



The Unicist Approach to Business

A Visual Guide to the Unicist Ontogenetic Maps & Business Objects

Ontological Diagnoses

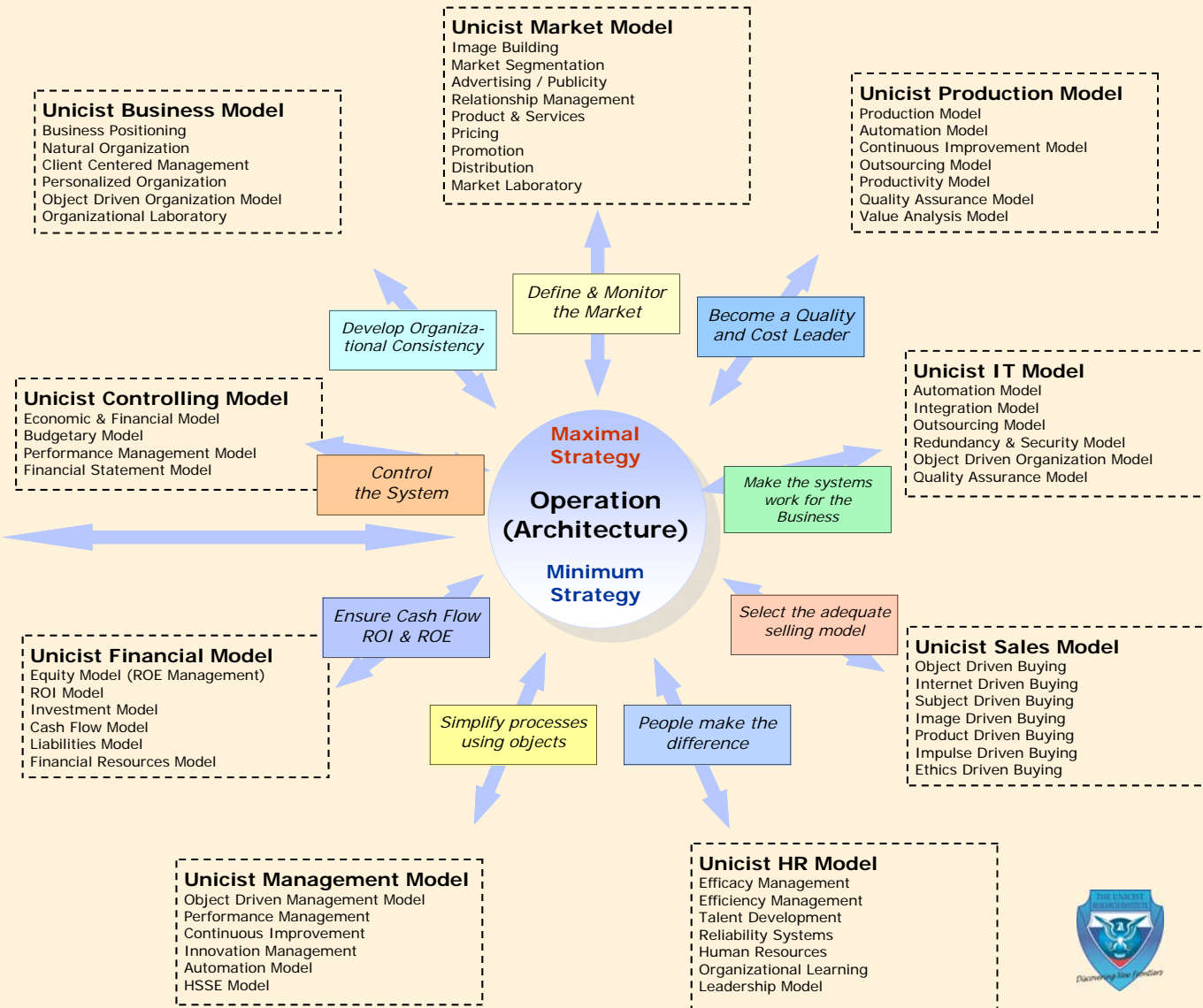
- 1) Companies Structure
- 2) Type of Business
- 3) Size of Business
- 4) Business Positioning
- 5) Brand Attributes
- 6) Use Value of the Products
- 7) Marketing Structure
- 8) Market Segmentation
- 9) Market Confrontation
- 10) Natural Organization
- 11) Leadership
- 12) Quality Assurance
- 13) Business Growth
- 14) Financial Structure
- 15) Human Resources
- 16) Innovation Structure

Unicist Diagnostics

Technical-Analytical Diagnoses

- 1) Economic and Financial Analysis (Static and Dynamic)
- 2) Value Analysis (Technologies)
- 3) Quantitative Market Analysis
- 4) KPI Analysis
- 5) Forecasts and Scenarios
- 6) Swot analysis
- 7) Projected Balance sheets
- 8) Performance Management
- 9) Human resources
- 10) Future Scenarios

Access the Unicist Library
www.unicist.com



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Ontogenetic Maps are the GPS for actions