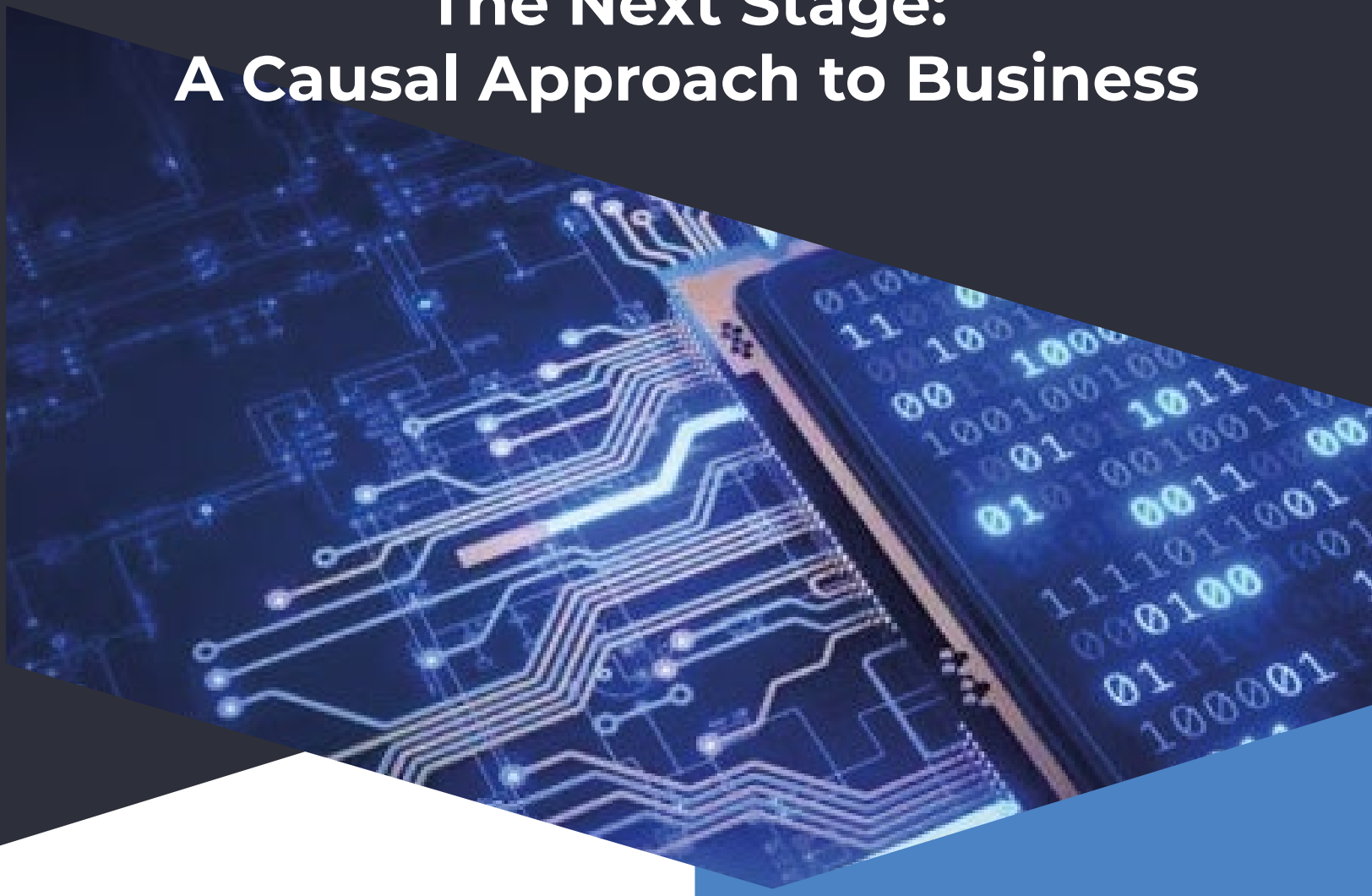
The Next Stage:
A Causal Approach to Business



Unicist Binary Actions in Business Processes

Using binary actions to enhance value generation and efficiency by managing the functionality of business functions.

The Unicist Research Institute

Pioneers in Research since 1976

The Use of Unicist Binary Actions

Binary actions are two synchronized actions that make adaptive systems and environments work. Functionalist technologies use unicist functionalist principles to define the synchronized binary actions that ensure the functionality of business functions.

Therefore, any business process that provides value, is based on the use of binary actions. Unicist binary actions are two synchronized actions that make the functionalist principles of processes work. One of the actions opens possibilities or generates value while the other action ensures the delivery of results.

