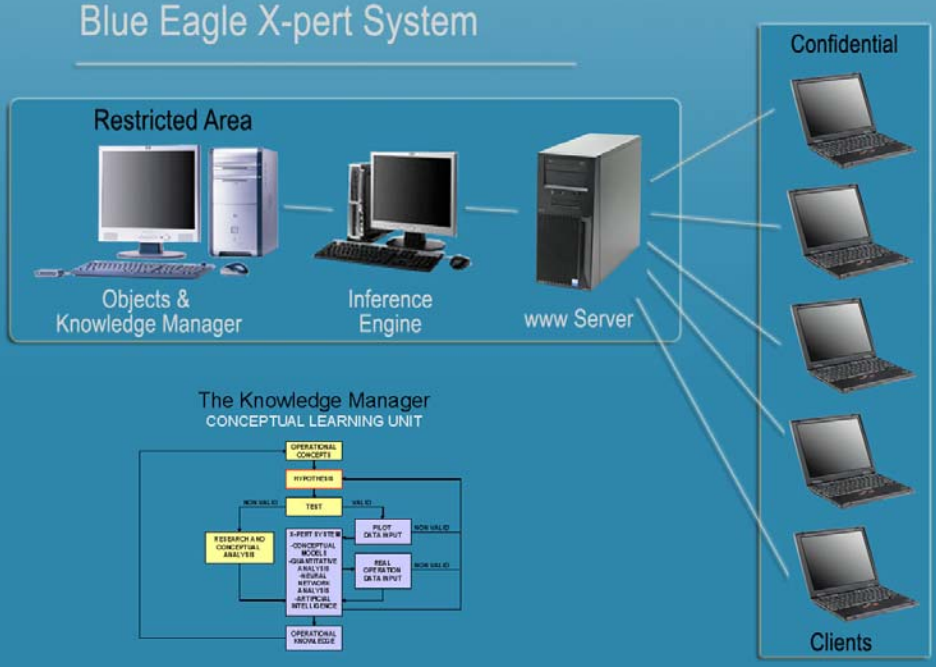
Unicist Approach to Diagnostics



The Unicist Research Institute

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Unicist Approach to Diagnostics

(White paper - version 3.1)

To make accurate diagnoses, all you need is knowledge, courage and humbleness…

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Annex:
The Unicist Approach

Unicist diagnostics

The unicist approach manages problems based on their nature. That is why unicist technologies are ontology based. Therefore, unicist diagnostics are far more secure and operational.

The Goal

The unicist approach is based on the fact that every functional reality is unique and has an apprehensible structure, which adopts different shapes in different cultures. Everyone's responsibility is to influence reality in order to add and earn value.

Welcome

Welcome to the unicist approach to diagnostics.

The unicist technology for diagnostics approaches problems based on their nature.

Problems turn complex when results must be achieved, and require a high accuracy of the diagnoses, prognoses and action plans to solve them. Unicist technologies for diagnostics were developed to ensure results.

The unicist approach considers any specific reality, on which influence intends to be exerted, as a unified field. This is the origin of the name unicist.

Diagnostics belongs to the field of applied research. Making a diagnosis implies researching a reality to find its intrinsic structure. But there are different levels of cause-effect relations within reality, which are usually biunivocal, in which an element generates an effect on another that at the same time exerts influence on the first element. Therefore, diagnosing requires a sound knowledge and a strict methodology.

The unicist research methodology includes necessarily non-destructive tests to validate diagnoses. When it is possible, such methodology recommends using destructive tests to falsify hypothesis and/or learn about the limits of their validity.

Diagnosing implies describing the functionality of a reality. And this description includes the internal cause-effect relations, whether they are univocal or biunivocal. From that point on, a prognosis of the natural evolution of that reality has to be developed and then an ac-

tion plan to influence such reality is included in the final diagnosis. Unicist diagnoses include: descriptions, prognoses and action plans.

In Medicine an illness underlies its signs and symptoms, since those are its produces. But symptoms and signs diagnostics is many times confused with the diagnosis of the real problem underlying them.

In the organization field, there are also different levels of diagnoses, according to their complexity level and scope.

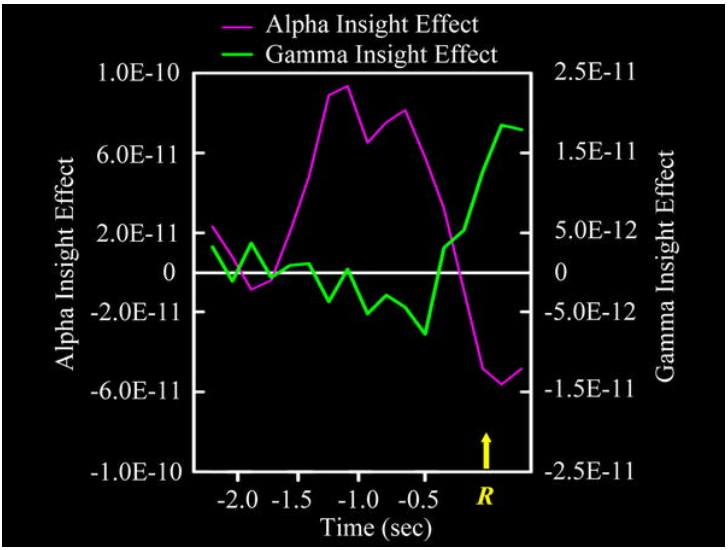
In a more superficial level there are both descriptions of the "symptoms" of a problem, which are relatively easy to "see", and there are descriptions of "signs" that require an objective approach. In a much deeper level, unicist diagnostics works on what underlies those symptoms and signs, focused on the solution of complex problems based on their nature.

Unicist diagnoses for complex problems means using objective descriptions and at the same time seeking to increase the "subjective" capacity to consciously apprehend a reality in its oneness.

This implies an insight process that requires knowledge of the reality that is being researched and the development of the individual's capacity to integrate the information.

*"People sometimes solve problems with a unique process called insight, accompanied by an "Aha!" experience. It has long been unclear whether different cognitive and neural processes lead to insight versus non-insight solutions, or if solutions differ only in subsequent subjective feeling."**

*Neural Activity When People Solve Verbal Problems with Insight - Mark Jung-Beeman, Edward M. Bowden, Jason Haberman, Jennifer L. Frymiare, Stella Arambel-Liu, Richard Greenblatt, Paul J. Reber, John Kounios



Research on neural activity during insight demonstrated
that Alpha and Gamma waves are present
during complex problems diagnoses.

The learning of the art of diagnosing begins with descriptive "autopsies" and ends with "clinical diagnoses" and "prescriptions".

We invite you to enter this field as far as you need, and as deep as you are willing to make the effort.

Diana Belohlavek
Knowledge Bank Manager
The Unicist Research Institute

Introduction to unicist diagnostics
to exert influence on reality based on its nature

The nature of a given reality defines the trends of that reality. In the short or long run the nature of a reality will prevail over voluntaristic drivers. Voluntaristic drivers can withhold evolution but cannot hinder it.

Unicist diagnostics is an approach used to diagnose and to prognose a reality trying to apprehend its nature.

There are different intermediate stages to diagnose without apprehending the nature of a reality. When nature has been apprehended, diagnoses are secure. When nature has not been understood, depending on the deepness achieved, diagnoses are more or less reliable.

This book is an introduction to the basics for diagnosing complex problems. Simple problems diagnoses do not require the knowledge of their structure to be secure. But complex problems cannot be solved unless their structure is known.

Trial and error, extreme analytics, empiric approaches and intuition are palliatives for diagnosing without knowing the structure of a fact.

When problems are complex, a unicist reflection methodology is necessary to secure knowledge. Rational approaches cannot go beyond the limits of cause-effect relations.

The most difficult part of unicist diagnoses is the definition of the context in which the problem is immersed. Diagnoses are secure when their conclusions have been tested. Both non-destructive and destructive tests are necessary to accept the validity of diagnoses.

Everyone is responsible for using his capacity to diagnose the reality in which he is living. Adapting implies influencing while being influenced.

Diagnosing the nature of problems is simple for those who have developed their capacity to apprehend fundamentals.

Individuals working at an operational level need to develop many pilot tests to validate the apprehension of the structure of a problem.

This book is an introduction to the unicist approach to diagnostics. Its application is universal. Its goal is not to provide specific knowledge to diagnose different types of problems, but to give an introduction to the structure of:

"the nature of diagnostics".

Diagnostics

Etymologically, diagnosis means discerning, distinguishing. The everyday use of the word also implies seeking for the causes of a problem.

