



# Lecture on Ethical Intelligence in Business

## Using Ethical Intelligence for Business Growth



The discovery that Ethics is a type of intelligence made by Peter Belohlavek at The Unicist Research Institute opened new possibilities to influence organizational and individuals' growth based on actions.

Success is always based on the consistency of ethical intelligence

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.

A business is successful when the individuals dealing with it have the ethics required by the activity.

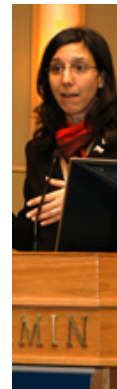
When the ethics is inferior to what is needed, it necessarily inhibits growth.

If the ethics used by individuals is superior to what is needed the organization increases costs and affects its profitability.

The use of ethical intelligence increases the benefits of business organizations and their members.

Lecturer: Diana Belohlavek

Live or virtual lecture



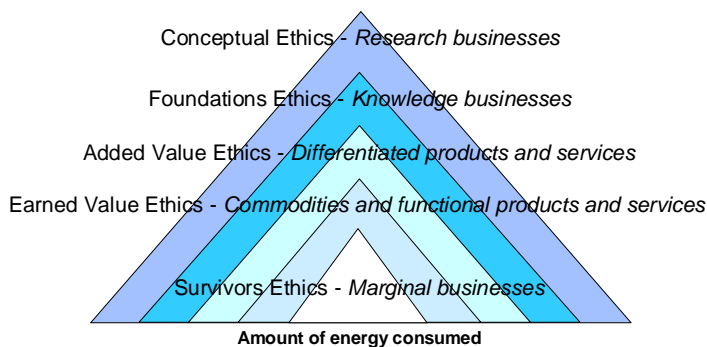
**Ethical intelligence evolves through actions.**

“Doers make things happen. Therefore, more than ever before, it is time for doers in the world.”

Doers need to achieve their goals. It is necessary to find the doer in oneself in order to understand this. Doers find no internal peace until they have finished what they are doing.

### Pyramid of Ethical Intelligences

and their business functionality



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.

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### The Ethic of Doers

Doers are very special individuals. They are basically individuals whose fulfillment is based on doing transcendent things. They need to achieve what they have decided to do. When things cannot be done the easy way, they find the necessary path to make things happen.

But it can also be said that everyone is a doer in some field.

This role is taken by all those individuals that have the will and the decision to add value through their deeds.

To do things doers have two polar possibilities:

- 1) On the one hand, they can approach problems analytically and operationally.
- 2) Or on the other hand, they can approach problems based on their nature. And after the nature of a problem has been apprehended they use the analytical and operational approach.

Analysis allows the division of a problem into its parts until the parts can be managed operationally. When a problem is simple, the fulfillment of this analysis means that the problem's cause-effect relations have been found. This analysis is functional for the solution of simple problems.

But when problems are complex they have open boundaries and their cause-effect relations are bi-univocal (A causes B and B causes A at the same time). In this case they can only be approached apprehending their nature and separating them into operational objects that function based on cause-effect rules.

This approach is for those doers who need to make things happen in the business world.

*“The world is built by doers and enjoyed by followers”. The joy of doers is in the deed itself.*



**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.

Diana Belohlavek is part of the Executive Committee of The Unicist Research Institute and the Unicist Confederation.

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.

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.



# 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

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.



Access video: [www.unicist.org/uaa.shtml](http://www.unicist.org/uaa.shtml)

Access the Unicist Standard Guides  
[www.unicist.org/unicist\\_standard.shtml](http://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

## What is behind the Unicist Standard?

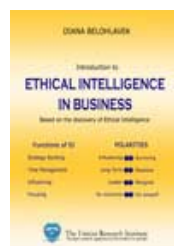
The depth of science and the simplicity of logical systems

The Nature of Doers



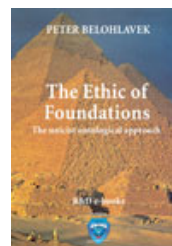
[www.unicist.org/deb\\_doers.php](http://www.unicist.org/deb_doers.php)

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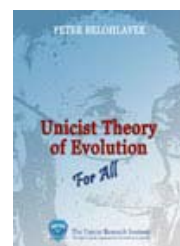
[www.unicist.org/deb\\_icib.php](http://www.unicist.org/deb_icib.php)

The Ethic of Foundations



[www.unicist.org/deb\\_ef.php](http://www.unicist.org/deb_ef.php)

The Unicist Theory of Evolution lays the basic groundings of the Unicist Standard



[www.unicist.org/deb\\_utefa.php](http://www.unicist.org/deb_utefa.php)