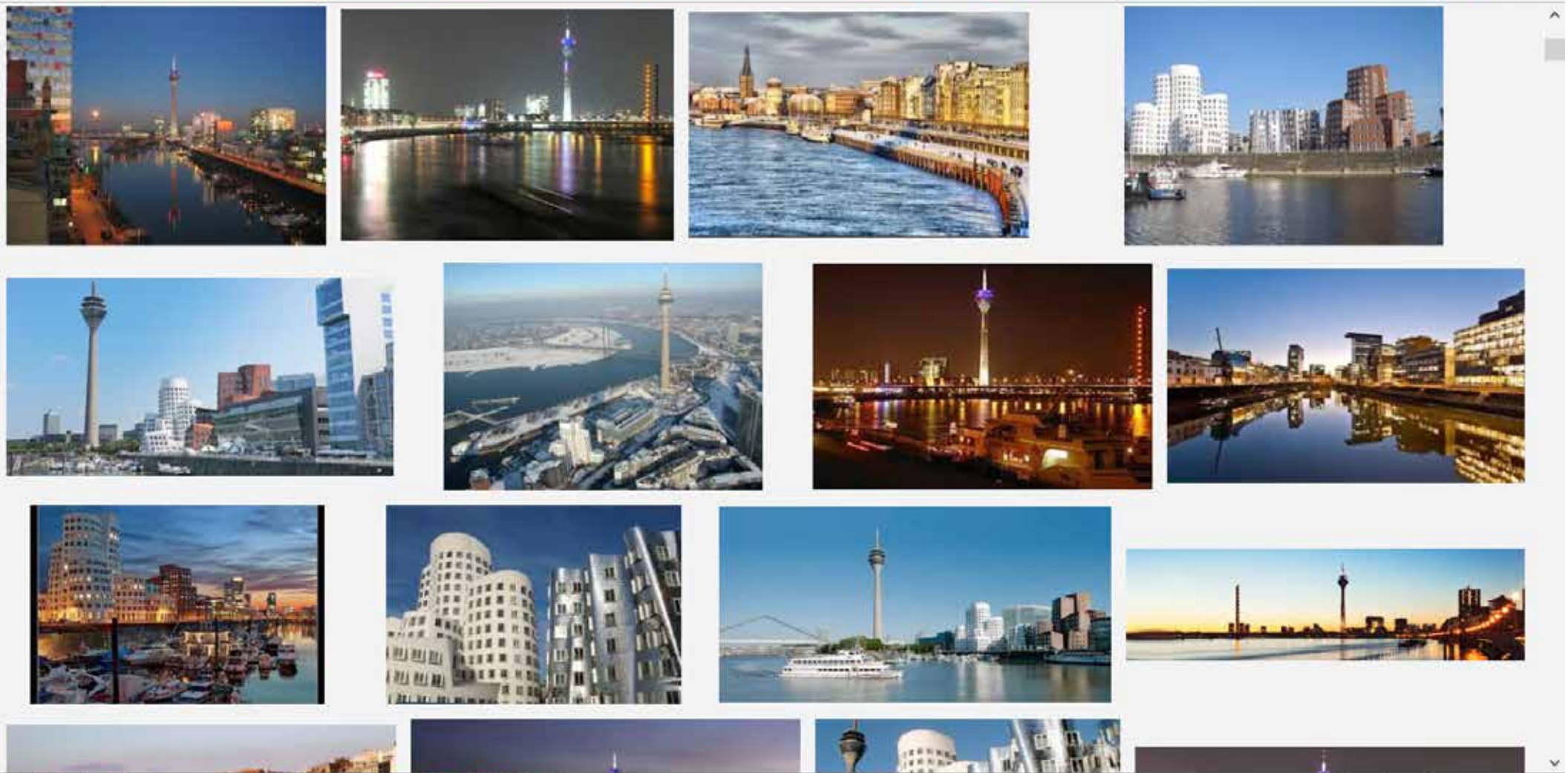


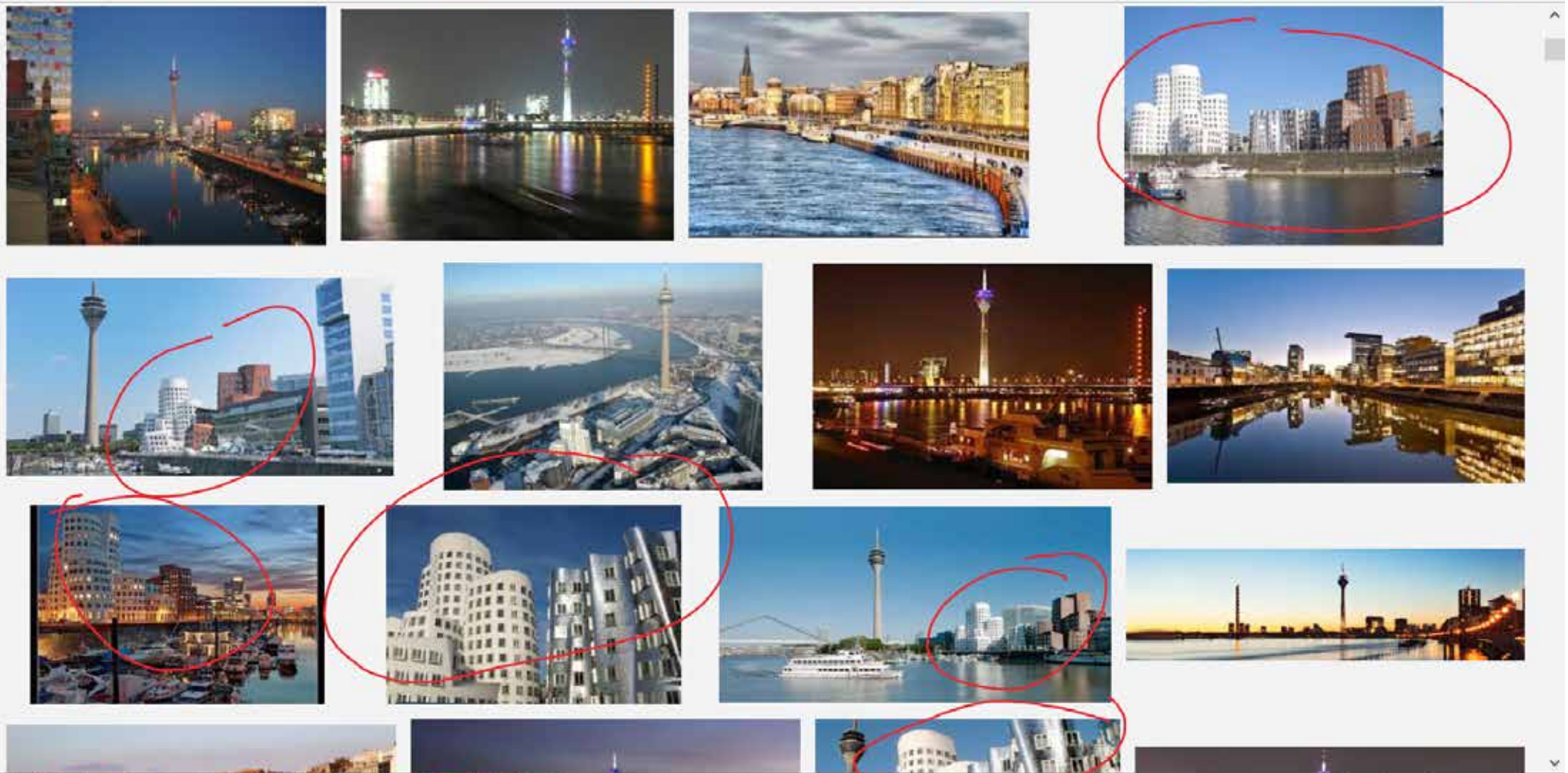
Courtesy Stadt Düsseldorf

perception



Courtesy Filippo Salamone



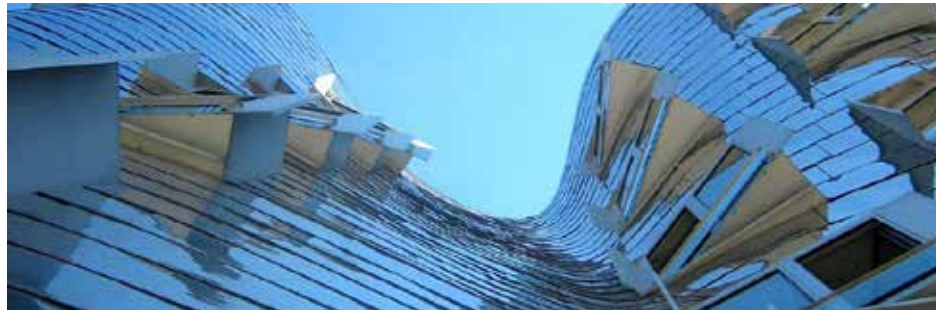
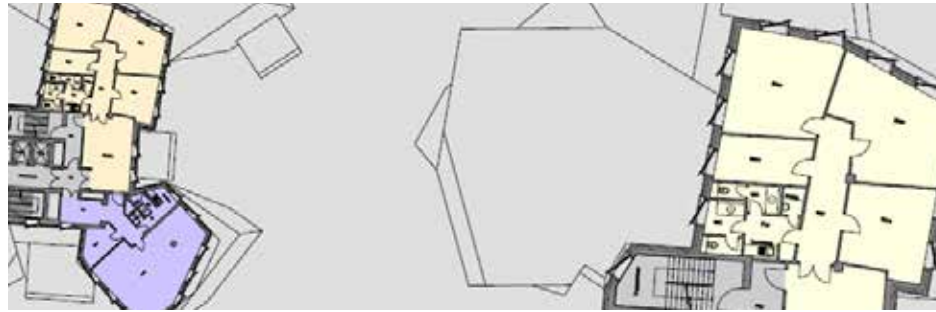
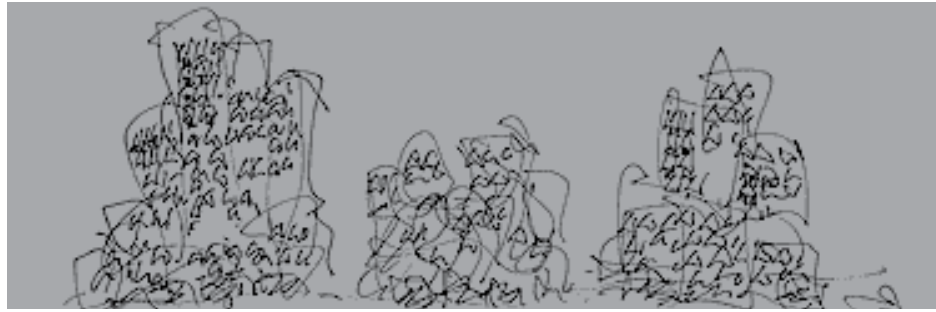