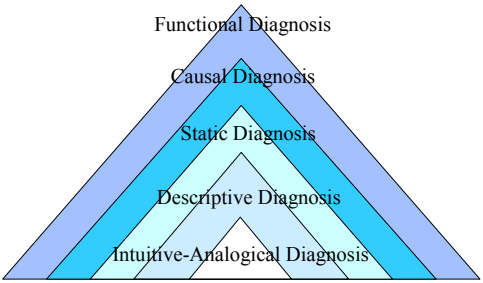
From a conceptual point of view, diagnoses are made to forecast and to exert influence on a reality. The level of the groundings upon which diagnoses are based defines its level of accuracy.

Diagnoses necessarily include intuitive aspects when approaching new situations. The difference between diagnoses does not lie in the intuitive approach, but in the processing of the information that intuition offers.

We have identified five levels of diagnoses:

1) Intuitive-analogical
2) Descriptive
3) Static
4) Causal
5) Functional

Types of Diagnosis
and the Use of Personal Energy



Intuitive-analogical diagnosis

The intuitive diagnosis approaches reality from the subjective perceptions of an individual. It does not use groundings to validate intuition, just intuitive analogies.

Descriptive diagnosis

The outcome of this diagnosis is a description of the visible physical aspects of a reality. This diagnosis can help to solve simple problems.

The static diagnosis

This diagnosis is based on the analysis of a reality. It is called static because in order to analyze something, we need to consider it as a fixed situation in time and circumstances. This diagnosis helps solving simple problems in areas which involve formal or rational components.

The causal diagnosis

The causal diagnosis is a systemic approach to reality. It is a systemic diagnosis that analyzes the functionality of a given reality. It sustains the solution of complex problems with low ambiguity levels.

The functional diagnosis

This diagnosis is based on the understanding of the functional concepts that underlay a given reality. The functional diagnosis is necessary for the solution of highly complex problems with ambiguous components.

The secure diagnosis

A diagnosis is “secure” when it includes all levels of analysis. Secure knowledge has been achieved when this condition has been fulfilled. Secure knowledge requires a high investment of energy. Therefore people often prefer to use reliable but not secure diagnoses, and control the evolution of a given reality in order to validate the accuracy of such diagnoses.

Models to validate reality

An internalized model is needed to approach any reality. Only what can be recognized can be diagnosed. There are different possible approaches to reality. They vary according to the objective needs of the external reality and the internal needs of those making the diagnoses. The description of the models used to validate reality helps to define the strategy to approach such reality based on the objective and subjective needs and possibilities.

Models to Validate a Specific Reality

The available models to validate a reality are:

1) Analogical models
2) Mathematical models
3) Rule based models
4) Scientific-empirical models
5) Conceptual models

Analogical

Analogical models are the most basic way to validate a reality. The typical expression of this level of validation is "If something works here, why will it not work in this other similar context?" This validation concept has so many "ifs", that there is an extremely high probability of being fallacious. Taking others' experiences and transferring them to other contexts without a validation framework is a "random" process.

Mathematical Models

Empirical foundations need mathematical models to be valid. Statistics is one of the tools that empirical foundation uses to ensure that results are reliable. Mathematical models are the foundation of empiricism. Without mathematics, empiricism is equivalent to an analogical approach.

Rule Models

Foundations are logical when strict rules are applied. If rules are not applied, the logical approach degrades to common sense, the outcome of which also depends on chance or pure intuition. Rule models are the support for the unicist logic.

Scientific-empirical Models

Scientific-empirical models are based on mathematical applications to validate knowledge, or on an epistemological approach to falsify foundations. They provide certainty to causal foundations. Without validation or falsification causal foundations are fallacious.

Conceptual Models

Conceptual models and conceptual analysis are necessary to make conceptual foundations reliable. The possibility of building conceptual foundations does not exist, if the conceptual structures of a particular reality and its context are not available. Conceptual foundations are based on the knowledge of the structure of concepts.

The “5 why” unicist method

There exist different approaches to the “why” of facts. Making the question “why?” several times leading to the understanding of reality is one of the most frequently used. But this method mostly leads to justify a reality instead of finding its groundings. The unicist “5 why” method is logic based. It seeks to find different foundations based on different logical approaches instead of finding the why’s of the pre-existing “why”. The knowledge of the “why?” level achieved, defines the reliability of a diagnosis.

The “5 whys”

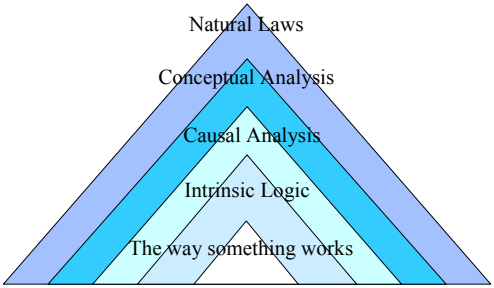
If we can find the answers to the “5 whys” for a specific complex problem, we will have grasped its core essence.

The five whys have intermediate stages which suffice to solve simpler problems.

The five whys are answered by:

1) the way something works
2) the problem’s intrinsic logic
3) the causal analysis of the problem
4) the conceptual analysis of a problem
5) the natural laws that regulate a context

Pyramid of Approaches to Reality
The Five Whys



Amount of energy used

1) The way something works

The first explanation describes the way something works. As a matter of fact, this question answers why something works from an operational point of view. It describes the know-how of a situation. This approach may solve all the operational aspects related to non-complex problems or specific tasks.

2) The object's intrinsic logic

The second "why" covers the way that the integrating parts of an object interrelate with each other from a logical point of view. It is the solution to solve functional operational incompatibility problems when the components are out of balance. This implies a static analysis within the limits of the possibilities of a specific reality.

3) "Causal Analysis"

The third "why" is a systemic approach to reality. It approaches specific problems from the outside of their boundaries. This is only possible based on objective knowledge of the interrelation of the intervening variables. This is the necessary approach to solve complex non-ambiguous problems.

4) "Conceptual Analysis"

The fourth "why" explains reality based on its nature. This conceptual unicist approach analyzes problems based on their essence and the essence or the context they belong to. This is a way to solve complex problems even when they have ambiguous components.

5) "The Natural Laws" of a Context

The fifth "why" deals with reality as a whole in the light of natural laws. It may be used to deal with general universal problems which have universal consequences. It can solve universal problems such as ecology, globalization, sustainable development, etc.

Different levels of foundations sustain the five "why" methodology. They depend on the depth with which the problem is approached. Secure knowledge integrates all foundations levels. Secure non-fallacious foundations are an essential condition for effective analysis.

Diagnostics limits

Diagnoses are human deeds; they reflect the mind models used by those who make the diagnoses. Some of the issues that limit the validity of diagnoses are: common sense, reality awareness, not grounded opinions and the fallacious myths of a culture. “I don’t know” is the most difficult, less frequently used, but most necessary phrase to be pronounced when making diagnoses. It is the starting point for accessing the knowledge needed to diagnose.

Thematic and Problematic knowledge

Knowledge of the Subject and the Problem

There is no real possibility of building a foundation if there is no comprehensive knowledge of the subject that is being grounded and of its application context, what we call the “unified field”, in which the concept operates. Knowing the subject and the problem involved is the basis for laying foundations.

The quality assurance of foundations requires “self-exclusion” on the part of the participants. The phrase “I don’t know” is determinant in this context. Promoting the use of the expressions “I don’t know” maximizes group synergy.

The problems solved by foundations

-Planning, design, and reality interpretation problems require conceptual foundations.

-Organizational, technological and IT problems require causal foundations.

-Analytical, programming and hard technologies require logical foundations.

-Operational rational and structured problems require empirical foundations.

-Problems arising from operational fallacies require analogical foundations.

Common Sense – Opinion
Fallacies – Fallacious Myths

Common sense

Common sense is the doom of foundations. It is the most rigid thought, resulting from stratified experiences with ready-made solutions which hinder a conscious approach to a subject. It leads to behavioral automatism and then jeopardizes the foundation laying process.

Opinions

Opinions are the expression of individual's beliefs. It is the first approach to an unknown field. Opinions are necessary to approach any new subject. In the scientific field, they are called hypothesis.

Group's synergy is destroyed when individuals cannot distinguish between beliefs (opinions) and knowledge. Opinions are questioned by foundations. That is why they exclude each other. Believed opinions are the basis for fallacious thinking.

Fallacies

Fallacies are statements based on beliefs which are based on apparent facts and hypothetical ideas. Fallacies are functional to people's beliefs and needs. They are threatened by grounded argumentation. This is why people who fall into fallacies are so affirmative in their statements. They need to make foundations subjective in order to sustain their own "existence".

Fallacious Myths

Fallacious myths are constructions of beliefs in declining societies or declining sectors of a society.

Myths are the automatic solutions adopted by every member of a social group in order to operate in its context. When myths are fallacious they inevitably fail.

Fallacious myths help to evade the responsibility for failures. Declining societies tend to project their fallacious myths on the culture or fellow beings.

