

The Unicist Standard

THE UNICIST
RESEARCH INSTITUTE

Unicist Lectures

Dealing with the nature of reality

Discovering New Frontiers



The Unicist Research Institute
The major research organization in the world in its specialty

Discovering New Frontiers: The Unicist Standard

Unicist Lectures are unique experiences. Using the unicist approach participants will be able to see business factors they never imagined and to develop simple solutions that were not possible before.

These lectures are strongly recommended as part of any event that fosters action. They are complementary to motivational activities that might be included in the event.

They are developed by members of The Unicist Research Institute and help their audiences to envision the nature of reality to develop simple logical solutions.

If you are not aware of the unicist approach you can access it here:

What is the Unicist Standard about?

Access video: www.unicist.org/iaa.shtml

Unicist Lectures help participants to see the fundamentals of a specific reality in order to be able to exert more influence on it. They are live lectures but there is a possibility to develop them as live virtual lectures.

Live lectures last between 1 to 2 hours and are very participative.

Live virtual lectures last between 1 to 2 hours, and are extremely interactive experiences that foster the participants' possibilities to extend their boundaries. They are structured by modules that include 6 minutes of lecturing and 2 minutes of questions or discussions.



Unicist Lectures

Dealing with the nature of reality

Peter Belohlavek - English, German, Portuguese and Spanish



Global Trends and Local 20-year Scenarios: The development of the Unicist Theory of Evolution allowed dealing with the fundamentals of the evolution of social organizations. The Unicist Research Institute, led by Peter Belohlavek, is monitoring the global evolution and the long term scenarios of 51 countries in the World. You will be learning about the drivers of countries' scenarios that define the natural future environment that has to be accepted as a limit or gravitational force for your business. Unveiling the nature of countries will give you access to the global world and the long term scenario of your country will provide a framework for local and global businesses.

Unicist Strategy: This is a life changing experience. This lecture on Unicist Strategy provides an introduction to the nature of strategy building and its taxonomy. The discovery of the ontogenetic intelligence of nature and the unicist theory of evolution opened the possibilities to deal with fundamentals to emulate the nature of real businesses. This allowed the building of conscious strategies and the definition of maximal and minimum strategies according to the nature of the institution, the business or the individual. Unicist strategy building defines a new world of possibilities. The result in business is growth and profit.

Unicist Object Driven Organization: The Unicist Object Driven Organization is the major breakthrough in management, being at the same time a "back to basics". UODO is the organization based on the emulation of nature. This emulation of nature allows simplifying processes according to the objectives to be achieved and the resources you can count on. This technology was born in the 80's but, even though it was applied in many companies, it was then ahead of its time. It was needed that IT provided the tools that are available now to be able to maximize the value added by UODO. It is the model that allows an organization to maximize its market and shareholder orientation. It is also the key to grow as an institution. This lecture is an introduction towards this path.

Discovery of the Ontogenetic Intelligence of Nature: The discovery of the ontogenetic intelligence of nature is a breakthrough. It explains the structure of the evolution of nature. It will introduce you to the most conflictive aspect of human knowledge: the nature of evolution. Understanding evolution and its laws makes the future predictable, having certainty of error and a high probability of nearness. The consequences of this approach appear paradoxical. On the one hand, it provides the elimination of uncertainty, but at the same time it is an illusion-killer. This lecture will unveil evolution and give you a solution if you want to influence the environment.

Peter Belohlavek was born in Zilina, Slovakia, in 1944. He is the author of *The Unicist Ontology of Evolution* and models applied to Future Research and Strategy in the Social, Institutional and Individual fields.

He is the creator and developer of The Unicist Theory, which is based upon his discovery of the ontogenetic intelligence of nature. Both his discovery and models are the base of natural laws to explain evolution.

His basic background is in Economic Sciences. He developed research and studies in the fields of Management, Anthropology, Economy, Education, Epistemology, Psychology, Sociology and Life Sciences.

He dedicated his life to the research of evolution in the fields of Human Behavior, Economy, Social Behavior and Management.