Examples of evident binary actions in business are:

- Learning + Teaching = Knowledge acquisition
- Productivity + Quality = Production
- Marketing + Selling = Generation of revenue
- Root Causes + Triggering Causes = Solutions
- Efficacy + Efficiency = Effectiveness
- Empathy + Sympathy = Influence building
- Participation + Power = Leadership
- Desirability + Harmony = Aesthetics

The Unicist Virtual Advisor (UVA) simplifies the building of business binary actions and the management of the root causes of problems. It is based on the library of unicist ontological research works developed at The Unicist Research Institute.

Binary Actions are Based on the Roots of the Functionality of Things

Employing unicist binary actions (UBAs) is imperative for achieving desired outcomes in adaptive environments. It is part of their nature. However, effective implementation necessitates a comprehensive understanding of the underlying functionality of things and the root causes of problems.

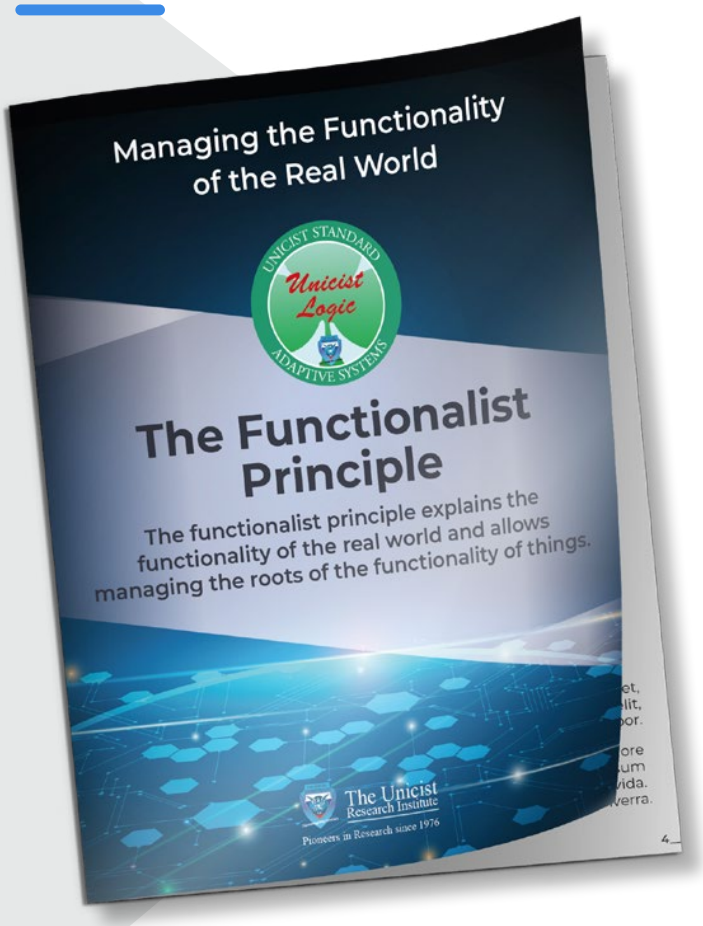
Unicist logic was specifically developed to address real-world functionality and was subsequently applied to the realm of business to navigate adaptive environments. As a result, the rational approach to UBAs became feasible with the advent of unicist logic.

This new phase emerged from the discovery of nature's intelligent functionality, leading to the development of unicist logic. By defining the functionalist principles of adaptive systems, unicist logic facilitates the management of their dynamics and evolution.

Fundamentally, unicist logic establishes the functionalist principle, asserting that every component within a system functions with a purpose, an active and entropic function, and an energy conservation function. Through the utilization of UBAs, the functionalist principles engender the desired functionality within entities or processes, regardless of their nature.

By implementing a functionalist approach, the resolution of root causes of problems is streamlined through the implementation of UBAs. These actions are seamlessly integrated with business objects and catalysts to ensure and expedite the attainment of results. Such an approach is essential for effectively managing adaptability in the context of the 4th Industrial Revolution.

Experience Functionalist Principles



11 Minutes Read

This structure works through binary actions that produce the functionality of any entity or process, whatever its kind.

Binary actions are two synchronized actions that, on the one hand, open possibilities establishing a functional context and, on the other hand, close processes to generate results.

The discovery of the functionalist principles of binary actions made the systematic design of synchronized binary actions possible.