use



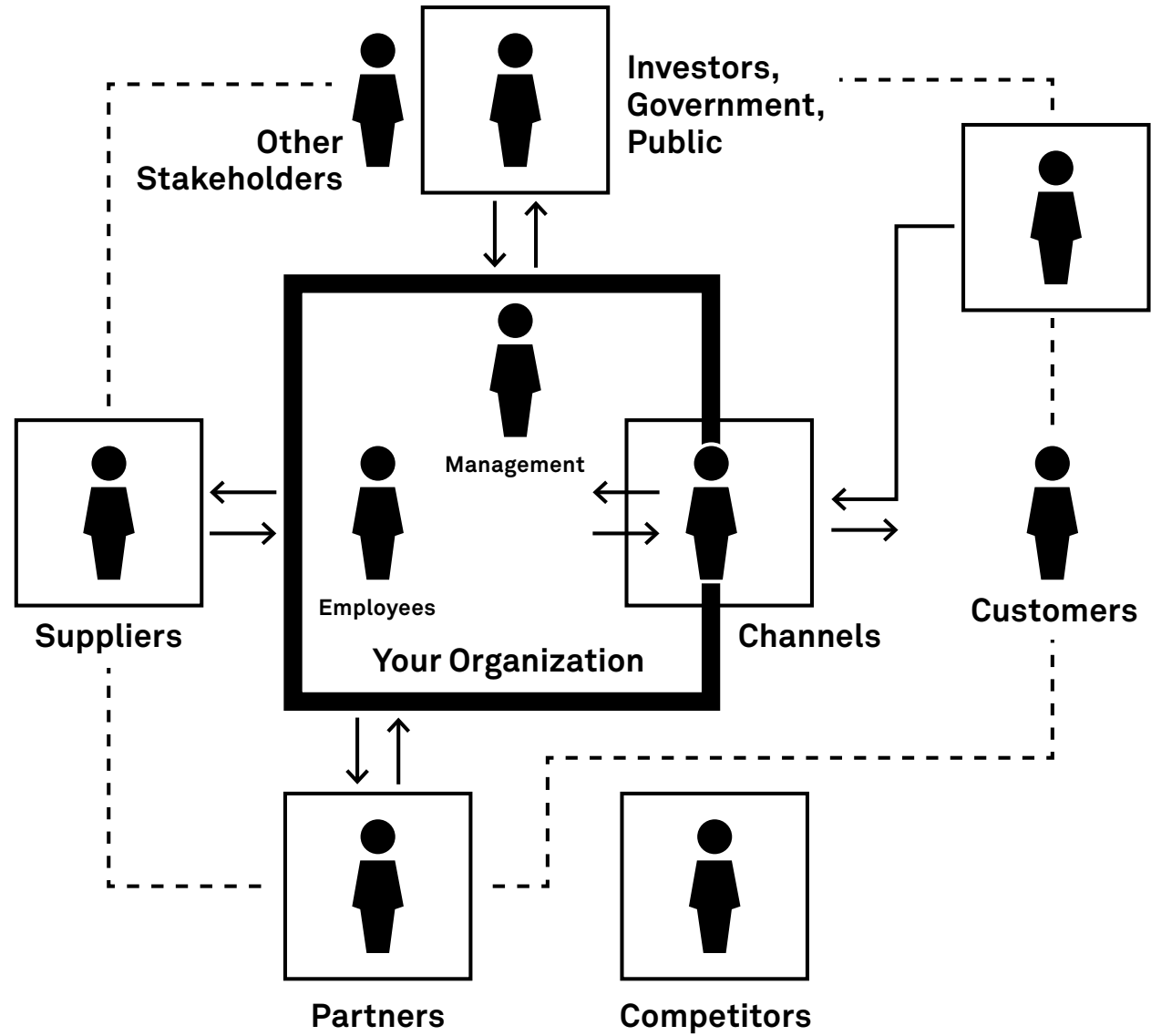
Courtesy Jörg Dickmann

multiple models

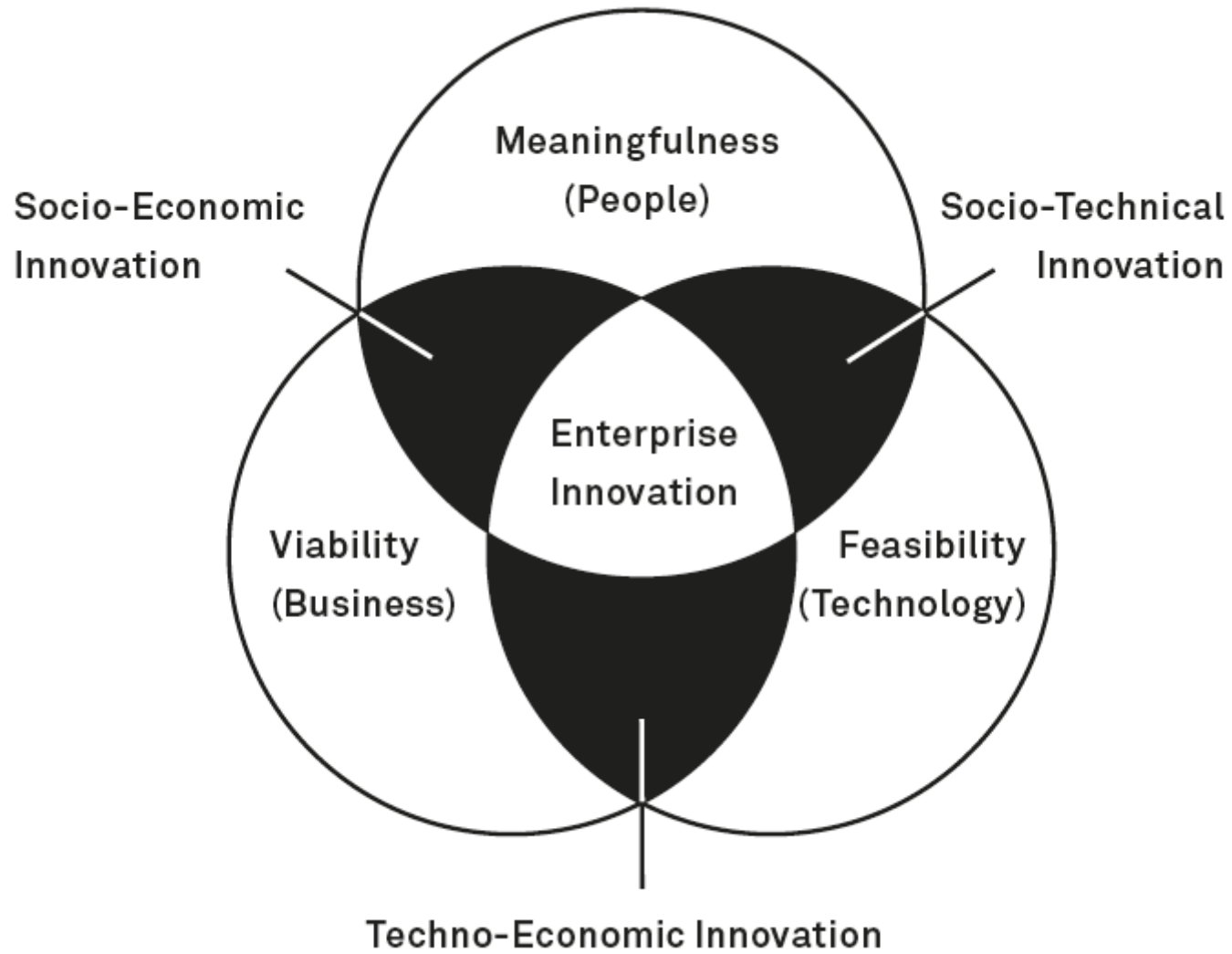


Courtesy FOGA / Ethan K. / Penke Immobilien / Hoffman Engineering

transformation