When an individual does not adopt the fallacies of a culture, he becomes an alien to that social group. When the myths of a culture are fallacious, that culture will automatically reject those individuals who do not follow them.

This explains the declining trend of the cultures built upon fallacious myths. This tendency continues until such fallacious myths are broken and replaced by functional myths.

Reliable Knowledge vs. secure Knowledge

For secure knowledge to exist, all levels of foundations need to be covered. Otherwise, their reliability depends on the level of foundations covered in relation to the nature of the problem.

The Habit of Laying Foundations

There are cultures and contexts that are prone to grounded arguing. Foundation building is a must in the field of hard technologies.

But when one enters the field of subjective applications the habit of laying foundations is usually unstable. Notwithstanding this, groundings are absolutely necessary to avoid fallacies in the field of future research and strategy.

Foundations are the basis for authoritative behavior. A person is accepted as an authority in a field as long as he/she has the foundations that allow him/her to fulfill the objectives of a group. Accepting others' foundations implies accepting their authority.

This is why foundations are absent in power struggles and are replaced by judgmental behavior. In highly individualistic cultures or contexts, foundations are inexistent.

Instilling the habit of laying foundations by improving the quality of argumentations, which are the ideas underlying the foundations, involves accepting the ethics of foundations and gradually making them a customary need.

The acceptance of the ethic of foundation is basic to introduce the habit of grounded behavior. This is the first step to introduce foundations as a way to improve the quality of argumentations, and thus the quality of decision making.

Diagnostics validity

All aspects of diagnoses have to be validated. Fallacious diagnoses produce significant damages. Therefore, the possibility of pilot testing the validity of diagnoses is a key factor for their accuracy. When the development of pilot tests in the specific field is a restriction, it becomes necessary to develop such tests in both homologous and analogous fields. Diagnoses can be considered secure after having passed epistemological validation and pilot testing.

Pilot tests

Pilot tests are the drivers of the unicist reflection processes. Pilot tests have two objectives:

1) Validation of knowledge

2) Falsification of knowledge

1) Validation – Non-destructive testing

Validation implies the factual confirmation of the validity of knowledge. Validation is achieved when knowledge suffices to exert influence on a reality in a predictable way.

The validation process is homologous to a non-destructive test in the field of material research. Validation implies cause-effect relations. Therefore, validation can only be applied to a simplified field of a complex reality.

Validation provides a reliable knowledge to operate under controlled conditions. The knowledge is valid if the conditions of the application environment are analogous and homologous to the characteristics of the validation environment.

2) Falsification – Destructive testing

Falsification, in the field of complex problems, implies finding the limits of the validity of a given knowledge. To do so, it is necessary to develop experiences in homologous fields until the limits of validity are found.

Two elements are homologous when they have the same "nature". A whale and a dog (an extreme example) are homologous if they are considered as mammals. A dollar and a yen are homologous considering that they are both money.

These two cases demonstrate that homology can be total or partial. When the knowledge necessary to influence a reality is falsified in a totally homologous field, then it is naturally secure knowledge. The extreme condition of this example is the homology of two identical elements.

The falsification process is a destructive test for knowledge that is applied to realities with incomplete homologies. The destruction occurs when a condition is found to demonstrate the fallacy of the knowledge.

Synthesis

Pilot tests must include both non-destructive and destructive tests. The higher the reflection level, the more significant the destructive test. The application of destructive tests requires being aware of the concepts of the realities where this test is applied.

Knowledge is secure when its validity and its limits were found. Exceptions to this rule are universal natural laws which are "universally homologous".

These laws are the fundamentals that enable the design and development of the pilot tests to reflect on lower level knowledge.

Annex

The Unicist Approach

Unicist diagnostics

The unicist approach manages problems based on their nature. That is why unicist technologies are ontology based. Therefore, unicist diagnostics are far more secure and operational.

The Goal

The unicist approach is based on the fact that every functional reality is unique and has an apprehensible structure, which adopts different shapes in different cultures. Everyone's responsibility is to influence reality in order to add and earn value.

The axiom

The axiom of the unicist theory is implicit in its ontology. An implicit purpose, an action principle and an energy conservation function define the structure of the essential concepts that regulate the evolution of living beings.

Entropy, which is implicit in the action principle, is inhibited by the energy conservation function. But evolution depends on the capacity of the action principle to avoid the inhibition of the energy conservation function.

The unicist approach to reality

Unicist technologies are necessary to secure results. Their ontological base, defining the nature of reality, allows working differentiating the possible from the probable results. Thus, results can be secured with minimal strategies while developing maximal strategies.
Unicist technologies belong to the field of hard sciences / technologies. Their groundings are objective, and they are necessary in the field of complex business problem solutions. Unicist technologies secure results and achieve significant improvements in their application fields. They deal with the technological, rational, psychological and cultural aspects of problems.

The unicist approach was developed to solve complex problems using a conceptual approach to describe the nature (ontology) of things.

This approach is based on more than 2,000 researched conceptual structures -until 2007- that cover the following aspects:

1) Institutional evolution
2) Cultural scenarios (country and global scenarios)
3) Complex systems research
4) Learning ontology
5) Individual development

It integrates the complex system approach with an anthropological and with an ontological approach.

Unicist Approach to Complexity
(an ontological approach)

The unicist approach to complex problems

The most primitive complex problem is given by two elements that have a biunivocal relation (loop). For example:

- The lack of credibility of an innovation inhibits its use and the absence of use impedes credibility.
- The absence of production causes inappropriate distribution and dysfunctional distribution causes a lack in productivity.

Until the appearance of the solution given by the unicist approach, there were four palliatives:

- Intuition
- More or less subjective arbitrary models
- Fallacies to avoid the perception of complexity
- Ceteris paribus

Complexity is self-evident in the field of social, institutional and individual evolution. It can be said that evolution is a complex problem itself.

Complexity is implicit in the core of the business world. Those who can apprehend it and influence the environment are successful. Those who cannot influence complexity, fail. The unicist approach is necessary for those who need to manage complex problem to transform them into simple solutions, easy to be implemented.

The Unicist approach transforms complex problems into simple solutions, and these simple solutions into "easy" actions.

We define a complex system as an open system, which determines the functionality of a unified field through the conjunction of objects and/or subsystems.

A complex system has the following characteristics:

1) It is an open system, meaning that the energy flows to and from the system itself.
2) The external limits of the unified field (its "globality") behave as the ones of a fuzzy set.

3) Functionality is determined by the "conjunction" of elements that influence each other, generating "loops" of cause-effect relations.
4) The "disjunction" does not exist in a complex system.
5) The sum of the results of the subsystems is not equal to the result of the total complex system.
6) Relationships among subsystems are not linear; they respond to the double dialectics laws (purpose-antithesis / purpose-homeostasis).
7) Complex systems generate their own energy transformation using their own energy and the energy from the environment.
8) Complex systems are composed of subsystems, which are also composed of other subsystems, until reaching a descriptive level that is functional to their purposes.
9) Complex systems cannot be observed. The observer is part of the system.

"The Unicist Ontology of Evolution", the "Unicist Logic" and the "Logic of Fallacies and the Anti-concepts", made the conceptual modeling and operation of complex systems possible.

Some examples of complex systems can be found in the social, economical, political and cultural aspects of reality as well as in management, marketing, strategy (of countries, institutions and individuals), learning processes, continuous improvement and interpersonal relations.

Transforming complex systems into simple systems is making them operational in a univocal way, with cause-effect relations that permit to influence the environment. This means transforming strategy, which, by definition, is a complex system, into operation tactics.

Transforming them into an easy task implies materializing these tactics through well defined actions, using a language that could be un-

derstood by all participants and the proper tools that could be used by all of them.

Nevertheless, even though we operate with simple solutions, in their essence, these problems remain complex.

Unicist Ontology: Every functional reality is unique

The unicist ontology describes the nature of ideas, facts, individuals and things, regarded from their essential, causative and/or functional aspects, erasing the existent barrier between the human arbitrary division of philosophy, science and action, and defining concepts that integrate them in a unified field. In the short or long run, living beings and their deeds are consistent with their nature.

Considering its functionality, every specific reality and its nature is unique. Therefore the ontology of a complex system, regarded from a functional viewpoint is unique. There are no multiple ontologies for one functional reality. There are multiple operational ways to fulfill the purpose of its nature.

Objectivity is implicit in unicist ontology, because it describes reality based on its functional nature. That is why unicist technologies, which result from unicist ontology's applications, belong to the field of hard sciences.

Approaching complex systems requires the knowledge of its ontology. By knowing the ontology of a complex system, the system becomes reasonable, comprehensible and provable, and therefore it can be approached in scientific and operational terms.

Complex systems are open systems that determine the functionality of a unified field through the "conjunction" of objects and/or subsystems.

