



Ontogenetic Maps are Timeless and Cross-cultural to “Design Globally and Operate Locally” White Paper



Unicist Ontogenetic Maps for Businesses – The DNA of Institutions

The Ontogenetic Maps (OM) of businesses describe the unicist ontological structures of their functions. They allow defining the possibilities of businesses and the probability of success of their strategies. The OM's define the essential drivers, catalysts and inhibitors which define the natural actions of these functions. The complete set of OM's of a business, including its context, defines its DNA which regulates its actions and evolution. This DNA describes businesses as unified fields. The knowledge of the ontogenetic maps allows dealing with businesses as adaptive systems and makes them reasonable, understandable and predictable.

What are Unicist Ontogenetic Maps in Business for?

Ontogenetic maps are a conceptual GPS to generate solutions in the field of businesses considered as human adaptive systems. They describe the ontological algorithm of a function or the whole system providing the steps that have to be followed to influence businesses.

Ontogenetic maps are timeless and cross-cultural but their applicative content varies based on the available technologies and the characteristics of the environments.

The use of ontogenetic maps and their implicit unicist ontological algorithms is the input for business architecture making the building of a solid structure possible.

What are Ontogenetic Maps?

The integration of the ontogenetic intelligence of nature, the anthropological invariables and human ontogenetic intelligence made the development of the ontogenetic maps possible. These ontogenetic maps are timeless

The Unicist Approach and the Third Industrial Revolution

From an anthropological standpoint, the first industrial revolution was given by the mechanical approach. The second industrial revolution was possible because of the systemic approach and the third industrial revolution implies the approach to reality as a unified field.

The unicist approach structured the third industrial revolution making human adaptive systems reasonable, understandable, predictable and manageable as unified fields. That is why it is a new starting point for businesses.

An industrial revolution is such when it changes structural paradigms and produces a breakthrough in energy saving/optimization.

All the solutions, technologies and knowledge provided by TURI generate huge energy saving effects sustaining this revolution. Access a visual synthesis of the unicist approach at: <http://unicist.net/clipboard>

Using the Unicist Approach

The use of the unicist approach is based on the integration of technical analytical and fundamental knowledge to deal with adaptive (complex) systems, to diagnose them, build their strategies and design their functional architecture to produce results.

As businesses are adaptive systems, and as such have open boundaries that allow no observers from the outside, they need to be measured from the inside.

The internal measurement needs to be based on the unicist ontological algorithms that are implicit in their ontogenetic maps.

The unicist approach is fully action and results driven. This is a conscious approach that requires having the technical knowledge to manage the operational and systemic aspects and the knowledge of the ontogenetic maps to manage the nature of the complex problems. The process begins with actions and ends with actions.

This implies that individuals approach business processes intuitively and, if the goals are achieved and the strategy is fulfilled, they celebrate. If results are not being achieved or a business needs to expand its boundaries then it is necessary to use the unicist approach to diagnose it, build a new strategy and design an architecture to implement it.

The ontogenetic intelligence of nature regulates the evolution of living beings based on the existence of a purpose, an active and entropic principle to grow and an energy conservation principle to sustain the purpose.

meaning that they are valid as long as the function they represent exists. For example, the ontogenetic map of a lifeboat exists and remains unchanged as long as its function exists. Technologies change, cultural contexts are different but the ontogenetic map of the lifeboat remains the same.

Ontogenetic maps are cross-cultural because the integration of the ontogenetic intelligence of nature with the anthropological (cultural) invariables defines the nature of a function in synthetic language.

On the one hand, this makes the unicist ontological structures self-evident in any culture and, on the other hand, it makes the ontological algorithms, that define the ontogenetic maps, be perceived as logical because they follow the natural way something needs to be developed.

Why Timeless?

The discovery of the ontogenetic intelligence of nature opened the possibilities to deal with adaptive systems without needing to treat them as systemic systems.

It established that every living being is regulated by an intelligence that establishes its purpose, its active principle to evolve and its energy conservation principle to sustain its purpose.

It established that these elements in their oneness behave in a double dialectical way:

- The purpose is put into action by the active function having a relationship ruled by the supplementation law.
- The purpose is sustained by the energy conservation principle having a relationship based on the complementation law.