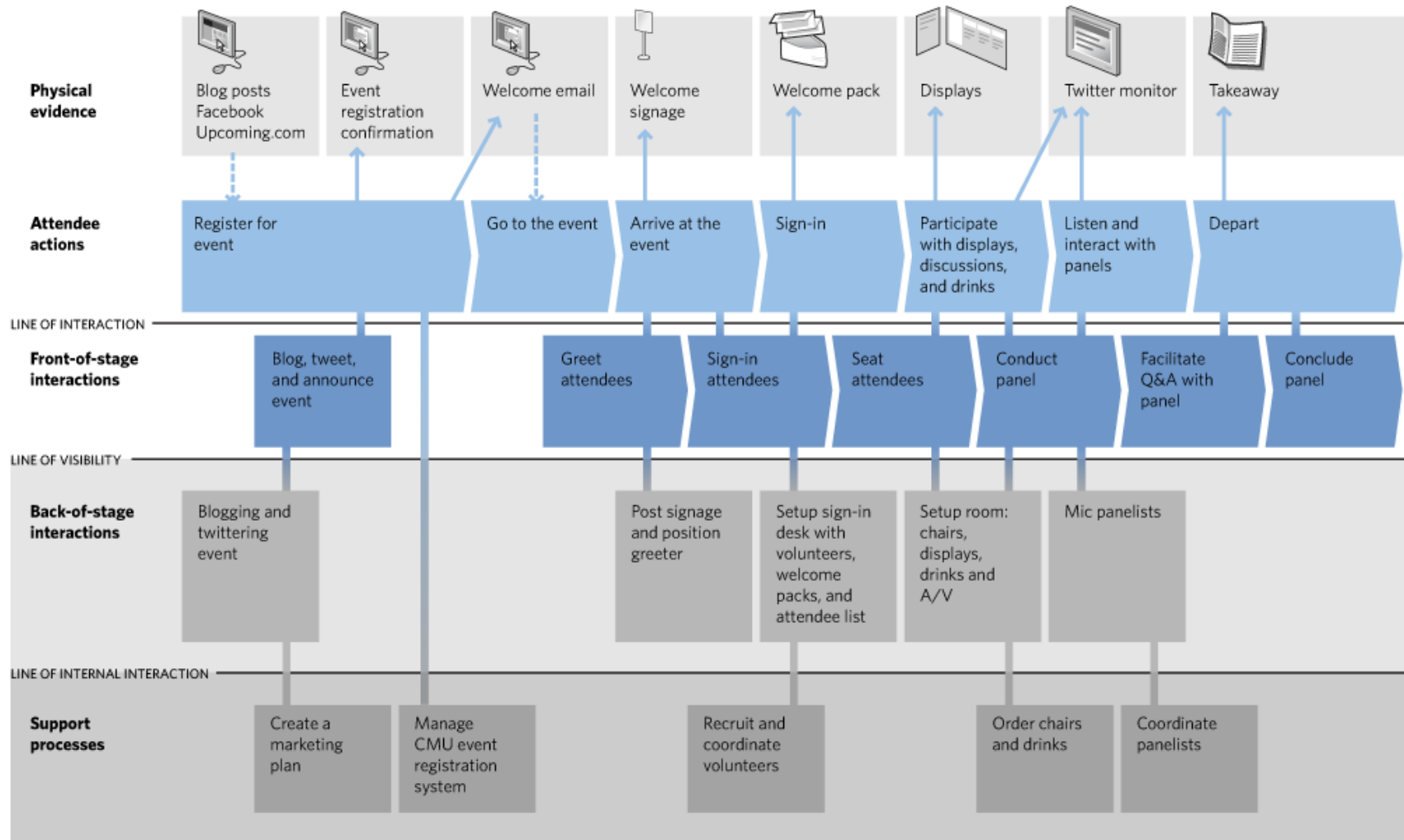


innovation



Service Blueprint for Seeing Tomorrow's Services Panel

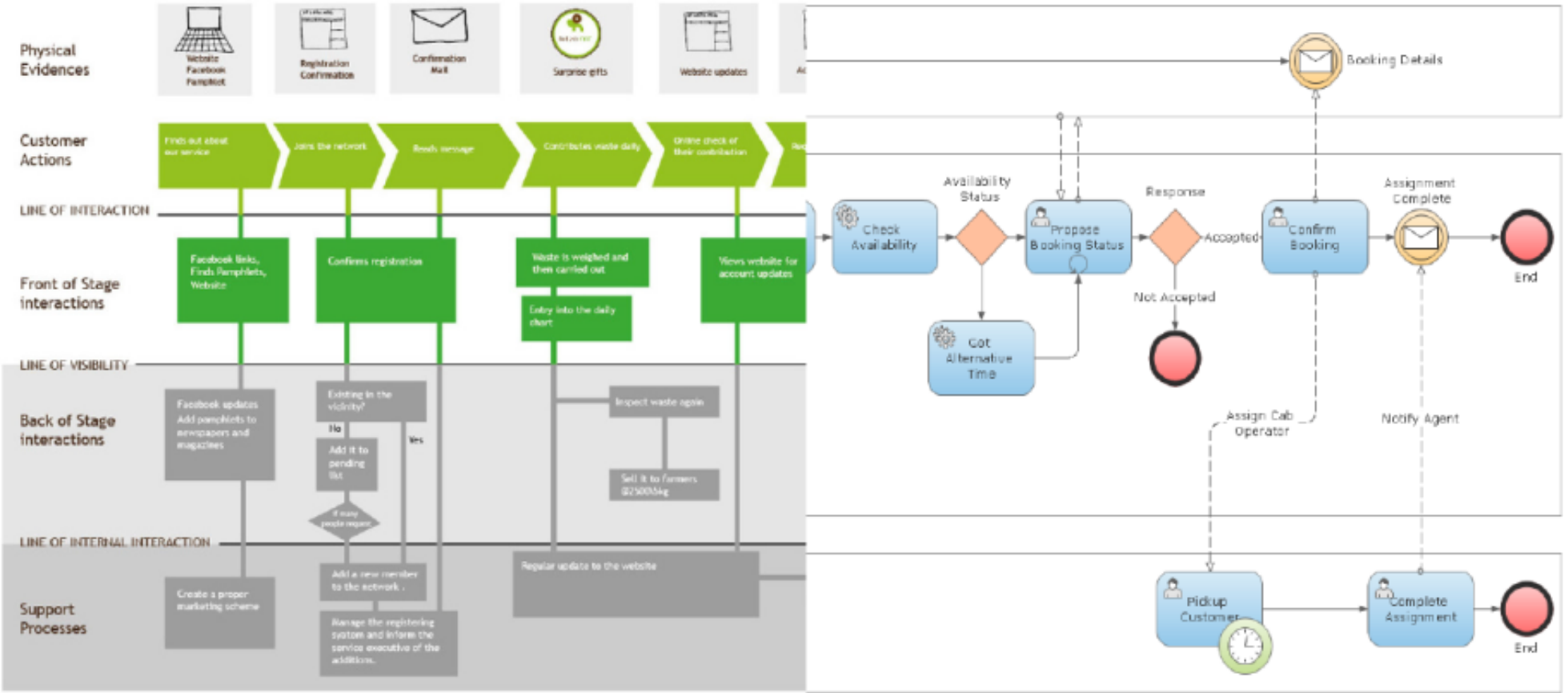
find out more: <http://upcoming.yahoo.com/event/1768041>



