

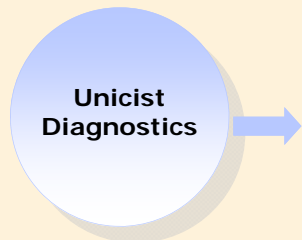


A Visual Guide to the Unicist Standard in Business

Fundamental

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



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 Standard:



Unicist Business Model

- Business Positioning
- Natural Organization
- Client Centered Management
- Personalized Organization
- Object Driven Organization Model
- Organizational Laboratory

Unicist Market Model

- Image Building
- Market Segmentation
- Advertising / Publicity
- Relationship Management
- Product & Services
- Pricing
- Promotion
- Distribution
- Market Laboratory

Unicist Production Model

- Production Model
- Automation Model
- Continuous Improvement Model
- Outsourcing Model
- Productivity Model
- Quality Assurance Model
- Value Analysis Model

Unicist Controlling Model

- Economic & Financial Model
- Budgetary Model
- Performance Management Model
- Financial Statement Model

Maximal Strategy
Operation
Minimum Strategy

Develop Organizational Consistency

Define & Monitor the Market

Become a Quality and Cost Leader

Control the System

Make the systems work for the Business

Ensure Cash Flow ROI & ROE

Select the adequate selling model

Simplify processes using objects

People make the difference

Unicist Financial Model

- Equity Model (ROE Management)
- ROI Model
- Investment Model
- Cash Flow Model
- Liabilities Model
- Financial Resources Model

Unicist IT Model

- Automation Model
- Integration Model
- Outsourcing Model
- Redundancy & Security Model
- Object Driven Organization Model
- Quality Assurance Model

Unicist Sales Model

- Object Driven Buying
- Internet Driven Buying
- Subject Driven Buying
- Image Driven Buying
- Product Driven Buying
- Impulse Driven Buying
- Ethics Driven Buying

Unicist Management Model

- Object Driven Management Model
- Performance Management
- Continuous Improvement
- Innovation Management
- Automation Model
- HSSE Model

Unicist HR Model

- Efficacy Management
- Efficiency Management
- Talent Development
- Reliability Systems
- Human Resources
- Organizational Learning
- Leadership Model



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Fundamentals are the drivers of actions