The unicist ontology of a reality has been apprehended when reality evolves according to its natural laws. The unicist ontology cannot be measured in itself but it can be evaluated based on evolution prognoses.

The unicist ontological approach implies the description of concepts that that refer to different "causative" levels. In living beings, the concepts that define their nature are included within their biological system. On the other hand, external elements have extrinsic concepts, which are deposited by men.

When the ontology of a certain reality is apprehended, it describes the most basic human functionalities. This explains why these functionalities do not mutate but just evolve.

-Operational concepts describe the functional aspects of a reality.
-Functional concepts describe the causative taxonomies of a reality.
-Essential concepts describe their essence in its oneness.

Ontological research requires a very high level of abstraction:

-Reasoning processes are used to approach the research of rational aspects.
-Emotions are used to approach the research of emotional aspects.
-Reflection is used to approach the research of ontological aspects.

The hypotheses proposed by any of these three types of researches are falsified measuring facts.

The unicist ontology is the integrating element of the unicist approach. It integrates the complex problem solution, its purpose, with human action (unicist anthropology) to influence the context.

Unicist Anthropology is a unicist ontological approach to anthropology. It integrates human behavior both in its individual and social aspects.

Thus, the unicist ontology is an approach that sustains the management of complex problems by researching their conceptual structures. Since this functional structure is unique, it establishes secure knowledge to influence complex problems.

The limit of objectivity depends on human's capacity to approach complex realities.

The human aspects: Technology ensures results, but people make the difference

The Unicist Anthropology is the scientific study of human behavior and the structural analysis of his deeds in order to forecast his evolution. It is an ontological approach to anthropology.

It surveys the evolution of Man as a species, as an individual; and the evolution of his institutions. It studies Man, his actions and his transcendence as "a unified field".

Its main tool is the application of the Unicist Ontology of Evolution, the Unicist Logic, and the laws of evolution of individuals, institutions and culture.

It studies the most intrinsic and extrinsic concepts that operate as "drivers" of cultures and individuals to use them as a basis for the causal-conceptual description of a reality in order to forecast it.

It conceptually structures taboos, myths and utopias that influence man's actions.

Its main objective is to forecast the behavior of individuals, institutions and cultures so as to basically influence upon their evolution as of:

- The Collective Unconsciousness
- Languages
- Technology

- Ideologies
- Economic Structures
- Ownership
- Transcendence
- Taboos
- Utopias
- Myths
- Ethics
- Communities
- Social Capital
- Cooperation
- Business structures
- Governmental structures
- State Structures
- Leadership
- Marginality
- Power
- Pleasure
- Nourishment/Feeding
- Tools/Hardware
- Communication
- Work
- Knowledge
- Currency
- Money
- Added Value
- Appropriate Value
- Ideas
- Actions
- Conflicts
- Competitiveness
- Wars
- Social Structures
- Globalization
- Sex
- Assets
- Time management
- Family
- Health
- Art
- Aesthetics
- Clothing

The result of a unicist anthropological research is the actual scenario, the expected future scenario of a situation and the concepts that describe it.

It could be a cultural, institutional or individual scenario, or their integration.

Possibilities and probabilities are integrated by the unicist approach

The unicist logic is an integrative logic that always implies the “and” conjunction among its elements, which means a product among the values.

These values are always “0” or “1”. Thus, when one of the values is zero, the value of the concept is also zero. It makes it non-existing.

The Mathematics of the fuzzy logic is applicable to the operational concept.

This mathematics of the fuzzy logic solves the problem of defining the myths where the verbs operate. It establishes the adverbs quite clearly. But in order to integrate the concept as a whole it is required to apprehend the taxonomy implicit in the dialectics and to understand the relative weight of the substantive, verbal and adverbial functions.

When using the unicist logic to compare different alternatives, it is necessary to make a mathematical development that allows the comparison of such alternatives to come to a decision.

Mathematics

The Mathematics of the unicist logic was developed to define the field of the possibilities to influence a reality and the probabilities of being successful when doing so.

The unicist mathematical solution is very simple. Considering the three dimensions that underlie a given reality, the integration of the three elements is given by their multiplication. What is being multiplied is:

1) The purpose

2) The active function

3) The energy conservation function

Optimal functionality is considered as 1 (one) and dysfunctionality is considered as 0 (zero).

The credibility zone functions as a fuzzy set. The non-destructive pilot testing, when researching the concept of a reality, defines the validity of the credibility/functionality zone. The destructive testing defines the external "limit" of the credibility/functionality zone.

Characteristics of reality are transformed into figures and the resulting figures are retransformed into characteristics.

When analyzing a specific fact, the aesthetic of a specific coat, the credibility zone is given by the category of "coats". Considering the categorical credibility zone, the perception of the aesthetics of the particular coat should be nearby 1 (one). But credibilities and functionalities are continuously moving. There are conjunctural movements, between the invariables “security” and “freedom”, and there are structural movements towards “expansion” or “contraction”. The structural movements that occur define the trend of a culture.

“1” (one) must be considered the optimum of a credibility or functionality. The optimum is placed at the external limit of the credibility/functionality zone driven by the existing trend. This is the point where the minimum energy is required to adapt to an environment.

Declining environmental trends lead towards contraction. Evolving environmental trends lead towards expansion.

Extreme contraction produces the implosion of reality and extreme expansion produces its explosion.

Unicist Mathematics intended to give an answer to the question of the possibilities to succeed when a particular reality differs significantly from 1 (one).

Differentiation may be caused by three reasons.

1) The active function is not functional enough.

2) The energy conservation is insufficient.

3) The purpose is far away from being fulfilled.

The change of actions (through the active function) depends on the will of the individual to do so and on his success in the process.

The change in the energy conservation function requires a previous change in the action principle that makes the conservation dysfunctional.

The change of the purpose of a reality implies changing both the actions, to make it possible, and the energy conservation, to sustain a different purpose without changing the credibility/functionality zone.

Thus the probability to succeed when a particular reality must be changed to adapt to an environment can be defined as:

$P(S) = Purpose^3 * Energy\ conservation\ function^2 * Active\ function$

This shows how difficult it is to influence an environment when the specific action that is proposed differs from reality.

When the distance between the purpose being proposed and the purpose of the environment is significant, the project is basically unachievable, because the necessary energy to change the environment is so high that is uneconomical.

When the distance between the energy conservation function of a specific proposal differs significantly from the environment, the cost of influencing reality is extremely high and the possibilities of achieving adequate results are low.

The only function that can be influenced with affordable costs is the active function. This is why innovations are only possible if the distance to the pre-existing reality is accessible without making structural changes.

Probabilities for an Event to Occur

The world of concepts defines the possibilities of what it is expected to occur. This means that it operates within the certainty field we call "1" (one). When an event does not occur we call it "0" (zero). So, if we need to forecast what will occur we need mathematics capable of solving it. If we look at the past, everything that happened was logical. If we look into the future, everything that will happen seems to be uncertain. The difference lies in the fact that back to the past everything turns out to be evident if we count on the causal relationships between the facts. Into the future, however, we require an analysis tool which integrates the world of possibilities into the world of probabilities to have a quantitative element that ensures the decision making.

When an action to be carried out is completely within the environment credibility, i.e., it wholly meets its expectations, we may state that it will succeed. Only expected things occur. This is why the world of politics controls the environment by means of surveys so as to know what is explicitly expected. When unexpected actions are carried out, the action is not perceived or its meaning cannot be grasped.

Doing unexpected things leads naturally to failure. Doing only what it is expected leads the country to isolation and stagnation.

This is why needs are not created but stimulated. The first automobile was an engine carriage. The first steam ship was an engine vessel. Everything occurs within the people's expectations parameters. Beyond these expectations, it is fiction or craziness. The art of politics consists of building the bridge between the expectations and what it is really needed.

Each culture, just because of being structured by habits, generates an expectation of what will happen. It naturally disposes of those things opposing its habits. There are cultures that are more permeable to innovations than others. But even the most permeable ones need

elements to sustain the novelty to be accepted. The absolute innovation does not exist since it cannot be taken in. Even the successful science fiction cartoon characters always rely on elements taken from the past, they normally use the present language and this is how they introduce science fiction elements.

Every project must be credible as well as materially likely to occur. On the grounds of the logical processing of the structure of concepts and their taxonomy, where the conjunction of their three elements: substantive, verbal and adverbial function must be present, we have developed the following formula which solves the problem of how probable an event is to occur.

$$\mathbf{P}(S) = (\text{Substantive function})^{3} \,.\, (\text{Adverbial function})^{2} \,.\, (\text{Verbal function})$$

The value for each function varies between "1" and "0" by virtue of its closeness to the highest credibility point. It should be reminded that we are talking about credibility where the available information about the present is so subjective that, the more objective the credibility information, the better the result.