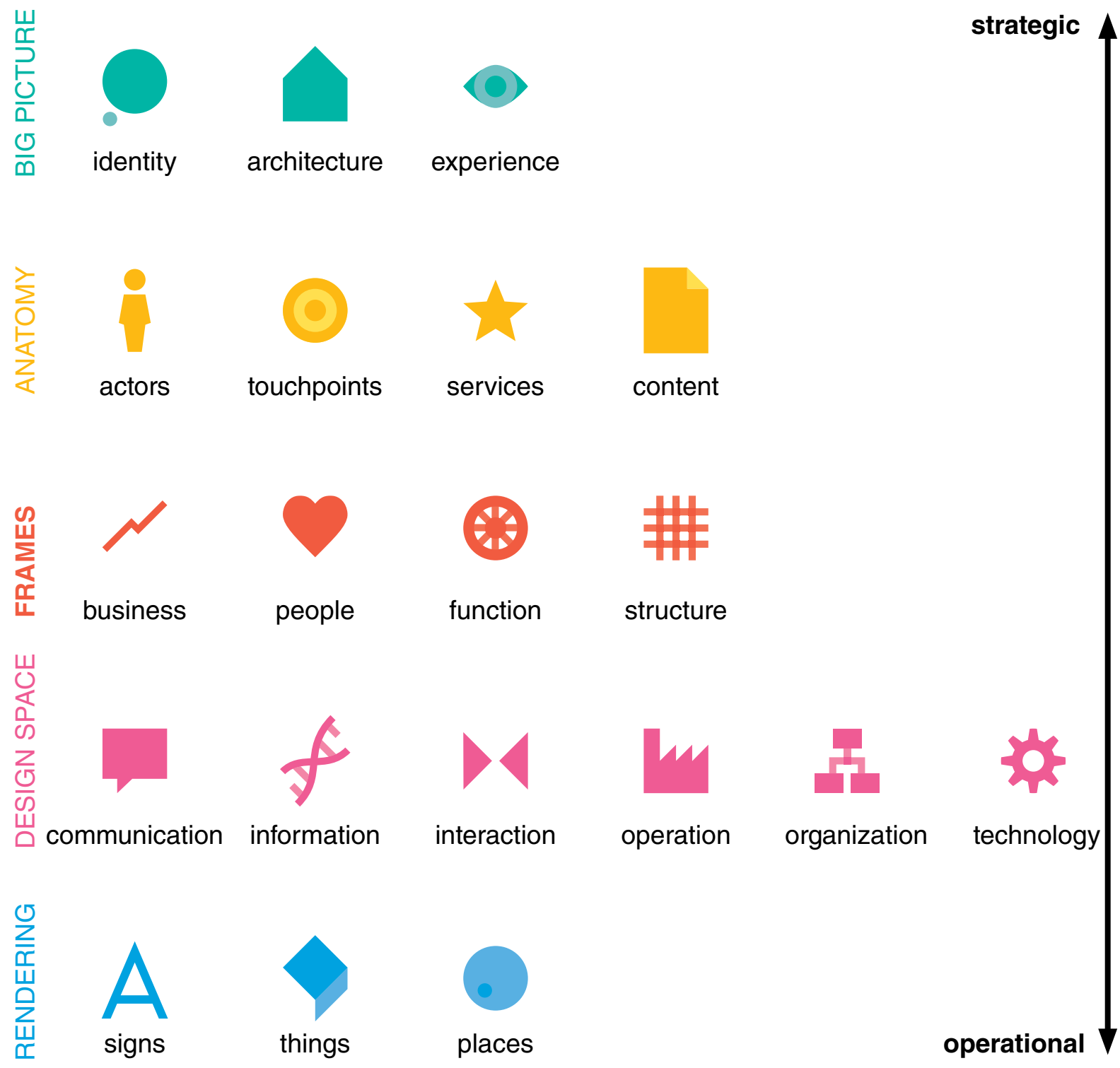
modelling bias

Service Designer

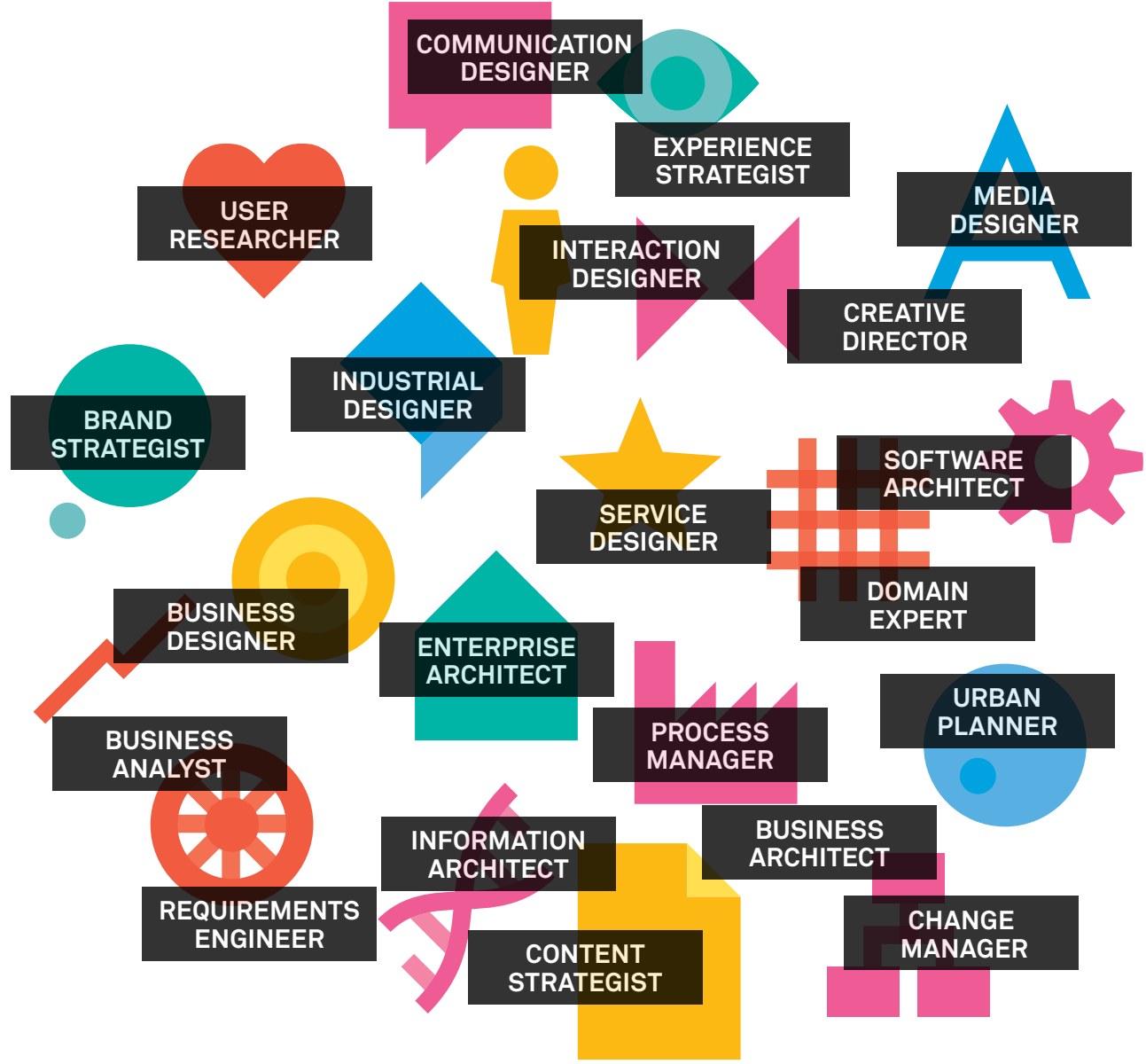
Business Analyst



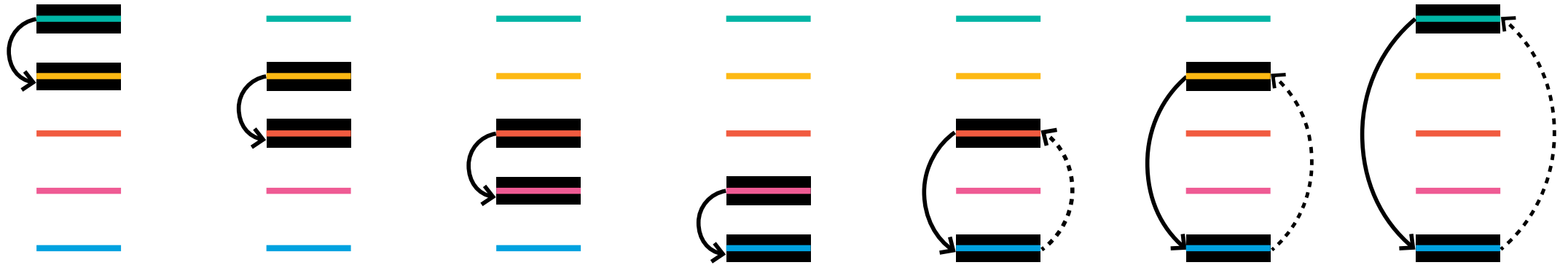
enterprise design framework



enterprise design teams



enterprise design approach



1

Prepare

2

Discover

3

Define

4

Ideate

5

Validate

6

Implement

7

Deliver

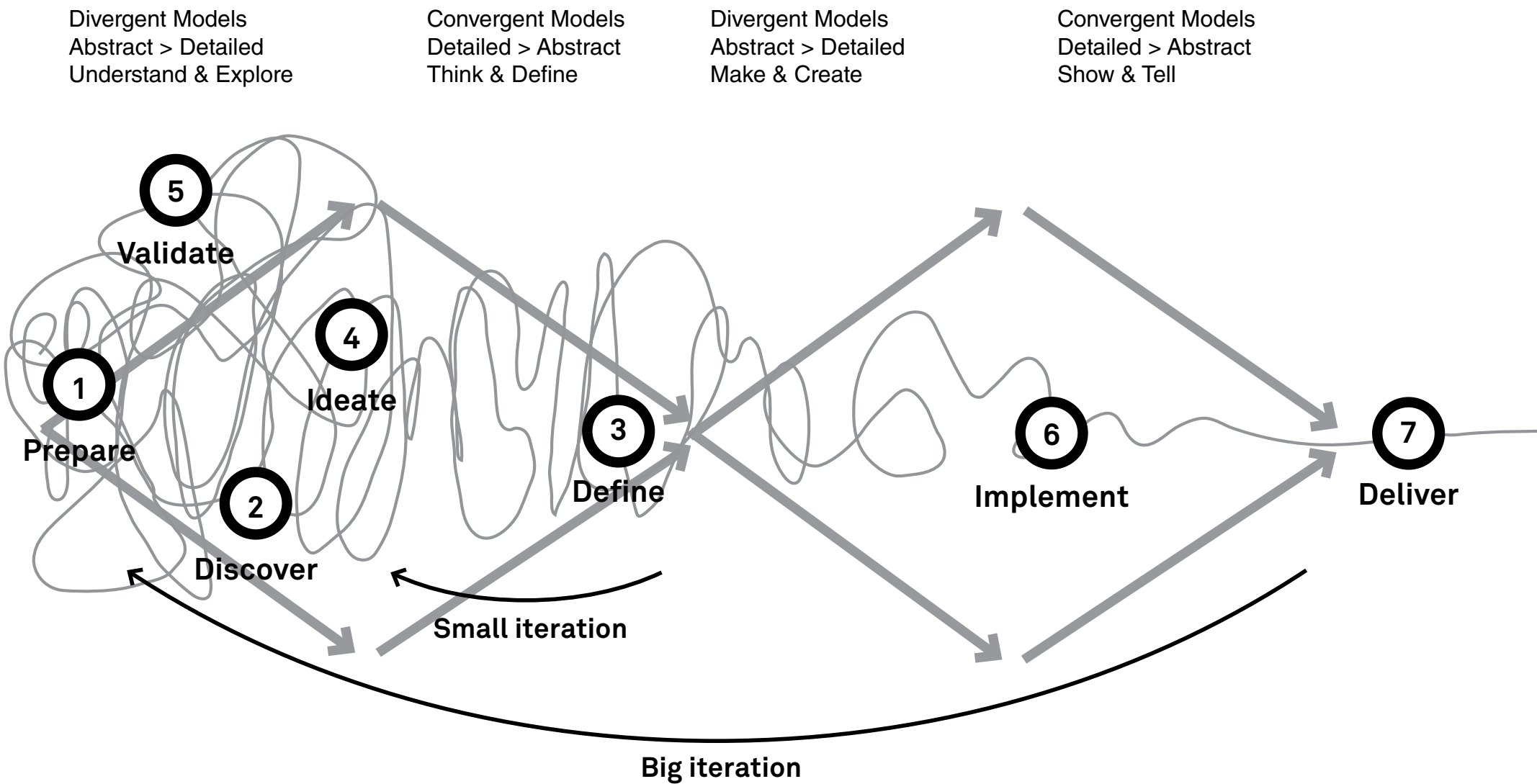