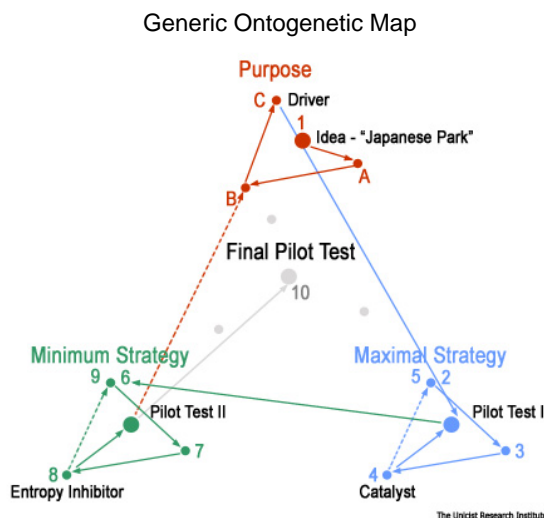
This discovery established the basics that allowed approaching adaptive systems based on their unicist ontologies and building their ontogenetic maps which emulate the ontogenetic intelligence of nature. The ontogenetic maps remain unchanged as long as a function exists, for example negotiation, leadership, strategy, etc.

Why Cross-cultural?

The discovery of the anthropological (cultural) invariables allowed explaining human essential behavior. These invariables are, on the one hand, the human need for security and freedom and, on the other hand, the alternative trend towards expansion or contraction. This was modeled in the double pendular behavior of humans that allows apprehending human evolution at an essential level.

The research on human intelligence and the discovery of ontointelligence, defined by ethical intelligence, the type of thought and strategic intelligence, allowed explaining how humans deal with adaptive systems. It defines the depth, amplitude and timeframe an individual can manage in the field of adaptive systems.

The ontogenetic maps are cross-cultural because their structure is based on the anthropological invariables which makes them self-evident in any culture.



Ontogenetic maps are basic to design business architecture to develop diagnoses, strategies, scenarios, business models, business processes and business objects. Ontogenetic maps are the drivers to manage maximal strategies.

The unicist ontology of leadership describes the nature of leadership in order to be able to use the adequate leadership for any situation.

Understanding the nature of leadership is basic to find the natural place to develop one's activities. It also helps to understand how to influence people and how to respond to the influence of others.

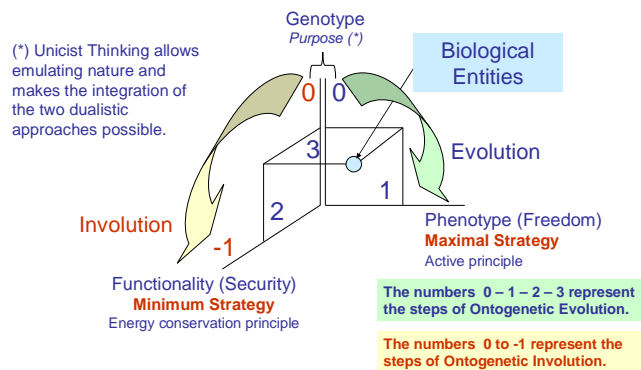
The basics of leadership

Leadership is based on the need to sustain one's authority. The participation of others is a condition of leadership. A leader is such because s/he is followed.

Therefore, in terms of the unicist logic, participation is the active function of leadership and the energy conservation function is given by the power a leader has to impose her/his authority.

Unicist Ontogenetic Map of Biological Entities

The Unicist Ontology in Unicist Standard Language



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Example of the Ontogenetic Map of Leadership

Timeless & Cross-cultural:
Compare it with your experience

But this is a sort of paradox. The energy conservation function is given by the power the individual “does not use”. If the power is used it consumes energy and, in fact, a double amount of energy, because:

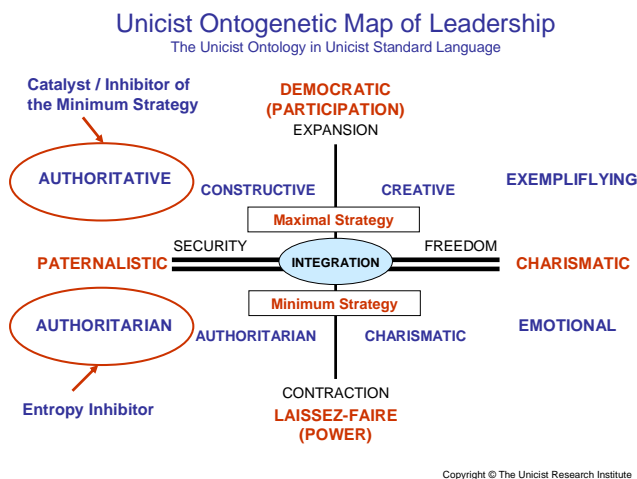
- 1) To impose something there is a need to exert power and consume energy.
- 2) When power is exerted, authority is being lost, because it means that the authority of the individual has not been accepted. And in this case, an additional amount of energy must be invested to reconstruct the value of the authoritative role.