From this formula we can infer that the fact of being within the expectations of the substantive function is almost decisive for a proposal success. When dealing with country projects we consider a 90 percentage acceptable as final result. If a 90% of the optimum expected from the substantive function were reached, which seems considerably high for the eye of an observer who does not handle conceptual technology, the final results would be relatively low: 0.90^3 equals 0.729.

Scientific applications

Scientific Applications of the Unicist Ontology

In Life Sciences: Development of the functional structure that regulates evolution and the development of the structure of living beings as a unified field.

In Research: Development of a methodology for complex systems research.

In Philosophy: Refutation of Hegel's dialectic theory, as a particular case, and the formulation of the laws of the double dialectic.

In Social Sciences: Discovery of cross-cultural "invariables" and their laws of evolution.

In Future Research and Strategy: Modeling of the structure of concepts that allows inference of evolution.

In Education: Discovery of the concepts of learning which has given scientific sustainability, amongst others, to Piaget.

In Anthropology: Discovery of the "invariables" of human behavior.

In Mathematics: Development of the conceptual basis of dependence, interdependence, independence of variables.

In Economic Science: Discovery of the structure of Conceptual Economics. Development of the conceptual structure of Economic Schools and their functionality.

In Political Science: Development of the conceptual basis of ideologies and their functionality.

In Cognitive Science: Development of a methodology to construct knowledge with existing information through an integrative logic.

In History: Development of a historical analysis methodology based on the Unicist dialectic (double dialectic).

In Logic: Development and formalization of the integrative logic, sustention for the unified fields' theory in evolution.

Social and market applications

Country archetypes developed

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

Unicist ontological market structures

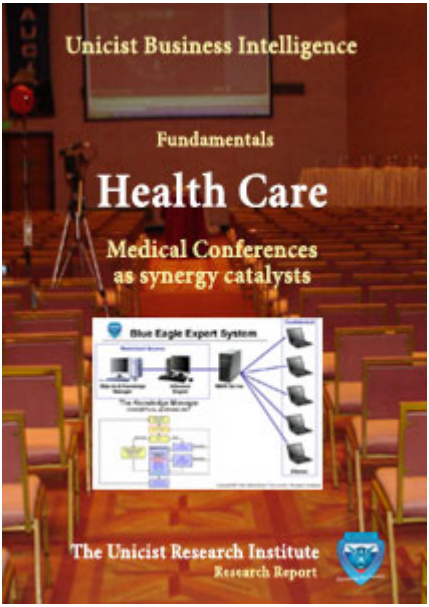
The unicist ontological markets' structures are an input to the Blue Eagle X-pert System to develop business diagnostics.

From 1976 until 2007, the following ontological structures of markets have been researched and developed:

Automotive market, Food market, Mass consumption market, Financial market, Insurance market, Sports and social institutions market, Information Technology (IT) market, Communications market, Perishable goods market, Mass media market, Direct sales market, In-

dustrial commodities market, Agribusiness market, Health market, Pharmaceutical market, Oil market, Chemical market, Paints market, Education market, Services market, Commerce and distribution market, Mining market, Timber market, Apparel market, Passenger transportation market –land, sea and air, Tourism market, Cargo transportation market, Professional services market, e-market, Entertainment and show-business market, Advertising market, Gastronomic market, Hotel-management market, Credit card market, Real estate market, Fishing market, Publishing market, Industrial Equipment market, Construction and Engineering market, Bike, motorbike, scooter and moped market, Sporting goods market.

• Advertising • Agribusiness • Air Transport • Automotive • Broadcasting • Clothing • Commercial • Services • Communication • Consumer Banking • Consumer Durables • Corporate Finance • Education • Engineering • Entertainment & Leisure • Food • Franchising • Health Care • Health Insurance • Hotel • Industrial Automation • Industrial Capital Goods • Insurance • Internet • Investment Banking • Life Insurance • Medical Conferences • Mining • Newspaper • Outsourcing • Pharma • Professional Services • Publishing • Retailing • Sportive clothing • Sportive Events • Television • Venture Capital.



Confidential information on market fundamentals developed by The Unicist Research Institute.

Business Applications

Business technologies developed

Fundamental economic analysis (macro) - Fundamental social analysis (macro) - Country scenario building - Business scenario building - Globalization analysis - Fundamental financial analysis (micro) - Fundamental economic analysis (micro) - Operation analysis - Industrial analysis - Commercial analysis - Organizational analysis Strategic analysis - Business analysis - IT design - Human Resources analysis - Cost analysis - Learning process analysis - Management analysis - Market analysis - Object building - Knowledge Management - Market Laboratory - Organizational Laboratory - Project Management - Research & Development

Business applications

CLIENT	INDUSTRY	TECHNOLOGY	OBJECTIVE
ABB	Engineering	Unicist Marketing	Market Laboratory
ABB	Engineering	Objects' design	Catalysis of commercial processes
ABB	Engineering	Unicist Personalized Education	Knowledge Center Development
ABB	Engineering	Business Intelligence	Business intelligence system Implementation
ABB	Engineering	Foundations building	Introduction of the unicist continuous improvement methodology
AG Mc. Kee & Co	Engineering	Unicist management control	Unicist assessment system implementation
AISA	Insurance	Unicist Strategy	Business and Productivity Strategy
American Express	Financial services	Unicist Marketing	Tourism business positioning
Apple	IT	Unicist Ontological Segmentation	Product positioning
BankBoston	Bank	Unicist Ontological Segmentation	Definition of market segments
BASF	Information Technology	Unicist Ontological Segmentation	Product positioning
BASF	Agribusiness	Unicist Ontological Segmentation	Fertilizers positioning
BASF	Agribusiness	Unicist Strategy	Retailers' business strategy
Bayer	Agribusiness	Unicist Marketing	Selling techniques design
Bayer	Pharma	Market research	Cardiac market segmentation
Boca Juniors	Soccer Club	Unicist positioning	Unicist Organizational analysis

Brahma	Consumer goods	Unicist Marketing	Retailers' organizational design
Cablevisión	Mass media	Unicist Ontological Segmentation	Unicist market segmentation (Audience)
Cigna	Insurance	Unicist Ontological Segmentation	Products positioning
Cigna	Insurance	Unicist Ontological Segmentation	Market segmentation
Cigna	Health	Unicist Ontological Segmentation	Market segmentation
Cinzano	Consumer goods	Unicist Ontological Segmentation	Consumers segmentation
Citibank	Bank	Scenario Building	Country scenario building
Citibank	Bank	Unicist value analysis	Foreign Trade Process Design
Citibank	Bank	Unicist Ontological Segmentation	Financial market segmentation
Citibank (SISA)	Bank	Unicist Marketing	Business and product positioning
CMS	Engineering	Unicist continuous improvement	Unicist continuous improvement Technology transfer
Coca Cola	Consumer goods	Market research	Youth market segmentation
Colgate Palmolive	Consumer goods	Subject Driven Marketing	Commercial Productivity
Cronista Comercial	Mass media	Unicist Ontological Segmentation	Readers and sponsors market segmentation
Deutsche Bank	Bank	Market research	Financial market segmentation
Diners Club	Financial services	Subject driven marketing	Sales Productivity Program
Diners Club	Financial services	Object driven marketing	Commercial objects development
Diners Club	Financial services	Unicist Personalized Education	Development of the "Business Development Center"
Diners Club	Financial services	Unicist Continuous Improvement	Unicist continuous improvement program
Emzo	Industrial Assets	Subject driven marketing	Commercial productivity
Emzo	Industrial Assets	Unicist Marketing	Franchise development
Federación Nacional de Cafeteros de Colombia	Consumer goods	Unicist segmentation of Lifestyles	Product positioning
Fundación Favaloro	Health	Unicist strategy	Internal benchmarking development
Gador	Pharma	Client Centered Management	Continuous improvement
Glasurit	Painting	Unicist Marketing	Retailers' CCM
Hewlett Packard	IT	Unicist Ontological Segmentation	Market segmentation
Holderbank	Cement	Unicist Market Research	Users market segmentation
Holderbank	Cement	Unicist Personalized Education	Commercial Processes Catalysis