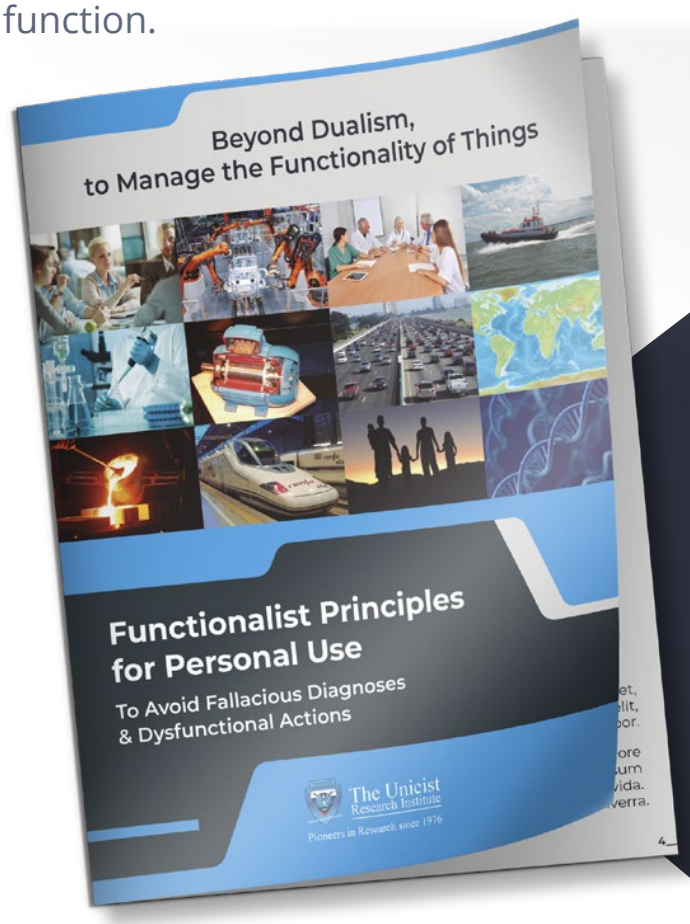
This simplified and ensured the results of business processes.

The unicist functionalist approach uses functionalist principles to manage the roots of the functionality of things and the root causes of problems.

The professional use of functionalist principles requires managing them at a personal level.

It is a knowledge like mathematics, which is universal, but it needs to be understood and managed at a personal level to accept its universal application.

The functionalist principle defines that there is nothing in the universe, which is part of a system, that does not work with a purpose, an active and entropic function, and an energy conservation function.



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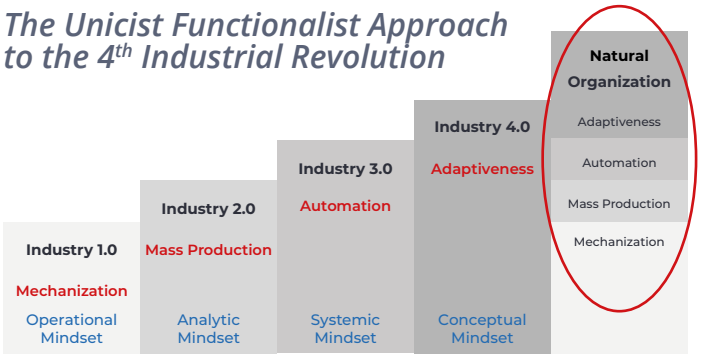
The Functionalist Approach in the 4IR

The Unicist Functionalist Approach to the 4th Industrial Revolution



The 4th Industrial Revolution introduced the functionalist approach to businesses based on managing the functionality of their processes to make them adaptive and customer centered.

It requires using synchronized binary actions to open possibilities and ensure results.

What are Binary Actions for?

The unicist functionalist principles define the binary actions to manage the functionality of business processes to:

1. Ensure results by focusing on the Functionality of Processes.
2. Ensure the effectiveness of business processes by synchronizing Binary Actions.
3. Expand possibilities and accelerate processes by using Business Catalysts.
4. Automate using Intelligent Cobots based on Unicist AI.

How are Binary Actions Installed?

The unicist binary actions are installed beginning with a pilot test to confirm their functionality.

1. The development of a Pilot Test on a real case.
2. The development of a Learning Program to build binary actions.
3. The installation of a Contingency Room to solve business problems using binary actions.
4. The use of Functionalist Design to build processes, binary actions, and business objects.

