



Unicist Strategic Diagnostics Program

Unicist Diagnoses & Strategy Building

Unicist Object Driven Strategy will catalyze your business

Access the leading technology for diagnosis and strategy building. The Unicist Strategic Diagnostics Program will give you the access to the technologies provided by The Unicist Research Institute (TURI), the major research organization in the world in complexity sciences applied to individual, institutional and social evolution. This Program will help you manage the Unicist Standard in Business Strategy using object driven technologies to diagnose and design strategies and action plans to solve business problems.

Real Clients' Strategies

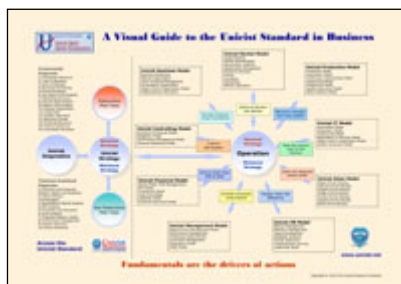
The Unicist Strategy Programs at The Unicist Corporate University are analogous to medical residencies.

Dealing with business strategies, diagnoses, scenarios and action plans in business cannot be solved with case studies.

Case studies are autopsies, that are necessary to learn the "language", but only "live" cases can be the basis for approaching strategies, diagnostics and scenario building.

Unicist technologies manage reality based on its nature. Therefore, only "live patients" and real cases with personal involvement make the learning of unicist object driven technologies possible.

The participants need to "sell" a "real strategy" to a "real client" before they begin the program.
If you need help to develop your client, click here: [Unicist Marketing Manager](#)



 Access a visual guide to the Unicist Standard: [click here](#)

Unicist Standard

The Unicist Standard allows having a Dashboard to monitor businesses. It uses the unicist object driven technologies and is based on the integration of the analytical information with the fundamentals of a business.

Main characteristics

- Real cases solutions
- Access to 12 elective modules on the Unicist Standard in Business Strategy
- Strategic Diagnosis of your client's business
- Personal Strategy Diagnosis
- Weekly live counseling
- Permanent off-line counseling
- Beginning: agreed with the counselor
- Duration: 3 months

Unicist Object Driven Technologies for strategy building allow individuals to diagnose problems and develop the corresponding strategies.



The unicist model provides the logic to approach complex problems and transform them into simple solutions.

Ambiguity, uncertainty and complex problems are the situations in which the use of unicist strategy models becomes necessary.

The program includes 12 modules chosen among the following:

- Unicist Object Driven Strategy
- Unicist Thinking for Strategy Building
- Institutionalization: the key to growth
- Unicist Reflection for Strategy Building
- Unicist Object Driven Entrepreneurship
- Unicist Object Driven Management
- Unicist Object Driven Outsourcing
- Object Driven Organization
- The Nature of Unicist Object Driven Democracy
- Ontological Reverse Engineering for Object Design
- Unicist Object Driven Marketing
- Perception and Credibility Building
- Unicist Object Driven Marketing Mix
- Unicist Object Driven Change Management
- The Nature of Big Change Management
- Immune System Building for Quality Assurance
- Unicist Object Driven Leadership
- Ethical Intelligence in Business
- Unicist Business Talent Development
- The Nature of the Crisis 2008-2010
- Unicist Country Future Research
- The Nature of Sustainable Globalization
- The Nature of Developed & Developing Countries



Unicist Strategic Diagnostics Program

Unicist Diagnoses & Strategy Building

Unicist Ontological Business Diagnostics are based on the conceptual structure that was researched and developed to build the essential groundings that underlay the nature of a business. Diagnoses include the development of prognoses and action plans. They are supported by the Blue Eagle X-pert System which is the most advanced expert system to deal with the ontology of businesses to make diagnoses, build scenarios and strategies and simulate alternatives.