Small iteration

Big iteration

“There is not one kind of relevant model. The kinds of relevant models are virtually infinite and not likely predictable until needed and created.”

– John A. Zachman

an more accurate design approach

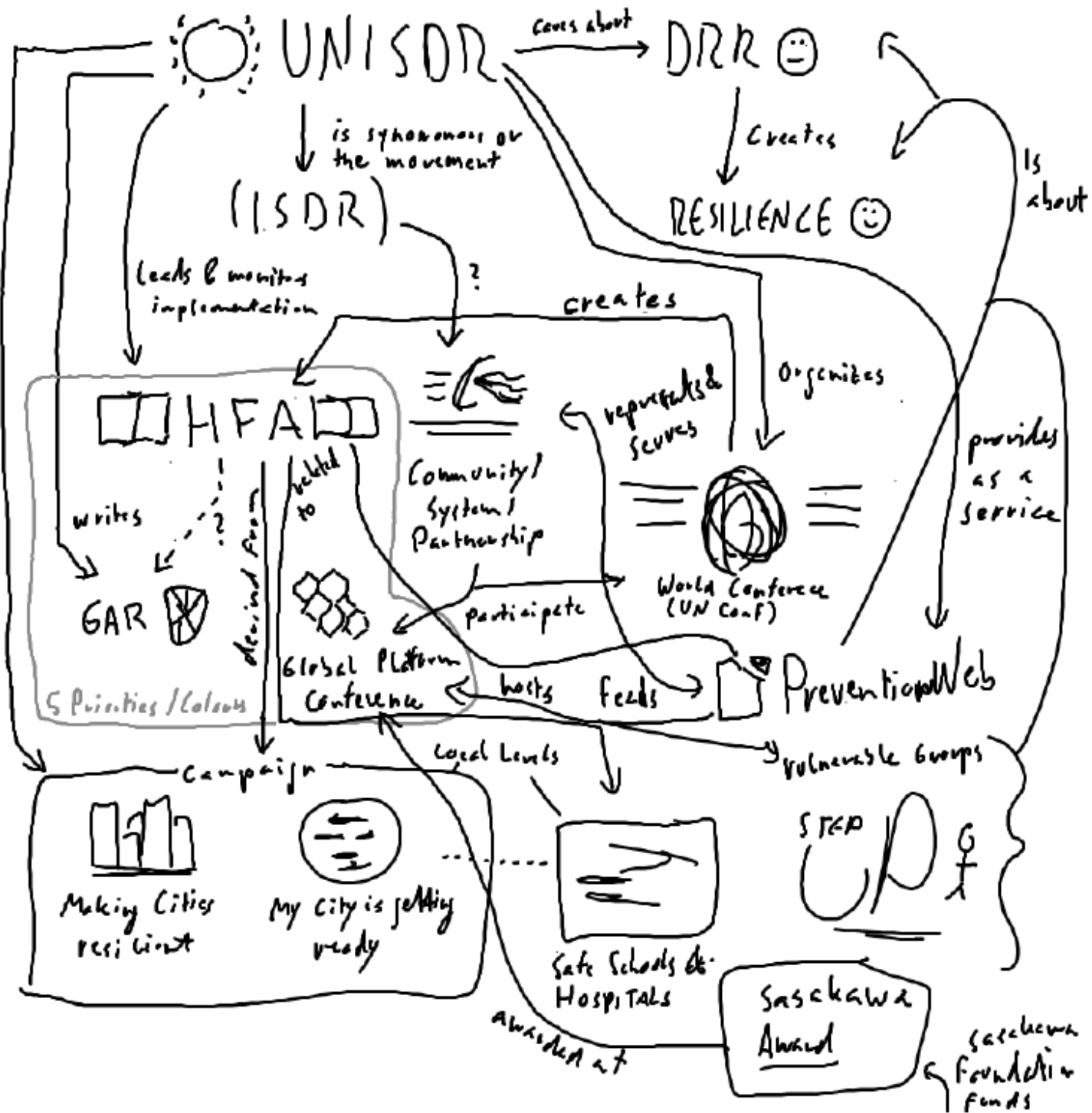


Based on The Squiggle by David Newman from Central and the Double Diamond Model by the UK Design Council.