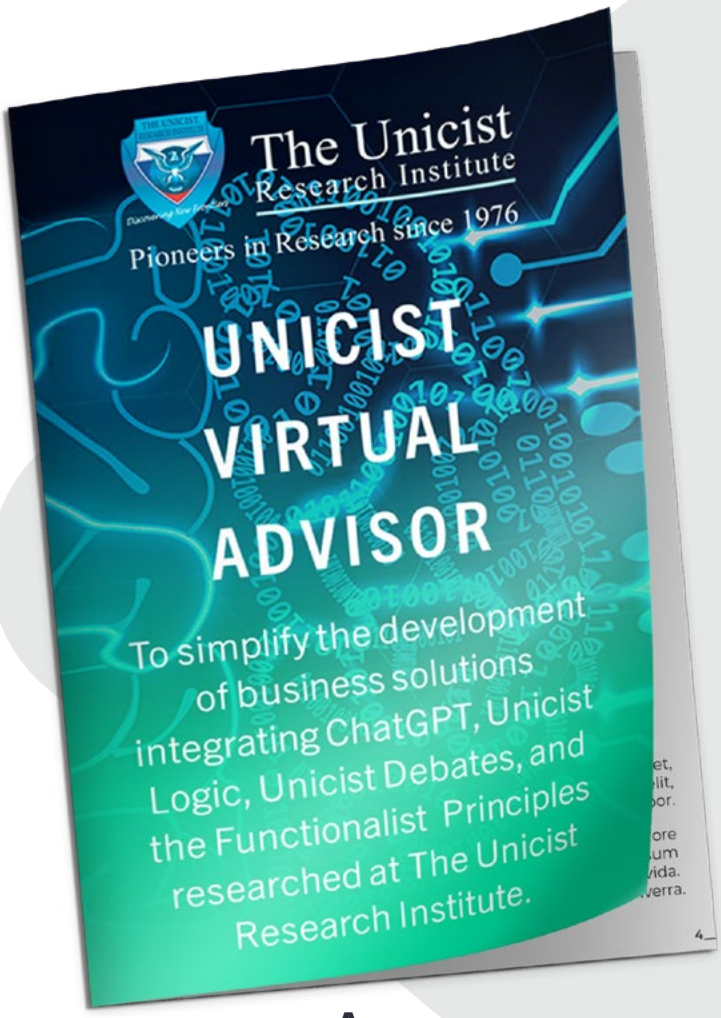
The Unicist Virtual Advisor

The Unicist Virtual Advisor (UVA) uses unicist debates to simplify the development of business solutions and manage the root causes of problems.

It uses ChatGPT AI technologies, unicist logic, unicist debates with users, and the functionalist principles of business functions.

The UVA is based on the library of unicist ontological research works developed at The Unicist Research Institute.

It works as a catalyst that accelerates solution-building processes by up to 70%.



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Some Application Fields:

- Functionalist design of business functions
- Binary actions and business objects building
- Root Cause Management
- Enhancing strategy-building processes
- Enhancing marketing effectiveness
- IT and software design
- Providing second opinions for complex problems
- Tutoring in functionalist education

Debates to Work with the UVA

Engaging in unicist debates is necessary to work with the Unicist Virtual Advisor (UVA) for complex problem-solving. These debates emulate abstraction processes to access their root causes.

Unicist debates require assuming that the counterpart holds valid perspectives or insights and that both parties are peers.

Analytical Annex

The Use of Binary Actions

to manage the functionalist principles of processes

The use of functionalist principles is based on the installation of binary actions, that are driven by the use of unicist AI and business cobots.

Binary actions are two synchronized actions that, on the one hand, open possibilities and, on the other hand, ensure the achievement of results.

The use of unicist functionalist design allows the development of binary actions and business objects that are needed to empower business functions.

Example: The Functionalist Principle and Binary Actions of Strategy Building

The purpose of strategy building is the achievement of goals in environments where the results depend on the feedback of actions. These goals must have been confirmed as being possible to be achieved.

The active function is based on the development of maximal strategies that aim at growth and drive toward the expansion of boundaries.

The energy conservation function is given by minimum strategies that fully depend on the actor and aim at ensuring survival or results.

The binary actions are based on the delivery of added value to having the necessary influence to expand the boundaries and, on the other hand, on the payment of prices to achieve the goal of surviving or ensuring results.

Examples of Evident Binary Actions

The discovery that human adaptive actions are driven by the concept people have in their minds, showed a way to introduce changes by developing maximal and minimum strategy actions that fit into the purpose of the concept people have. These actions are what we named unicist binary actions that avoid reactions when they are designed to fit into the functionality of what needs to be done.