Main Breakthroughs: The Ontogenetic Intelligence of Nature, The Unicist Ontology of Evolution, The Unicist Logic, Unicist Methodology for the Research of Complex Systems.

The Unicist theory is the basis of modern future research and strategy. His work includes universal matters such as the Theory of Evolution, the Structure of concepts, The Laws of Evolution, and the Structure of Thoughts. Until September 2010 the author has developed more than 3,500 researches, and published more than 200 books and e-books in English, French, German, Portuguese and Spanish.

LEARN MORE: www.unicist.org/pb.shtml



Diana Belohlavek - English, Portuguese and Spanish



Ethical Intelligence in Business

The discovery that Ethics is a type of intelligence made at The Unicist Research Institute opened new possibilities to influence organizational and individuals' growth based on actions. Ethics is implicit in everyday actions, including language. Therefore, it can be defined, measured and fostered. The rational knowledge of ethical intelligence has an enormous benefit for individuals in organizations in order to ensure consistency for growth and profitability. The apparent paradox is that Ethical Intelligence is the deepest intelligence of the human mind, but at the same time it is the intelligence that evolves with the maturity of individuals and can be influenced.

Unicist Business Mythology

This lecture is a mind-opener to deal with the culture of a business in order to influence it and make it more effective in the environment. Myths are solutions that are installed in peoples' minds. This lecture will introduce you into the structure of myths that are installed in institutions whether they are functional myths or fallacious myths. You will discover that fallacious myths are necessary to deal with the weaknesses of the organizations. This lecture will open your mind to help organizations understand their nature, integrating their mission, vision, procedures and rules by understanding and influencing their business myths.

Unicist Object Driven Leadership

We invite you to enter into the world of institutionalized leadership. Discovering the nature of leadership will allow you to understand the diverse functionalities of the different leadership styles according to divergent situations. This lecture will help you reach a new perspective in leadership that will allow you to empower your own leadership and profit from others' leadership styles. The unicist approach is based on integrating the leaders' personal actions with the objects based on the institutionalization of their role. Unicist Object Driven Leadership is a "back to basics" in leadership.

Unicist Female and Male Archetypes in Business

This lecture empowers the strategic approach to businesses. It presents the aspects of the research on female and male archetypes that belong to the application field of business. Unicist human archetypes define the ontological patterns that sustain human behavior. They allow defining the basic functionality of female and male roles in business and their complementation. This lecture gives an end to sexist discrimination providing the necessary information to integrate both the feminine and the masculine archetypical behaviors.

Although Unicist archetypes are compatible with the concept of Plato, the psychoid archetypes of Carl Jung and the Taoist conception, they are based on the ancestral structure of human's ontogenetic intelligence. This research was based on the discovery of the ontogenetic intelligence of nature. It began in 1989 and since 2006 it included Argentina, Australia, Brazil, Canada, Chile, China, England, France, Germany, India, Japan, Mexico, Spain, Sweden, USA and Venezuela.

Unicist Thinking for Strategy Building

The lecture on unicist thinking provides an introduction to the process to apprehend, comprehend and influence complex realities. Its double dialectical structure enables the individual to apprehend the dynamics of a reality. Unicist thinking emulates the structure of the ontogenetic intelligence of nature in order to be able to deal with it. That is why using unicist thinking individuals can approach evolution and develop strategies. This is a conscious approach to reality far beyond automatic intuitive approaches. Unicist thinking is necessary to develop strategies.



Diana Belohlavek is currently the VP of Global Markets & Markets Labs at The Unicist Research Institute. Her postgraduate studies were in research methodologies at The Unicist Corporate University. One of the personal interests that has influenced her professional career the most has been the study of myths from an anthropological point of view.

Main books published:

The Nature of Intelligence
Introduction to Ethical Intelligence in Business
Reading the Nature of Reality
Unicist Talent Development
Unicist Ontology of Competitiveness
Unicist Knowledge Management in the Mining Industry
Unicist Knowledge Management in Health Care
The Unicist Ontology of Human Capital Building
Unicist X-treme Design (Unicist Back2Back Methodology)
Unicist Ontogenetic Algorithms
Knowledge: the competitive advantage

She was a swimmer and a triathlete. Her research work has allowed her to integrate her competitive experience in sports with her personal development and institutional management.