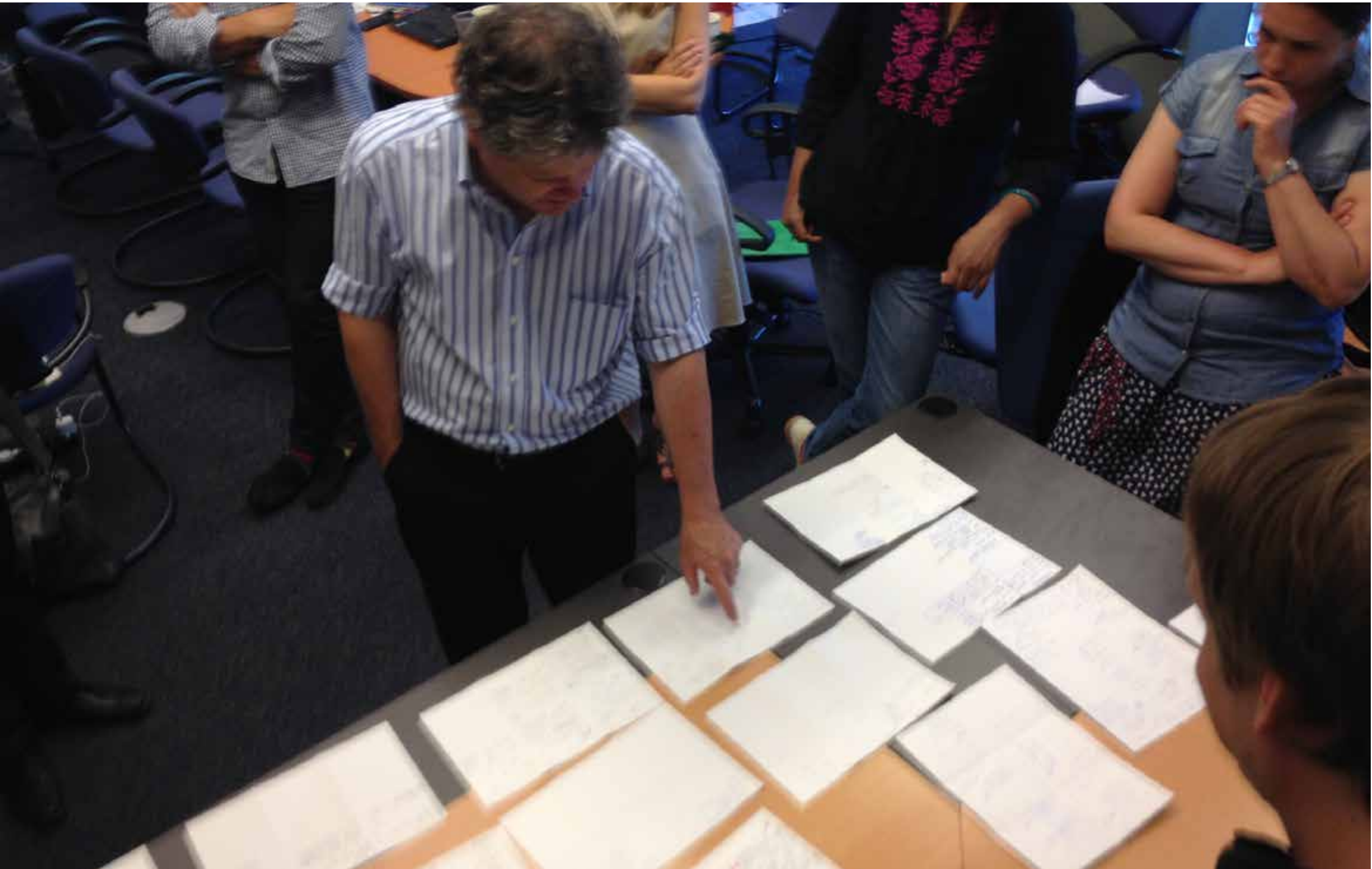
enterprise design tools



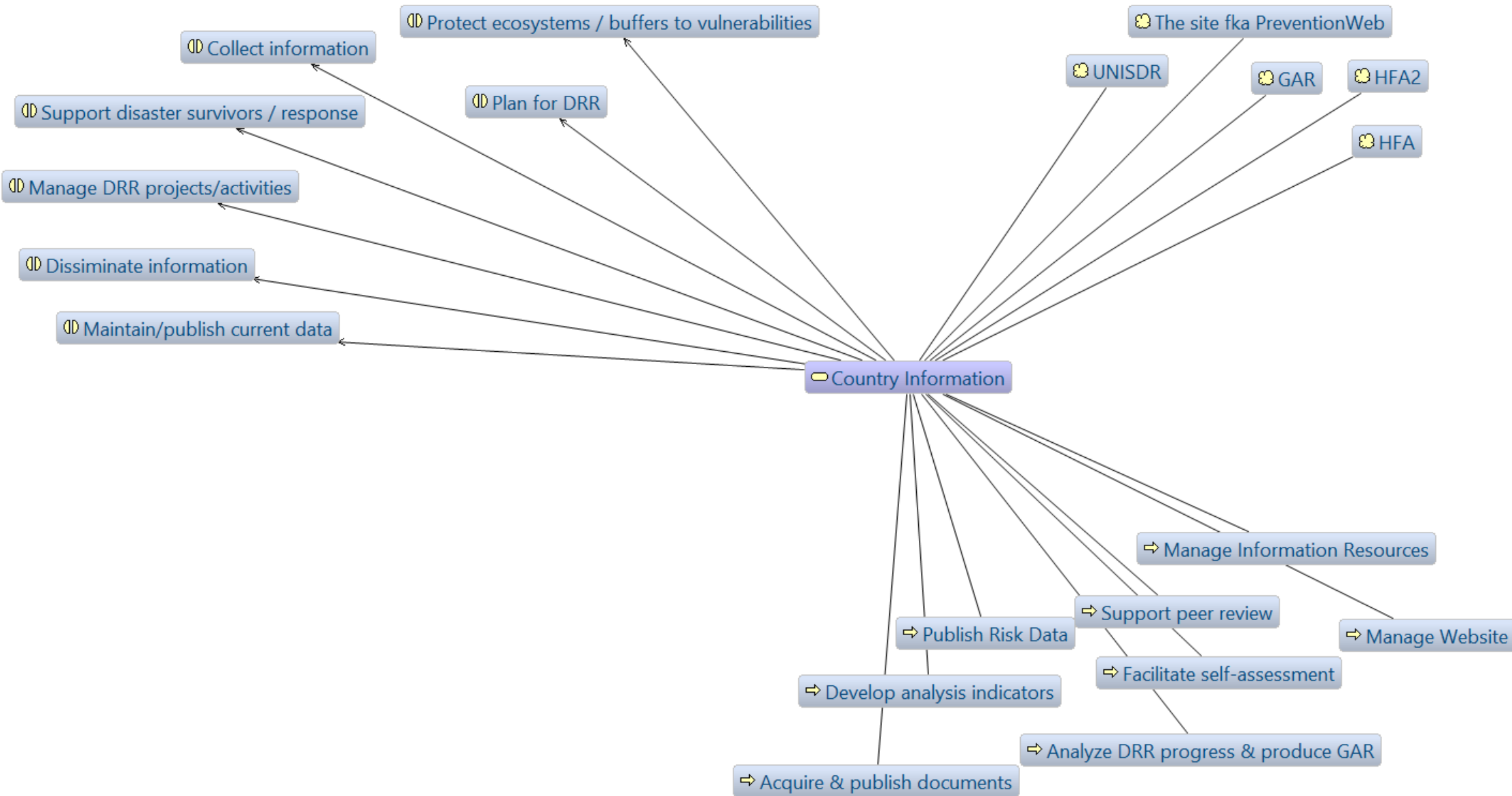
identity



co-creation



service identification



service design

How to do DRR

- Orientation
- Briefing packages
- DRR Glossary
- Guidance, Tutorials
- Trainings & Workshops
- Education Support
- Campaigns & Programmes

Understanding disaster risk

- Risk data
- DRR Business Case
- Predictive Models
- Disaster / disaster loss data
- GAR

Knowledge Base

- Topic Information
- City Information
- Regional Information
- Country Information
- Local Language & Translation
- Hazard Information
- Publish Community Documents
- Policy & Legislation

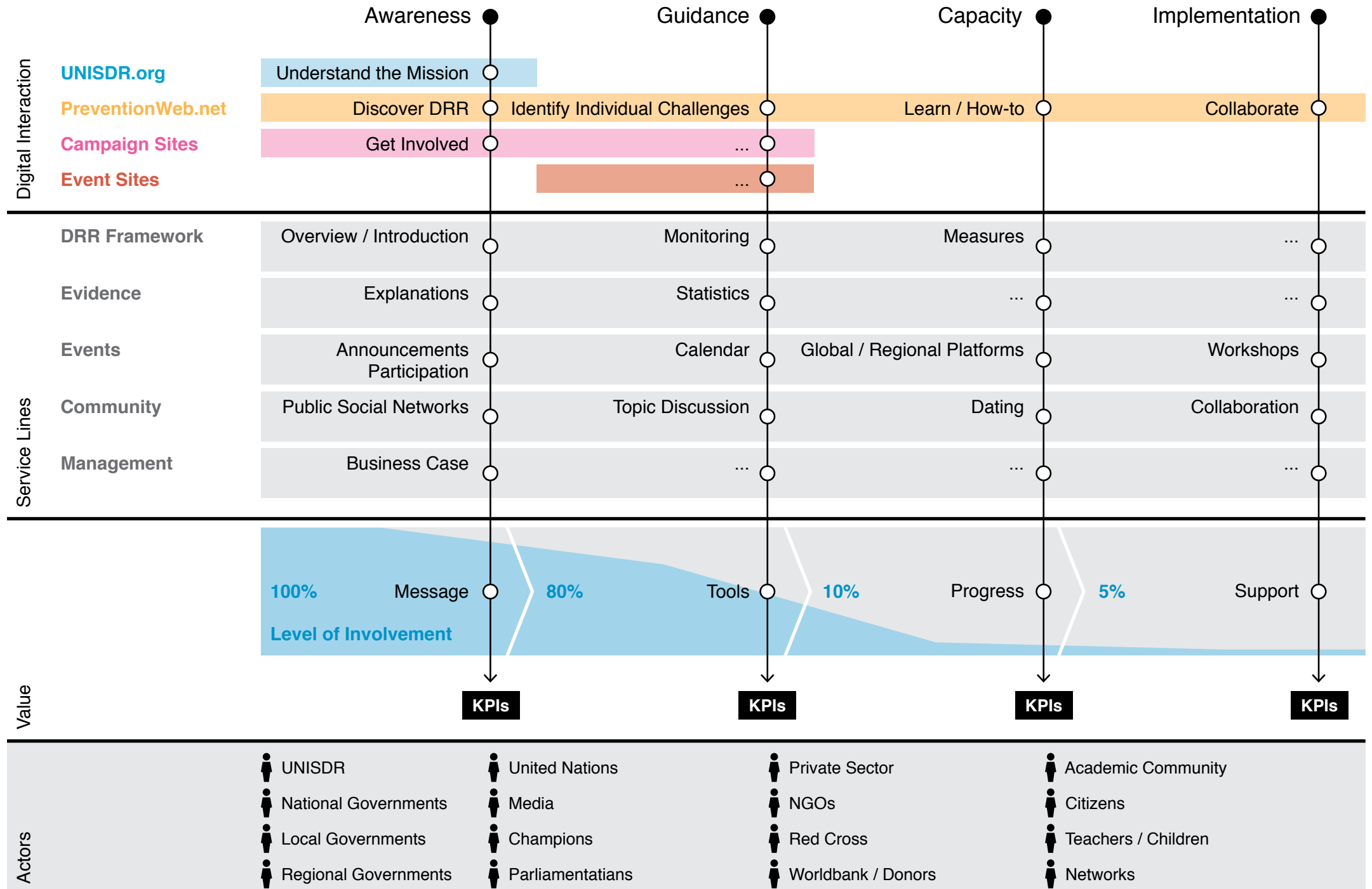
Community

- Matching & Connecting People
- Expert / Org / Network finder / Profiles
- News & Blogs, Social Media
- Event Guide
- DRR Workspaces
- Ask an expert
- Job Opportunities
- DRR Helpdesk

DRR frameworks

- Events: GP, RP, WCDRR
- HFA2 Info
- HFA
- UN Action Plan
- Self Assessment
- Donate
- Contact UNISDR

enterprise



BBC News Sport Weather Travel Future TV Radio More...