Participation poses another paradoxical dilemma:

- 1) When the authority of the leader is extreme, for example a religious leader, the participation is not possible.
- 2) When the participation is extreme, there is no possibility to accept an authoritative role.

The nature of leadership

The nature of leadership can be described using unicist logic:



Leadership can be described using the natural structure as defined by four basic drivers of leadership:

- Democratic driver
- Charismatic driver
- Paternalistic driver
- Laissez Faire driver

Democracy means consensus and/or the prevalence of a majority. Democracy implies a high level of responsibility of the members of a group. It is required that they have the necessary knowledge and awareness of what is happening in order to exert a valid decision.

Charismatic means that a leader is followed because s/he is “attractive”. Leaders are attractive because of two different reasons. On the one hand, they are attractive because they preach by example and, in this case, people follow exemplarity. And on the other hand, people also follow those who cover their emotional needs.

Paternalistic means that the leaders represent a parental role. The parental role can have two different aspects: the authoritative role, represented by those who have the necessary knowledge to lead and the authoritarian role, represented by those who have the power to impose their leadership.

The Laissez faire leadership implies being in power of doing what is wanted and letting others do the same. It is the leadership role of those who are in power. It is ego and pleasure driven and supposes that what one and others want is what is necessary to be done.

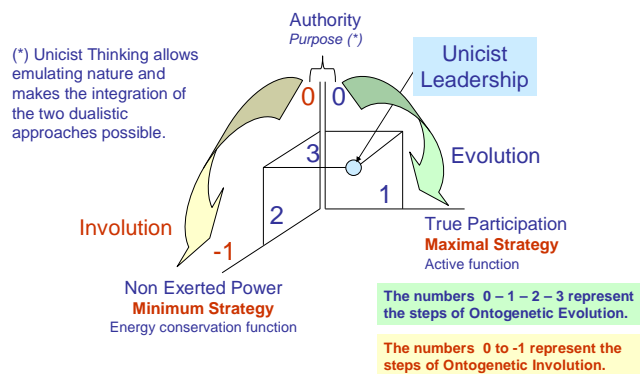
Leadership styles

Based on the natural leading attitudes, four leadership styles can be defined:

- Charismatic
- Authoritarian
- Constructive
- Creative

Unicist Ontogenetic Map of Unicist Leadership

The Unicist Ontology in Unicist Standard Language



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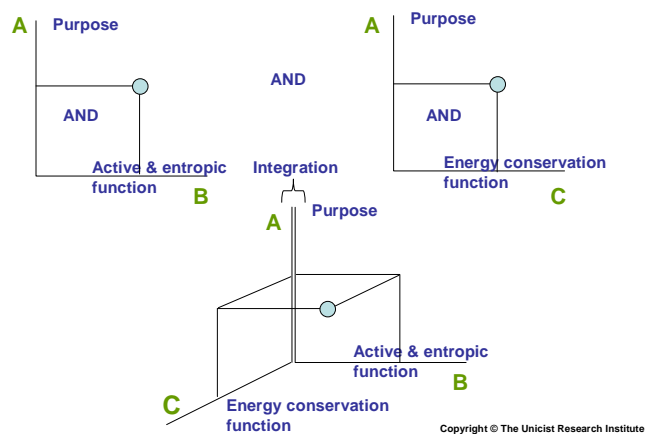
How does human double dialectical behavior work?

The Unicist Dialectics allows dealing with human adaptive systems managing the integration of their double dialectical behavior. With this double dialectical approach (purpose - active function, purpose - energy conservation function) one can understand the structure of an adaptive system and its evolution.

Unicist Dialectics is based on the emulation of adaptive systems, emulating the ontogenetic intelligence of nature (purpose, active principle, energy conservation principle).

Its application to human adaptive systems made the emulation of individual, institutional and social evolution possible.

Unicist Double Dialectical Behavior



Unicist 5-click Strategy

This is an ontogenetic map based system that uses implicitly the double dialectics to define the object driven marketing approach. It allows monitoring commercial actions with potential clients when developing maximal strategies to expand. It has been simplified to work as a tool and a demonstration of the possibilities of this technology:

<http://www.unicist.net/bees>



To approach a reality integrated by three elements with a dualistic mind it is necessary to consider it as a dualistic integration of binary elements. To perceive dialectics it is necessary to have a high abstraction capacity.