Diana Belohlavek is a member of the Executive Committee of The Unicist Research Institute and the Unicist Confederation. She is also member of the Unicist Confederation's Partners Admission Committee.

She is a lecturer in the field of unicist technologies and unicist thinking. She is a member of the Organizing Committee of the Unicist International Conferences.

She has been the project leader of several research projects. She is currently leading research projects in the field of knowledge acquisition and its implicit fallacies and myths.

Healthcare

Peter Belohlavek - German, English, Portuguese and Spanish



Unicist Object Driven Healthcare Organization

This lecture provides access to an innovative healthcare management approach. The use of objects that work as automatic pilots within processes changed the speed and security in processes. The use of object is ancient in healthcare. Remedies or drugs are objects to deliver a secure result within a complex environment which is the patient's health. The expansion of the concept "object" from therapeutics to healthcare management is a natural step that can be done because of the IT solutions that are now available.

This lecture will open the perspective from a medical approach to a perspective that goes beyond medicine.

Unicist Institutional Therapeutics

This lecture will change your vision of change management. Institutional therapeutics requires the integration of the four main perspective of cure: Surgery, Contraria contrariis curantur, Simillimum and Energetic. This four principles need to be applied to manage small changes (surgery), medium changes (contraria contrariis curantur), big changes (simillimum) and to catalyze evolution (energetic). The integration of these therapeutic principles is what allows fulfilling the goal of Change Management: "Change without Changing". In this lecture you will discover the functionality of change and how to minimize it in order to maximize results. It will be an unforgettable experience.

Unicist Patient Centered Management

This lecture provides the essential knowledge of the ethics implicit in the Patient Centered Management (PCM). The integration of roots and processes allow participants to integrate medical practice, research and management in their oneness. PCM is an object driven meta-model that works as a catalyst of the institution's processes to establish the rules for an optimum use of the organization's resources so as to satisfy patients' needs. PCM is a meta-model to provide result assurance, client orientation and secure added

ABOUT THE LECTURER: www.unicist.org/pb.shtml

Diego Glanczspigel - English, Spanish



Object Driven Quality Assurance

Envisioning quality assurance requires a mind opening attitude. It requires thinking about reality and its context to define the necessary objects to achieve the objectives. To have a reliable knowledge, in order to produce results, it is necessary to have installed redundancies in processes. Designing objects implies increasing the amplitude of the unified field one is working on. This requires a higher level of knowledge on the actual reality. It is necessary to have assured quality in order to grow. But the sound knowledge of the context is necessary in order to assure quality. Therefore this lecture works as a mind-opener.

Diego Glanczspigel graduated in Marketing in the Universidad Argentina de la Empresa (1995) and is Master in Business Administration (with orientation towards healthcare management) in The Unicist Corporate University (ex Adam Smith Open University) 1998 (graduated with honors).

He is General Manager and Director for Latin America of PAREXEL International since 2001.

He works in the field of research and clinical trials, including the implementation of clinical trials in Latin America. He is responsible for the Latin American business including the market development, and management of the local sites and their human resources.

His activity is focused on managing and aligning the available resources with the business needs; ensuring the management of the human resources of the region within the policies and procedures of the company, including career planning, salary management and training. He is responsible for leading the management team of each country and the region.

Contact Information: n.i.brown@unicist.org



Other available lectures

Unicist Lectures on:

1. Institutionalization, the key to growth
2. Unicist Reflection, the path towards strategy
3. The Nature of Entrepreneurship
4. The Nature of Outsourcing
5. Object driven Organization
6. Ontological Reverse Engineering
7. Object Driven Marketing
8. Perception and Credibility Building
9. Marketing Mix
10. Change Management
11. Continuous Improvement
12. Institutional Immune System Building
13. Object driven Talent Development
14. Unicist Country Future Research
15. Sustainable Globalization
16. The Nature of Developed and Underdeveloped Countries
17. Crisis and Conflict Management
18. Negotiation Strategy
19. Diplomacy
20. The Consumer's Mind - Unicist Ontological Segmentation
21. The Factor Zero in Business
22. Family Business Strategy
23. Innovation Management
24. Client Centered Management
25. Network Building
26. Decision Making
27. Complex Problem Solving
28. Time Management
29. Competition & Cooperation
30. Counseling & Coaching
31. Synergy Building
32. Enterprising
33. Merger Catalysts Building
34. Lifecycle Management
35. Quality Assurance
36. Knowledge Management
37. Growth Building
38. Diagnosing with Unicist Expert Systems