FUTURE

Home Sections Columns **Inside Great Ideas: Future Thinking**

60 Second Idea

A global thinker from the world of philosophy, science or the arts is given a minute to get toward a radical, inspiring or controversial idea – no matter how speculative – that they believe will change the world.

Best of the Web

The week's must-reads from around the web. Feed your mind with the pick of the most recent science and technology stories, selected by The Browser.

Top Future Stories

Editor's Picks | Most Recent

- The race to stop a global killer
- Is language unique to humans?
- The laser archaeologists
- Folding cars offer city solution
- Is Twitter the end of small talk?

Code Red

Where science, security and secrets collide. Defence writer Sharon Weinberger goes behind the closed doors of the labs and projects working on the future of national security.

Future Thinking

Ideas that can change lives. Renowned inventors, scientists and futurologists describe the big idea that they want to solve and how it can transform the world.

Top Topics

Technology	Science & Environment
Internet 55	Space 40
Engineering 26	Sustainability 38
Computer 43	Earth 34
Transport 61	Biotech 29
Health 30	
Neuroscience 28	

The Challenge

475 followers | 21 followers

How might we inspire and enable communities to take more initiative in making their local environments better?

INSPIRATION 271 inspirations | CONCEPTING 102 concepts | APPLAUSE 102 appreciations | REFINEMENT 21 final concepts | EVALUATION Starts in 8 days

8 days before Refinement finishes

Check out the concepts so far!

Challenge Brief

Singapore started out as a small fishing village but, rather quickly, turned into a sprawling metropolis. Like many other countries, it has reached a highly developed state. Public agencies such as Singapore's National Environment Agency would like to envision how to rejuvenate our local environments to inspire and enable communities to make our living environments better – and are eager to collaborate with the global community to explore solutions which resonate in Singapore and across the world.

Learn more

- Guiding Principles →
- Interview Toolkit →
- Tips for Concepting →
- Brainstorm in a Box →

Downloads

File 11: ...



ABOUT US CONTACT US FEEDBACK HELP

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DAVID

ENTERING BEHAVIOUR

SKEPTICAL
CRITICAL

NOT interested
no time (too busy)

Narrow minded

High self esteem (pro)

Serious (no smile/warm)
not accessible

Current HR process (appear)
Problem/results over people

Silos (not recognise/not aware)

Self confidence of right skills
control

ACTIVITIES

- Noisy
- CHECK EMAIL
- Attend meetings (many)
- Calls/Conference
- travel
- Quick greeting (team)
- Sit at desk (→ opportunity for catch up)
- Eat @ desk
- control (neg) team (micromanager)

TOUCH POINTS

CONTENT

- email by Top 4 to attend
- "in touch"
- Catch up at smokes break
- lunch / break/last
- ?

BEFORE

DURING

AFTER

REALITY - w/ waiting (phone calls)

- PC in (quids) alone to check
- CHALLENGE (point out weakness)

Expectation take time

- stay & listen to key message
- understand & realize
- Bring his team

Within/PPA linked

- * Grab him!
- Face to face @ exhibit / key points
- Brochure
- testimonial (evidence story)
- from ~~between~~ Remers / NMD
- Link to/ productivity of people

- GREET, APPRECIATE
- Say "hello", thank you
- Talk to his people (try to know them)
- Invite team for teambuilding
- Eat with his team
- TRUSTS PEOPLE
- Send team for training
- More people oriented
- Realized (break) silos

- Talk at his desk
- Penholder "Smile Charter"
- follow up meeting
- Top 4 follow-up
- ERH, MBO's team etc.
- Part of their daily work

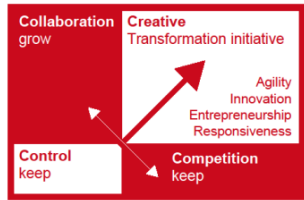
EXITING BEHAVIOUR

Understand NMD Reason
AWARENESS about NMD
Questioning oneself
"Convinced?" NMD is no waste of time money

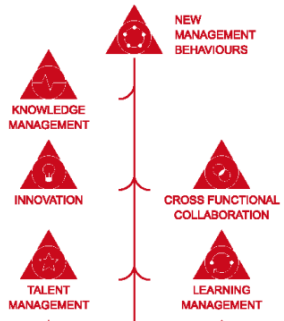
Understanding HUMAN TOUCH importance
Wants to become a better leader

Bring his team together
(More) accessible
Consider to cascade - w/ the talk
Try to find business context for NMD
NMD is not a threat for him
Recognises he was in a silo

ROADMAP '14



Cultural Transformation



NMD Action

FAST FWD

Visit our roadshow
Thursday May 22nd from 9am to 6pm in HO, Atrium

TOYOTA

Visit http://thoyota.toyota-europe.com/visualmanagement/rdshowNMD_Action?event=hoall

- Leadership
- Decision Making is Improving
- Working Better across divisions
- Talent Management
- Communication workgroup
- Working with a smile
- Learning Management
- Knowledge management
- Innovation
- Management Direction

NMD Action

NMD Action seeks to provide a facilitation platform for new ideas that TME members conceive for improving our business methodology. The long term goal is to realise a change in the corporate culture that sees us pulling together as one team.

Communication activities

By selecting one of these buttons, you can navigate to the page dedicated to the work group of that subject. Each button will become active only when the content has been developed and loaded, so please be patient during the early days of system launch.

Roadshow

May 22

Brussels Headquarter
Main Building
Ground Floor



Enterprise Design Modelling Language - EDM2 1.0

Grammar

- Noun/Object
- Verb/Activity
- Event/
- Number/Goal
- Flow
- Relationship
- Composition
- Parent/child