IBM	IT	Unicist Change Management	Strategy for the introduction of new technologies
IBM	IT	Ontological market research	Market research on PCs
ING	Bank	Unicist strategy	Private banking positioning and segmentation
Johnson & Son	Chemical	Unicist Market Research	Product positioning
Juan Minetti	Cement	Unicist Strategy	Commercial planning
La Caja de Ahorro y Seguro	Insurance	Object driven marketing	Commercial Productivity Program in the Corporative Business
La Caja de Ahorro y Seguro	Insurance	Unicist Strategy	Business strategic analysis
La Caja de Ahorro y Seguro	Insurance	Unicist catalysts	Branches' marketing catalysis
La Caja de Ahorro y Seguro	Insurance	Benefit System	Corporate clients' commercial catalysis
La Caja de Ahorro y Seguro	Insurance	Unicist Personalized Education	Risk Management Corporative School
La Veneciana	Consumer goods	Unicist Marketing	Positioning of season's products and non-season's products
Lloyd's Bank	Bank	Unicist Market Research	Evolution of market segments
Mañana Profesional	Mass media	Unicist Design	Product design
Mañana Profesional	Mass media	Unicist Design	Promotional products design
Mañana Profesional	Mass media	Unicist Personalized Education	Design of learning programs for subscribers and readers
Massey Ferguson	Agribusiness	Unicist Strategy	Business and product positioning
Massey Ferguson	Agribusiness	Unicist Market Research	Users' market segmentation
Massey Ferguson	Agribusiness	Client Centered Management	Structuring of retailers' network
Merck	Chemical	Unicist Strategy	Organization and Commercial Strategy
Monsanto	Agribusiness	Unicist ontological segmentation	Product positioning
Monsanto	Agribusiness	Unicist market research	Market segmentation
Monsanto	Agribusiness	Subject driven marketing	Commercial Productivity Program
Novartis	Pharma	Unicist Marketing	Product positioning (cardiology)
Parexel	Clinical Research	Unicist Strategy	Strategic diagnosis
Parexel	Clinical Research	Unicist objects design	Commercial processes catalysis
Parexel	Clinical Research	Unicist Networking	Building of medical networks
Parque de la Costa	Internet Service	Unicist Marketing	Design of promotions
Pirelli	Tires	Unicist Marketing	Commercial network diagnosis
Radio América	Mass media	Unicist ontological Segmentation	Audience and sponsors segmentation

Renault (30 group members)	Automotive	Client Centered Management	Market orientation
Renault (30 group members)	Automotive	Unicist Personalized Organization	Internal organization
Renault (30 group members)	Automotive	Unicist value analysis	Productivity
Renault (30 group members)	Automotive	Unicist management control	Individual contract-based Executives Assessment System
Sal dos Anclas	Consumer goods	Unicist Marketing	Business and product posicioning
Sew Eurodrive	Industrial Assets	Unicist Marketing	New markets development
Shell	Oil and Gas	Scenario building	Oil industry scenario building
Shell	Oil and Gas	Unicist ontological segmentation	"Home" products positioning
Shell	Oil and Gas	Unicist Personalized Education	"Can-do Academy" programs design
Telefónica	Communications	Unicist ontological segmentation	Logistics market segmentation
TIM	Health	Unicist ontological segmentation	Market positioning
Vasalli	Agribusiness	Unicist strategy	Commercial strategy design
Vasalli	Agribusiness	Unicist ontological segmentation	Users market segmentation
Worthington	Industrial Products	Client Centered Management	Organization of the internal value chain
Xerox	IT	Unicist ontological segmentation	Market segmentation
YPF-Repsol	Oil and Gas	Unicist Marketing	Distribution methods
YPF-Repsol	Oil and Gas	Unicist Personalized Education	Leadership management

There is also a group of more than 50 confidential clients that use the "Business Intelligence" services which include information on countries' scenarios and the evolution of stocks value in international markets.

Stock value prognoses monitored with Unicist Fundamental Analysis

COMPANY	INDUSTRY
Aetna	Health Insurance
Allianz	Insurance
Allianz	Insurance
American Express	Financial services
Astra-Zeneca	Pharma
AT&T	Communications
Banco Bradesco	Bank

Banco Santander	Bank
Bank of America	Bank
BASF	Chemical
Bausch & Lomb	Conglomerate
Bayer	Conglomerate
BHP	Mining
Black & Decker	Tools
Blockbuster	Entertaining - video and dvd rental
Boeing	Aviation and defense
Bristol-Myers Squibb	Pharma
Burger King	Food
Cadbury	Sweets and Chocolates
Campbell	Soups
Cigna	Insurance - Health
Cisco Systems	Technology
Citigroup	Banks
Coca Cola	Beverages
Daimler-Chrysler	Automotive
Deutsche Bank	Banks
General Electric	Conglomerate
Hewlett Packard	Technologies
Honda Motor	Conglomerate
HSBC	Banks
IBM	IT and services
ING Group	Insurance
Johnson & Johnson	Pharma and biotechnology
Lufthansa	Transportation
Mc Donald's	Restaurants
Metlife	Insurance
Microsoft	Software and services
Monsanto	Agribusiness
Nestle	Conglomerate
Nokia	Technology
Novartis	Pharma
Pepsico	Food and drinks
Petrobras	Energy
Pfizer	Pharma
Procter & Gamble	Conglomerate
Renault	Automotive
Roche	Pharma
Siemens	Conglomerate
Sony	Conglomerate
Telefónica	Conglomerate
Tokio Electric Power	Utilities
Toyota	Automotive
Unilever	Conglomerate
Vale do Rio Doce	Mining
Volkswagen	Automotive
Wal-Mart	Retail market

Global Unicist Library

Global Unicist Library

Room: Business Strategy

English

- Unicist Natural Organization
- Business Ethics: Social Capital Building
- Globalization, the new Tower of Babel ?
- Innovation: the lessons of Nikola Tesla
- Knowledge, The Competitive Advantage
- Networking - Unicist Approach to Network Building
- RobotThinking
- The Ethic of Foundations
- The Origin of Fallacies and Paradoxical Behaviors
- The Unicist Ontology of Human Capital Building
- The Unicist Ontology of Intellectual Capital
- The unicist ontology of network building
- Unicist Business Diagnostics
- Unicist Business Scenario Building
- Unicist Business Strategy
- Unicist Continuous Improvement
- Unicist Country Scenario Building
- Unicist Human Capital Building
- Unicist Knowledge Management
- Unicist Marketing Mix
- Unicist Market Segmentation
- Unicist Ontology of History
- Unicist Organization - Object Driven Design
- Unicist Reflection
- Unicist Strategy for Family Businesses
- Unicist Talent Development
- Unicist XD – Estreme Design – “back2back” Methodology

Português

- A origem das falácias humanas
- Administração Unicista do Conhecimento

- As Raízes Universais da Mala Práxis
- Blue book: metodologia unicista de investigação e diagnóstico de sistemas complexos
- Capital Intelectual
- Construção de capital humano: uma abordagem unicista
- Construção Unicista de Cenário País
- Construção Unicista de Cenários de Negócios
- Desenvolvimento Unicista de Talentos
- Diagnóstico Unicista de Negócios
- Estratégia Unicista de Negócios
- Ética da Fundamentação
- Ética dos negócios construção do capital social
- Ética Unicista
- Gestão Unicista do Conhecimento no Negócio da Saúde
- Globalização, a nova torre de Babel?
- Melhoria Contínua Unicista
- O Conhecimento, a Vantagem Competitiva
- O que é a fundamentação?
- Reflexão Unicista
- Sou mineiro: o livro da cooperação
- Unicist Networking para o Mundo da Medicina

 **Español**

- ¿Qué es la fundamentación?
- Antropología organizacional unicista
- Antropología unicista de mercado
- Conducción Estratégica Unicista
- Conocimiento - La Ventaja Competitiva
- Construcción de capital humano
- Construcción de capital social
- Construcción de fundamentos
- Desarrollo del Pensamiento Estratégico Unicista
- Diagnóstico Organizacional Unicista
- El factor cero en la empresa
- El Marketing Mix Unicista
- El origen de las falacias humanas
- El Recurso Humano (Abordaje Unicista)
- Estrategia Competitiva y Monopólica Unicista
- Estrategia de Negociación Unicista

- Estrategia unicista de empresas familiares
- Ética de la Fundamentación
- Etica de los negocios construcción de capital social
- Ética unicista
- Falacias individuales, institucionales y sociales
- Gestión Unicista del Conocimiento en la Industria Minera
- Globalización ¿ la Nueva Torre de Babel?
- Inteligencia, complejos y evolución personal
- La estética en la adaptación al medio
- La Mente del Consumidor (Abordaje Unicista)
- Leyes Naturales de la Estrategia Unicista
- Leyes Naturales de las Organizaciones (Abordaje Unicista)
- Mejora continua unicista
- Metodología unicista de investigación de mercado
- Objetos Cognitivos para el Ahorro de Energía
- OEE: Overall equipment effectiveness
- Ontología Unicista de la Construcción de Comunidades Comerciales
- Ontología unicista de la percepción y la credibilidad
- Ontología unicista del aprendizaje aplicada al desarrollo de talentos
- Ontología unicista del espíritu deportivo y la competitividad
- Ontología unicista del liderazgo
- Organización unicista de la empresa familiar
- Posicionamiento Unicista de Empresa, Marca y Producto
- Reflexión Unicista
- RobotThinking
- Unicist Change Management (Abordaje Estructural)
- Unicist Change Management (Abordaje Operativo)
- Unicist Market Oriented Management
- Unicist Sales Driven Marketing
- Unicist Team Building - Construcción de Equipos
- Yo, minero: el libro de la cooperación