The Unicist Research Institute

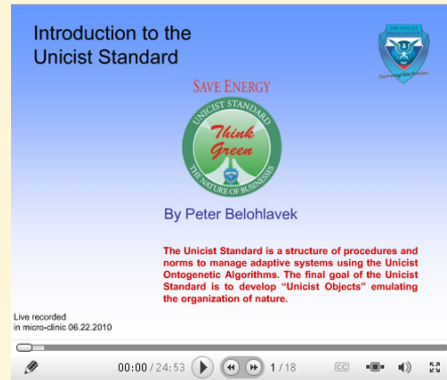
The major research organization in the world in its speciality



The Unicist Research Institute (TURI) is a global research center specialized in complexity sciences. Its mission is to research and develop object driven technologies to help individuals and institutions to manage individual, institutional and social evolution problems based on the use of unicist ontogenetic algorithms.

Unicist object driven technologies

Business Diagnostics • Change Management • Client (Patient) Centered Management • Competition and Cooperation in Unicist Strategies • Complex Problem Solving • Counseling and Coaching • Decision Making • Efficacy Management • Ethical Intelligence • Object Driven Business Ethics • Family Business Management • Innovation Management • Negotiation Strategies • Network Building • Object Driven Leadership • Object Driven Marketing • Organizational Object driven Design • Outsourcing • Perception & Credibility Building • Personalized Organization • Quality Assurance • Time Management • Unicist Cybernetics • Object Driven Organization • Unicist Learning • Unicist Market Segmentation • Unicist Marketing Mix • Unicist Ontology of Language • Unicist Future Research • Unicist Strategy Building • Unicist Talent Development • Unicist Thinking.



Access video: www.unicist.org/iaa.shtml

Access the Unicist Standard:
www.unicist.org/unicist_standard.shtml

Main unicist archetypes of countries

Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Costa Rica, England, Finland, France, Germany, Holland, India, Israel, Korean Republic, Mexico, New Zealand, Italy, Japan, Norway, Peru, Poland, Russia, Saudi Arabia, Slovakia, Spain, Sweden, Switzerland, Uruguay, USA, Venezuela.

Main ontologically structured markets

•Structure of the automobile market •Structure of the food market •Structure of the mass consumption market •Structure of the Financial market •Structure of the insurance market •Structure of the sports and social institutions market •Structure of the Information Technology (IT) market •Structure of the communications market •Structure of the perishable goods market •Structure of the mass media market •Structure of the direct sales market •Structure of the industrial commodities market •Structure of the agribusiness market •Structure of the health market •Structure of the pharmaceutical market •Structure of the oil market •Structure of the chemical market •Structure of the paints market •Structure of the education market •Structure of the services market •Structure of the commerce and distribution market •Structure of the mining market •Structure of the Timber market •Structure of the apparel market •Structure of the passenger transportation market –land, sea and air •Structure of tourism market •Structure of the cargo transportation market •Structure of the professional services market •Structure of the e- market •Structure of the entertainment and show-business market •Structure of the advertising market •Structure of the gastronomic market •Structure of the hotel-management market •Structure of the credit card market •Structure of the real estate market •Structure of the fishing market •Structure of the editorial market •Structure of the Industrial Equipment market •Structure of the Construction and Engineering market •Structure of the bike, motorbike, scooter and moped market •Structure of the sporting goods market

Unicist Algorithm Banks for Business



www.unicist.net/usse.shtml



www.unicist.net/usds.shtml



www.unicist.net/ussm.shtml



www.unicist.net/uscf.shtml

Contact us: n.i.brown@unicist.org - Websites: www.unicist.org - www.unicist.net