Client's Strategic Diagnosis includes:

Market Fundamentals

- 1.The Structure of the Business
- 2.The Nature of the Product / Service

Segmentation Fundamentals

- 1.Operational Market Segmentation
- 2.Functional Market Segmentation

Image, Brand & Marketing Fundamentals

- 1.Functional Image Management
- 2.Marketing Strategies

Organizational Fundamentals

- 1.Institutional Organization
- 2.Leadership

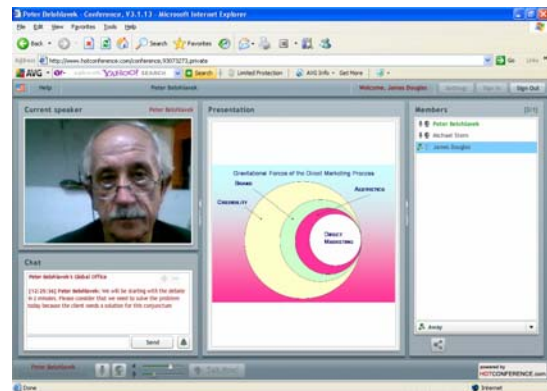
Growth Fundamentals

- 1.Growth Trend of the Market
- 2.Counter-cycle Building
- 3.Institutional Growth Driver
- 4.Operational Institutionalization
- 5.Market Confrontation
- 6.Alliances Building
- 7.Unicist SWOT Analysis

Unicist Scorecard & Key Performance Indicators

- 1.BMI: Business Marketplace Index
- 2.BGI: Business Growth Index
- 3.BCI: Business Credibility Index

Live Counseling



Etymologically speaking strategy comes from strategos, meaning general. Its etymological meaning is "the art of a general." The unicist strategic approach implies the building of a natural complementation with the client and a competitive strategy with competitors.

The Personal Strategy Diagnosis includes:

1. Business orientation
2. Institutionalization
3. Personal efficacy
4. Time management
5. Personal roles
6. Personal strategies
7. Leadership
8. Adapting to the environment
9. Growth attitude
10. Control management
11. Relationship management
12. Negotiation
13. Teamwork
14. Talent development
15. Continuous improvement
16. Strategic intelligence

Cost: USD 9,000.-
+ taxes

For more information, please write to: strategy@unicist.net
or contact your Partner or Associated Consultant.



The Unicist Research Institute

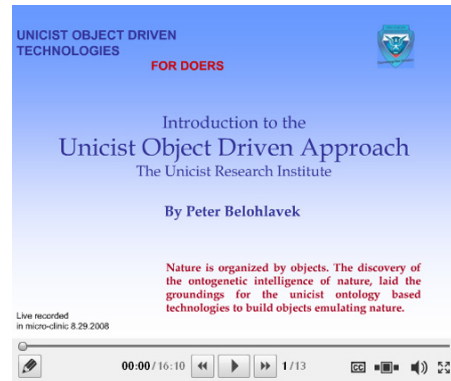
The major research organization in the world in its specialty

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 knowledge of their nature.

Unicist object driven technologies

Nature is organized by objects. The discovery of the ontogenetic intelligence of nature, laid the groundings for the unicist ontology based technologies to build objects emulating nature.

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.



[Click here to access a short presentation.](#)

Access the Visual Guide: [click here](#)



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.

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 •

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

Scientific Foundations of the Unicist Standard

Discoveries - Basic Sciences

- [Unicist Ontogenetic Intelligence of Nature](#)
- [Unicist Ontology to deal with adaptive systems](#)
- [Unicist Ontology of Evolution](#)
- [Unicist Logic](#)
- [Analogy between the Nature of Concepts and the DNA](#)
- [Unicist Mechanics and Quantum Mechanics](#)
- [Unicist Thinking](#)

Discoveries - Applied Sciences

- [Unicist Object Driven Business Strategy](#)
- [Unicist Country Future Research](#)
- [Unicist Object Driven Management](#)
- [Unicist Ontological Market Segmentation](#)
- [Unicist Ontological Reverse Engineering](#)
- [Unicist Object Driven Institutional Immune System](#)
- [Unicist Ontology of Ethical Intelligence](#)

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