Those who do not have the abstraction capacity consider the dialectical behavior based on observable facts of reality. They cannot differentiate essential correlations from cause-effect relations.

Individuals who have the necessary functional intelligence and the will to add value to an environment, and are able to see the double dialectics, develop two different actions to ensure results: on the one hand, they impulse action and on

the other hand, they develop actions to inhibit entropy.

Individuals who approach reality using unicist thinking define strategies based on taxonomies and planed actions to influence the environment.

Brief history of modern dialectics

Modern dialectics began based on an idealistic and materialistic voluntaristic approach to reality (Hegel – Marx). Simple dialectic developed as an explanation of the evolution of human idealism and as the grounding of human materialism.

This is the way of natural dualistic thinking. It produces rationalistic conclusions of reality that sound incredibly simple and make the producer feel extremely powerful in the sense that with a “push” it is possible to change an existing reality. The Unicist Dialectic is based on the mental emulation of the ontogenetic intelligence of nature that allows a valid emulation of adaptive systems. Its application to human adaptive systems made the emulation of individual, institutional and social evolution possible.

Hegel’s and Marx’s dialectics

Dialectic as defined by Hegel is contradictory with the concept of complex systems. Complex systems are integrated based on the conjunction “and”, and their evolution includes the complementation between the apparent opposites. This dialectical thinking of Hegel, who considers the synthesis as a result of the opposition between a thesis and an antithesis, permits the construction of parallel realities based on the disintegration of the real world and the construction of a world where the limitless evolution of ideas drives towards an ideal. Hegel builds an apparently upgrading fallacy.

Marx’s perceives the fallacy implicit in Hegel’s approach but he can not get rid of his dualistic approach to reality and his need to build a better future that only depends on the promotion of an adequate antithesis.

But his materialistic approach hindered him to accept an ethic of added value in the real world. He built a dialectic based on the definition that thesis is given by an existent myth and the antithesis is a utopia that will change the myth creating a new environment. This implied considering that the utopia is a response to the existing myth.

But in real life, myths limit utopias, sustaining an underlying purpose which is considered a taboo. Utopias are not responses to myths but reactions to taboos. They are born to change an existing purpose to be achieved. Marxist dialectic drove to human declination because the fallacy he had built required materialistic absolute ideologies to sustain it.

Excerpt from the book “The Ontogenesis of Evolution” by Peter Belohlavek



The Unicist Research Institute

TURI was the pioneer in complexity science research and became the major research organization in the world in the field of human adaptive systems.



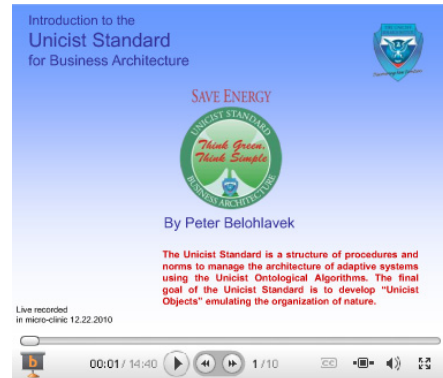
The Unicist Research Institute (TURI) is a global research center specialized in complexity sciences focused on the research of the evolution of adaptive systems. Its applicative research is centered on social, institutional and individual evolution, using unicist ontological research to develop unicist ontogenetic maps and build objects for individual, institutional and social use.

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. Unicist Objects are proven solutions based on the use of the unicist ontogenetic algorithms included in the Unicist Standard that can be installed in processes in order to save energy and increase quality to produce results.

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 market
- Structure of the sporting goods market



Access video: www.unicist.org/jua.shtml

Access the Unicist Standard Guides 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.



Business Ontology
Access the next step
www.twitter.com/UnicistOntology



Business Architecture
Access the next step
www.twitter.com/UnicistStandard



Unicist Library for Business Architecture
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www.unicist.org/index.php

Acknowledgement

The development of the Unicist Standard was possible due to the participation in the research of hundreds of institutions and companies and thousands of individuals since its beginning in 1976. As it is known, complexity research has to be developed in the “real world” and doesn’t allow making artificial experimentation. Thus, more than 4,200 researches on unicist ontological structures of reality could be finished (December, 2011) giving birth to the Unicist Standard which is based on the discovery of the ontogenetic intelligence of nature and the consequent Unicist Ontology of Evolution.



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