Room: Knowledge Management and Innovation

English

- Innovation: the lessons of Nikola Tesla
- Knowledge, The Competitive Advantage
- The Unicist Ontology of Intellectual Capital
- Unicist Human Capital Building
- Unicist Reflection

Português

- Aprendizagem guiada por conselheiros
- Blue book: metodologia unicista de investigação e diagnóstico de sistemas complexos
- Gestão Unicista do Conhecimento no Negócio da Saúde
- O Conhecimento, a Vantagem Competitiva

Español

- Aprendizaje guiado por consejeros
- Conocimiento - La Ventaja Competitiva
- Educación personalizada unicista
- Gestión Unicista del Conocimiento en la Industria Minera
- Inteligencia, complejos y evolución personal
- Mejora continua unicista
- Objetos Cognitivos para el Ahorro de Energía
- Ontología unicista del aprendizaje aplicada al desarrollo de talentos
- Unicist Knowledge Management

Room: Future Research

English

- Globalization, the new Tower of Babel ?
- Introduction to the unicist theory of evolution
- The unicist ontology of evolution
- Unicist Anthropology: introduction to unicist country future research
- Unicist Archetypes of Countries: Australia
- Unicist Archetypes of Countries: Brazil
- Unicist Archetypes of Countries: France
- Unicist Archetypes of Countries: Germany
- Unicist Archetypes of Countries: Sweden
- Unicist Country Future Research
- Unicist ontology of history
- Fundamentalism – The ethic of survivors

Português

- Arquétipos Unicistas de Paises: Alemanha
- Arquétipos Unicistas de Paises: Austrália
- Arquétipos Unicistas de Paises: Brasil
- Arquétipos Unicistas de Paises: França
- Arquétipos Unicistas de Paises: Suécia
- Globalização, a nova torre de Babel?
- Introdução à ontologia unicista da evolução: as leis unicistas de evolução
- O que é a Teoria Unicista de Evolução?

Español

- Arquetipos Unicistas de Países: Alemania
- Arquetipos Unicistas de Países: Brasil
- Arquetipos Unicistas de Países: Francia
- Globalización ¿ la Nueva Torre de Babel?
- Introducción a la ontología unicista de la evolución
- Prospectiva unicista de países
- La naturaleza de la evolución de países

Room: Economics

English

- Globalization, the new Tower of Babel ?
- Unicist Country Future Research
- Unicist Econometrics

Português

- Globalização, a nova torre de Babel?

Español

- Globalización ¿ la Nueva Torre de Babel?
- La naturaleza de la evolución de países

Room: Health Care

English

- Real Diagnostics vs. Paradoxical Diagnostics

Português

- As Raízes Universais da Mala Práxis
- Gestão Unicista do Conhecimento no Negócio da Saúde
- Unicist Networking para o Mundo da Medicina

Español

- Diagnósticos Reales vs. Diagnósticos Paradojales

Room: Complexity science research

English

- Design of complex systems research
- The Ethic of Foundations
- Unicist logic to approach complexity

Português

- Blue book: metodologia unicista de investigação e diagnóstico de sistemas complexos
- Como manejar problemas complexos
- Desenho de investigações de sistemas complexos
- Ética da Fundamentação
- Lógica Unicista
- O que é a fundamentação?

Español

- Blue book: metodología unicista de investigación y diagnóstico de sistemas complejos
- Cómo manejar problemas complejos
- Construcción de fundamentos
- Diseño de investigaciones de sistemas complejos
- Ética de la Fundamentación
- ¿Qué es la fundamentación?

Room: Human Intelligence

English

- The Origin of Fallacies and Paradoxical Behaviors
- The unicist ontology of ethical intelligence
- Unicist logic
- Unicist Reflection

Português

- A origem das falácias humanas
- Blue book: metodologia unicista de investigação e diagnóstico de sistemas complexos
- Como manejar problemas complexos
- Introdução à inteligência ética
- Lógica Unicista
- Reflexão Unicista

Español

- Cómo manejar problemas complejos
- Desarrollo del Pensamiento Estratégico Unicista
- El origen de las falacias humanas
- Falacias individuales, institucionales y sociales
- Inteligencia, complejos y evolución personal
- Introducción a la inteligencia ética
- Introducción a la ontología unicista de la Percepción
- Ontología unicista de la percepción y la credibilidad
- Ontología unicista del lenguaje
- Reflexión Unicista

Room: Education

English

- Counseling Driven Learning
- Unicist Personalized Education
- Unicist Reflection

Português

- Aprendizagem guiada por conselheiros
- Educação personalizada unicista
- Reflexão Unicista

Español

- Aprendizaje guiado por consejeros
- Educación personalizada unicista
- Inteligencia, complejos y evolución personal
- Ontología unicista de la percepción y la credibilidad
- Ontología unicista del aprendizaje aplicada al desarrollo de talentos
- Ontología unicista del lenguaje
- Reflexión Unicista

Room: Ethics

 **English**

- Unicist Ethic
- The ethic of foundations
- Business ethics: social capital building

 **Deutsch**

- Die Ethik der Begründung

 **Français**

- Éthique des fondements

 **Português**

- Ética Unicista
- Ética da fundamentação
- Ética dos negócios: construção do capital social

 **Español**

- Ética Unicista
- Ética de la fundamentación
- Ética de los negocios: construcción de capital social

Room: Evolution

English

- Introduction to the unicist theory of evolution
- The unicist ontology of evolution
- Unicist logic
- Unicist ontology of history
- What is the Unicist Theory of Evolution?
- Unicist mechanics

Português

- Introdução à ontologia unicista da evolução: as leis unicistas de evolução
- Lógica Unicista
- O que é a Teoria Unicista de Evolução?

Español

- Falacias individuales, institucionales y sociales
- Introducción a la ontología unicista de la evolución
- Introducción a la Teoría Unicista de Evolución
- ¿Qué es la Teoría Unicista de Evolución?

Room: Mind Opener

English

- Innovation: the lessons of Nikola Tesla
- The Ethic of Foundations
- The unicist ontology of ethical intelligence

Português

- Como manejar problemas complexos
- Enigmas Unicistas
- Ética da Fundamentação
- Ética Unicista
- Introdução à inteligência ética
- O que é a fundamentação?
- Reflexão Unicista
- Sou mineiro: o livro da cooperação

Español

- Acertijos Unicistas
- Cómo manejar problemas complejos
- Construcción de fundamentos
- De la acción, la fricción, la lubricación y la vida
- El poder del humor en la resolución de conflictos
- Ética de la Fundamentación
- Ética unicista
- Inteligencia, complejos y evolución personal
- Introducción a la ontología unicista de la Percepción
- La estética en la adaptación al medio
- Ontología unicista de la percepción y la credibilidad
- Ontología unicista del espíritu deportivo y la competitividad
- Ontología unicista del lenguaje
- ¿Qué es la fundamentación?
- Reflexión Unicista
- Yo, minero: el libro de la cooperación

Glossary

Unicist Glossary

Action guide
It is the homeostatic element of a concept (see complementariness). It avoids the modification of the purpose of a concept promoted by the utopia.

Added value
It is the incremental value added by an agent to a given reality.

Adverbial function
Is the homeostatic function that sustains the substantive function to avoid the modification posed by the verbal function (See complementariness)

Analogous experiences
They are those with a similar functionality.

Analogous
Two elements are analogous when they have the same operational functionality. Considering the function of flying, a bird and a plane may be considered analogous.

Anticoncept
An anticoncept is a conceptual structure that has the purpose of destroying a concept. It is sustained by fallacies and is the basis of paradoxical behaviors. When a concept and its anticoncept join, they both disappear.

Antithetic value
It is the verbal function of a concept. It functions according to the law of supplementarity (See supplementarity).

Appropriated value
It is the value obtained by a system, due to its action in the environment.

Archetype
Is the conceptual structure of automatic behaviors that underlies and sustain spontaneous responses of individuals, groups or cultures.

Argument
It is an opinion that includes no groundings about a certain reality. It is an affirmation or a negation based on a subjective perception of reality.

Attractors
According to the chaos theory, attractors are elements that structure chaos. There are point, cyclic, torus, and strange attractors. Strange attractors are the drivers of complex systems´ functionality.

Central value
From a logical point of view, it is the purpose of a concept.

Chaos
It is an unpredictable situation for observers and participants.

Complementariness
It is an interdependent relation between two elements, actions or ideas. Each one of these elements has what the other element requires and they both have a coincident element.

Complex Systems
They are system that structure open unified fields. The results of complex systems are unpredictable for ordinary people.