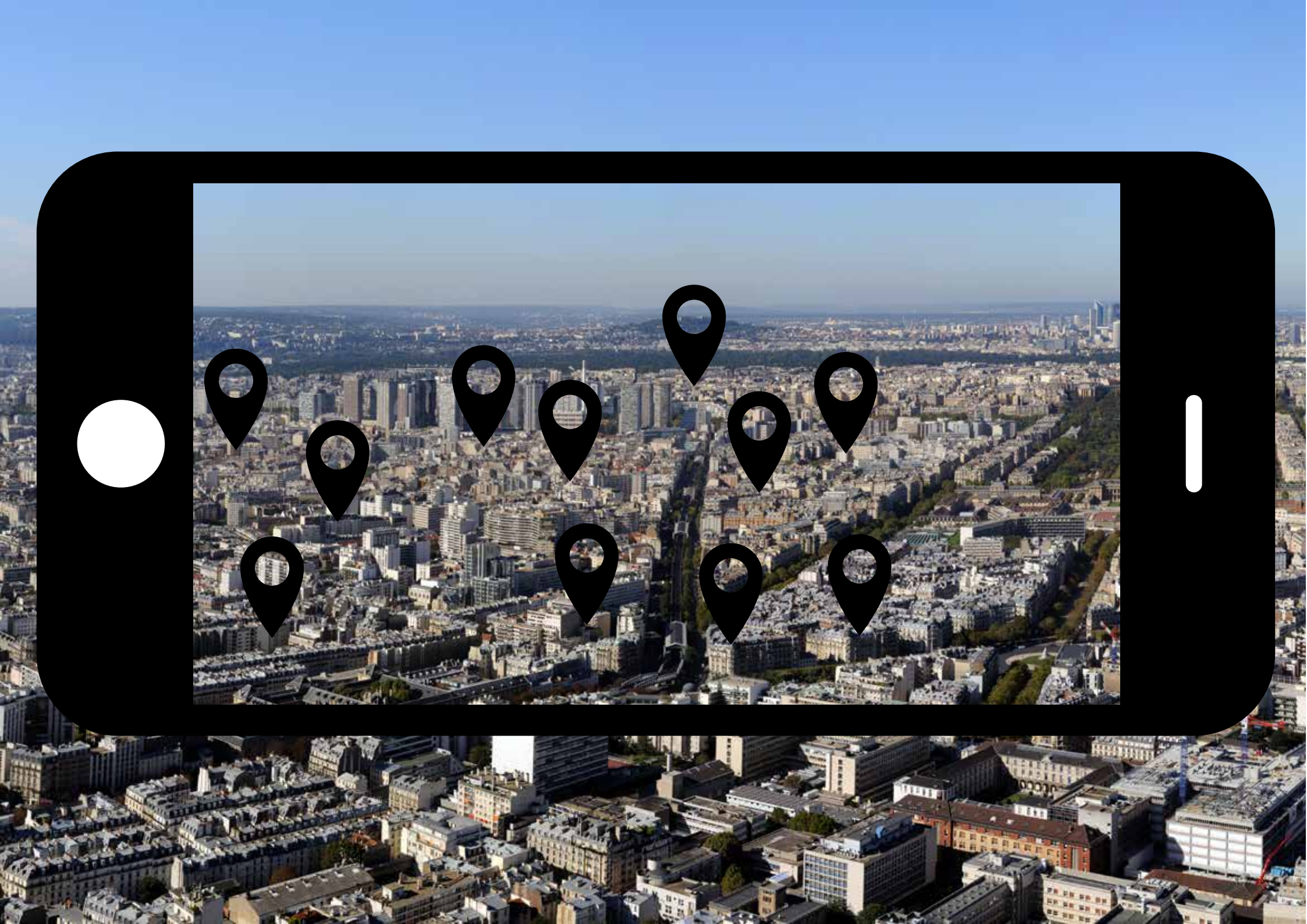
Interpretation

<u>Brand Landscape</u>	<u>Id</u> <input type="checkbox"/> Brand <input type="checkbox"/> Behaviour <input type="checkbox"/> Image	<u>Ar</u> <input type="checkbox"/> Part <input type="checkbox"/> Capability <input type="checkbox"/> Performance/Value	<u>Ex</u> <input type="checkbox"/> Motivation <input type="checkbox"/> Scenario <input type="checkbox"/> Experience
<u>Stakeholder Map</u>	<u>Ac</u> <input type="checkbox"/> Actor <input type="checkbox"/> Task <input type="checkbox"/> Goal	<u>Sr</u> <input type="checkbox"/> Resource <input type="checkbox"/> Service <input type="checkbox"/> Quality	<u>Ip</u> <input type="checkbox"/> Channel <input type="checkbox"/> Journey <input type="checkbox"/> Touchpoint
<u>Business Model KA</u>	<u>Bz</u> <input type="checkbox"/> Product/Resource <input type="checkbox"/> Value Stream <input type="checkbox"/> Objective/KA	<u>Pp</u> <input type="checkbox"/> Persona/Group <input type="checkbox"/> Activity <input type="checkbox"/> Goal/Motivation	<u>Fc</u> <input type="checkbox"/> Behaviour <input type="checkbox"/> Goal/Purpose <input type="checkbox"/> Event
<u>Customer Model</u>	<u>H</u> <input type="checkbox"/> Situation <input type="checkbox"/> Message <input type="checkbox"/> Medium	<u>F</u> <input type="checkbox"/> Topic/Element <input type="checkbox"/> Need/Task <input type="checkbox"/> Context	<u>X</u> <input type="checkbox"/> Trigger/State/Decision <input type="checkbox"/> Interaction/step <input type="checkbox"/> View/Interface
<u>Sg</u>	<input type="checkbox"/> Sign <input type="checkbox"/> Interpretation	<u>Th</u> <input type="checkbox"/> Thing <input type="checkbox"/> Use/usage	<u>Pl</u> <input type="checkbox"/> Place <input type="checkbox"/> Path
			<u>Ct</u> <input type="checkbox"/> Item/Type/Node <input type="checkbox"/> Workflow <input type="checkbox"/> Value
			<u>St</u> <input type="checkbox"/> Object <input type="checkbox"/> Purpose <input type="checkbox"/> Action
			<u>Op</u> <input type="checkbox"/> Process <input type="checkbox"/> Event <input type="checkbox"/> Resource
			<u>Or</u> <input type="checkbox"/> Unit/Team <input type="checkbox"/> Responsibility/Job <input type="checkbox"/> Collaboration
			<u>Tc</u> <input type="checkbox"/> Component <input type="checkbox"/> Event <input type="checkbox"/> Function/Feature/Application

IT

digital

post-digital





Nationwide Head of Digital Daryl Wilkinson
IRM UK EAC 2014, Photo by @gotze

If I don't mandate standards for the customer experience in the digital world then we'll screw it up...

We have to get from customers at the start of the process what they want from financial services, what they want from digital products, and never stray too far from what we think that success looks like. And the customer's expectations are being driven not by experiences in this industry, but in other sectors.

We go through an R&D process and iteratively build that step further using prototypes. We start with a wireframe, take it through a process and we eventually get a tablet or phone in front of them, and we use that with a group of customers over several days – which is usual practice.

Absolutely digitisation is at the heart of what we do, but I think unlike others we recognise digitisation isn't changing society – society is using digitisation to change itself, and it's all customer led.

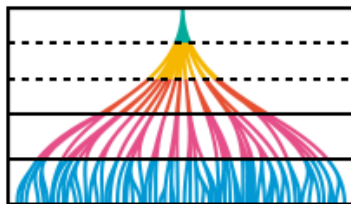
Approach



Management



Platform

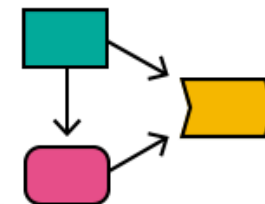


Aspects



5 Layers
20 Aspects

Model



join the discussion!

The screenshot shows the LinkedIn interface for the 'Enterprise Design' group. At the top, the LinkedIn logo is on the left, and a search bar with the text 'Search groups...' is in the center. To the right of the search bar are notification icons for messages (61), alerts (2), and a profile picture. Below the search bar is a navigation menu with 'Home', 'Profile', 'Network', 'Jobs', and 'Interests'. On the right side of the navigation bar are 'Business Services' and 'Upgrade' links.

The main content area is for the 'Enterprise Design' group, which has 72 members. The group's cover image features a diagram with various icons and labels: 'BIG PICTURE', 'IDENTITY', 'ACTORS', 'TOUCHPOINTS', 'SERVICES', 'CON...', and 'STRU...'. Below the cover image is a text input field with the placeholder 'Start a discussion or share something with the group...'. To the left of this field is a profile picture of a woman and the text 'Your Activity'. Below the input field are two tabs: 'Popular' and 'Recent'.

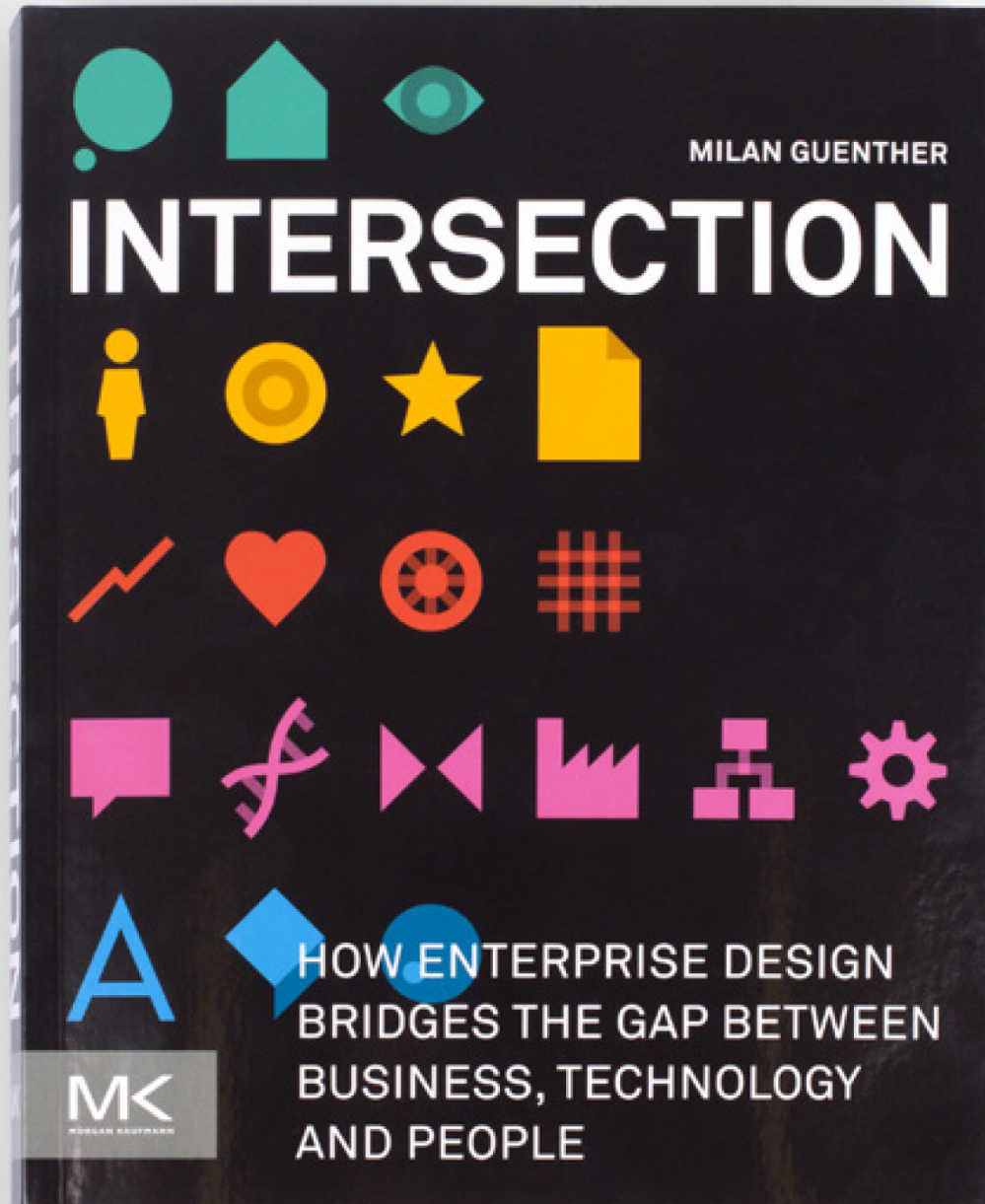
On the right side of the group page, there is a section titled 'Members of this Group' showing four profile pictures. Below the pictures is the name 'John Getze', his title 'Editor-in-Chief, Senior Advisor at QualiWare', and a link to 'Unfollow John'. A link to 'See all members' is also present. Below this is a section titled 'Your group contribution level' with the text 'Start by commenting in a discussion. Group participants get 4x the number of profile views.' and a progress bar showing 'Getting Started'.

<https://www.linkedin.com/groups/Enterprise-Design-3945431>

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associates. consultancy

milan guenther
partner

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