Concept
It is the logical or pre-logical structure that regulates beings with real or virtual life. It is also defined as the driver of complex systems.

Contraction
It is a conceptual function whose aim is to avoid that the death instinct prevails over the life instinct. Thanatos prevails in contraction.

Contractive function
It is the function that intends to avoid the destruction of a system (simple or complex).

Credibility zone
It is a participant's perception of the functional concept of a reality.

Cross-cultural invariables
They are human functional structures that are homologous in different cultures, such as the need for security and freedom.

Dehumanization
It is a kind of anticonceptual functionality. Functional actions become self-fulfilling and generate a materialistic behavior.

Disequilibrating element
It is the synonym of the antithetic element. (See supplementariness)

Drivers
They are the functional concepts that define the evolution of a given reality. They can be assimilated to the strange attractors defined by the theory of chaos.

Dual thinking
It is the natural and basic way of human thought. Human beings use dual thinking when they are overwhelmed by facts.

Effectiveness
It is the integration of efficiency and efficacy.

Efficacy
The capacity of humans to produce results responsively.

Efficiency
It is the potential capacity of simple or complex systems to produce results.

Equilibrating element
It is the synonym of the homeostatic element. (See complementariness)

Essential concept
It is the "deepest" concept that structures a particular unified field. It is the structure of information that regulates the most essential behavior of complex systems and defines its long-term evolution.

Ethics
Rules of behavior for individuals, groups, institutions and cultures. Ethics has a functional structure, a dominant moral and is sustained by an ideology.

Evolution stages
Stages that describe the evolution cycle of a situation in which ontogenesis and phylogenesis are redundant.

Evolution
It is the ascendant cycle measured in terms of the improvement of species.

Expansion
A situation in which growth and life-instinct prevails.

Expansive function
It is the function that impulses the expansion of a simple or complex system beyond the limits of its unified field.

Extrinsic concepts
They are the concepts given by humans to elements, actions, ideas, facts or objects. They are described by their structural functionality and at the same time define it.

Fallacy
False perceptions built upon a logical structure. When individuals' beliefs and needs prevail when making a judgment, fallacies are unavoidable.

Falsification
It is a process that seeks to prove that a hypothesis is false. When something cannot be proven to be false it is considered not-false. In common language it is called to be true.

Foundation
It is an argument that contains reasonable, comprehensive, and verifiable information.

Freedom
It is an internal structure that allows individuals to adapt to changing realities in a responsible way.

Functional concepts
They are the drivers of the behavior of living beings with real or virtual life. They describe the functional structure of complex systems.

Functional structure
The functional structure describes the structural relations within a simple or complex system. The functional structure of a complex system is given by the conceptual structure that regulates its evolution.

Functionality zone
It is the description of an intrinsic concepts' functioning.

Gravitational forces
They are the external forces that influence the evolution of a unified field.

Homeostatic value
It is the adverbial function of a concept. It limits the action of the antithetic value avoiding the modification or mutation of the concept (See complementariness).

Homologous
Two elements are homologous when they have the same essential characteristic. A whale and a dog are homologous, in the sense that they are both mammals.

Hygienic
It is an element necessary for a situation but which has no added value.

Idea
It is an intellectual structure of a reality. It is functional to the approaching of concepts for individuals with dominant analytical thought.

Instability zone
It is the place where the functional structure of a concept destabilizes. There are two instability zones:

a) The situation in which the lack of energy produces the loss of functionality or credibility.
b) The utopia point. It is the absolute point where reality vanishes.

Integrative thinking
Its a Intellectual approach to reality based on the conjunction "and". It does not consider the disjunction "or".

Intrinsic concept
It is the regulator of a complex system, whether it has real or virtual life.

It defines the functionality of the complex system and does not depend on the perception of the observer.

Intrinsic
It is an internal functionality of a given reality whose existence is not conditioned by others' perception.

Involution
It is a degradation cycle of a reality in terms of the evolution of species.

Life style
It describes the adaptation of an individual to cultural mandates. His adaptive behavior involves the cultural values, the archetype and the dominant strategic style.

Maximal strategy
The maximal strategy is the one depending on the environment. In this case the influence of a person, group or institution is insufficient to assure the result of a "strategic action".

Minimal strategy
In this case, the result of a strategic action depends on the individual, group or institution exerting this influence.

Moral
It is a conceptual structure that aims to satisfy the needs of a culture, the necessity of transcendence and the needs of individuals.

Myth
It is an adverbial function that limits the action of individuals within cultures to assure the purpose of the evolution of species.

Object
An element containing a concept, a purpose to be achieved and a quality assurance function.

Objects library
A structure that contains objects designed to be used in simple or complex systems. Cognitive objects organize the objects library when a system is complex.

Operational concept
It integrates two of the elements of a concept: it integrates the action (verbal function) within the limits of the adverbial function. The purpose of the concept is considered as given.

Opinion
It is a judgment of something. The opinion is basically subjective. When it is grounded it is called a foundation.

Over-contraction
It is a situation in which destruction is challenged. It produces the implosion of the system.

Over-expansion
It is a situation in which destruction is challenged. It produces the explosion of the system.

Paradoxical functionality
A functionality that achieves opposite results from what apparently is seeking to achieve.

Preconcepts
Individuals' stratified conceptual structure, based on former experiences, created to avoid personal risks. They are a natural approach to reality based on automatisms.

Procedure
In functional terms, it is the active part of the conceptual structure.

Purpose
It is the final objective of a concept. It is the substantive function of a given reality.

Reflection
It is a process to apprehend a given reality that begins with a projection of an individual's opinions. Having solved the conflict of the projections, reality has to be introjected. It comes to an end when the internal and the external reality are homologous. This approach occurs within the unified field of an actual action.

Security
It is the need of human beings to attain an internal structure to avoid chaos or depression.

Social capital
The system of relations that defines the synergy of a group or culture. The strength of relations, when seeking for an objective, defines social capital.

Strategic stereotype
It is the name given to a stratified strategic style. In this case, a person loses its ability to adapt to reality, feels its survival threatened and seeks to obtain benefits from the environment.

Strategic style
It describes the way a person influences the environment and the way he manages the influence of the environment.

Strategic thinking
It is a intellectual approach to influence complex realities

Structure of a concept
From a logical point of view, the structure of a concept is given by its central value, its antithetic value and its homeostatic value.

From a semantic point of view, the structure is given by a substantive function, a verbal function and an adverbial function.

From a functional point of view, the structure is given by a purpose, a procedure and an action guide.

From a social point of view, the structure is given by a taboo objective, a utopical function and a mythical structure.

Structure of functional concepts
It is the structure of drivers regulating the evolution of a complex system.

Sub-concept
It is a complex sub-system within a complex system.

Subsistence
It is the description of a situation in which individuals, institutions or cultures have a security framework to assure their survival.

Substantive function
From a semantic point of view, it is the function that defines the purpose of a concept.

Supplementarity
It is a relation between elements with redundant purposes and verbal functions, having a different homeostatic element. One of the elements has a superior "myth" that challenges the evolution of reality.

Survival
It is a situation in which the individual perceives his life is being threatened. It can be real or not.

Taboo
It is a socially unacceptable situation. Accepting taboos implies generating chaos.

True
It is the situation in which the functional reality and its perception merge. From a transcendental point of view truth represents the absolute. The absolute implies the existence of the conjunction "and" with absence of the disjunction "or".

Type of thought
It describes the structure of the mental process to approach reality. There are four types of thought to approach reality: the operational, the analytic, the scientific and the conceptual.

Typology
It defines a particular characteristic of the collective unconsciousness of a culture, segment or individual, based on their ultimate purposes.

Unicist dialectic
It is the description of human double dialectics. On one hand, there is the dialect of the central value and the antithetic value. And on the other hand, there is the dialectic of the central value and the homeostatic value. Instantly, both relations integrate themselves to achieve the purpose of the central value.

Unicist logic
A logical structure based on the conjunction "and" to apprehend complex realities. It excludes the disjunction "or".

Unicist Ontology
It describes the concept (nature) of a given reality considering its functional unique structure. Although the ontology of a given reality is unique the perceptions within the structure might be multiple. These multiple perceptions define the credibility zone of the concept.

Unicist
It is an operational, scientific and philosophic approach to reality. It considers reality as a concept driven unified field.

Unified field
It is a specific portion of a reality to be influenced that works as an open system and requires the definition of arbitrary limits to make it functional.

Utopia point
It is the condition of a reality when it turns out to be absolute. On the utopia point reality ceases to exist.

Utopia
It is an idea that seeks to improve a situation (a no-place en terms of its etymology).

Verbal function
From a semantic point of view, it is the function that defines the actions and establishes the utopias of a concept.

Vital functionality
The final purpose of living beings.

Vocation
It is the identity of an individual to fulfill his life plan consciously.