Universal Examples of Binary Actions

To envision their functionality

The Functionalist Principle of Airplanes

The purpose of flying an airplane can be considered to move from one airport to another.

The active function is given by the propulsion of the engines.

The energy conservation function is given by the lift provided by the wings.

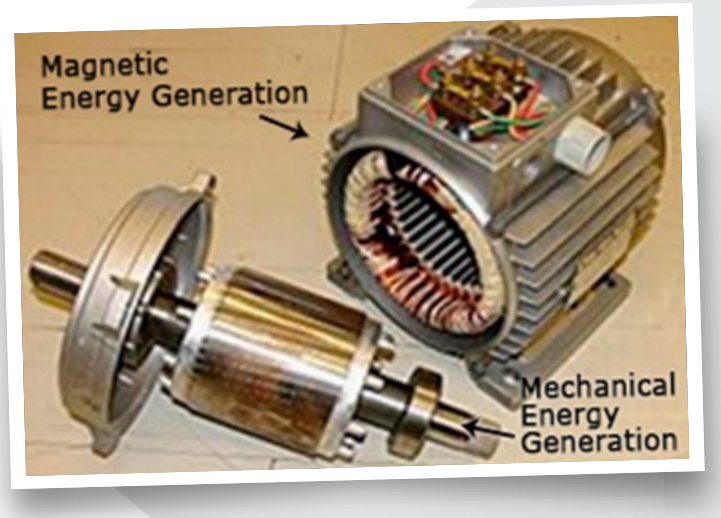
The binary actions to make an airplane fly begin by producing the propulsion that generates the necessary speed of the airflow on the wings of the airplane to generate the lift.

The Functionalist Principle of an Electric Motor

The purpose of an electric motor is to convert electrical energy into mechanical energy.

DC motors and AC motors are based on the same essential principles that define their triadic structure.

Their active function is based on transforming electrical energy into magnetic energy. The energy conservation function transforms magnetic energy into mechanical energy.



The binary actions of the process are, on the one hand, the transformation of electrical energy into magnetic energy and, on the other hand, the transformation of the magnetic force into mechanical energy. These processes happen within the rotor and the stator of an electric motor.

Binary Actions in Business

"For every action, there is an equal and opposite reaction." This is a law of physics that also applies to social and business behavior. The popular name for this reaction is "change resistance".

Unicist Binary Actions are based on the functionality of processes and are composed of two synchronized actions where the first one opens possibilities and the second one ensures results.

The management of adaptive environments requires developing two actions that aim for the same purpose:

1. one action to influence the context
2. and a second action to achieve results.

The definition and use of specific binary actions require having in mind the concepts and the generic binary actions and their synchronicity.

Binary Actions in Strategy & Business Intelligence

The functionality of binary actions applied to strategy and BI is centrally focused on the development of maximal strategies to grow and minimum strategies to ensure the achievement of results. The implementation of all strategies is defined by the binary actions that execute the actions that have been defined.

Binary Actions in Marketing & Sales

In commercial activities, marketing and sales are the two basic binary actions that are used. On the one hand, marketing positions the products and services while sales close the deals. These binary actions adopt multiple shapes according to the characteristics of the market, the competitors, the type of buying process, and the power of the brands.

Binary Actions in Organization & Management

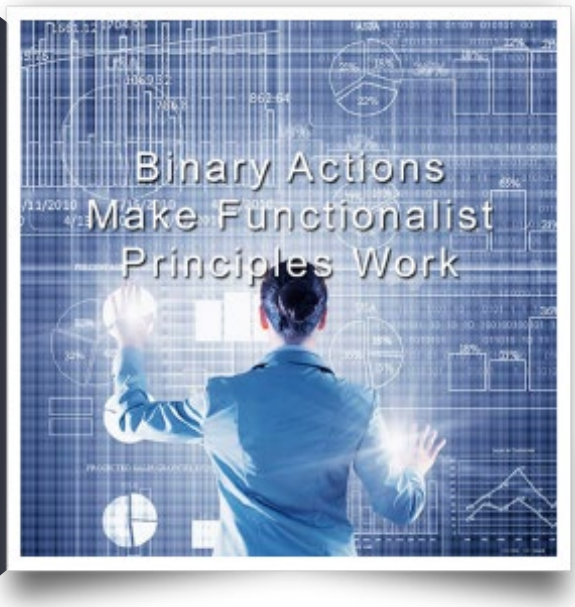
The organization of work processes always includes aspects that deal with productivity and aspects that deal with quality. These are the two basic binary actions that need to be managed considering the processes' functionality and operation.

The organization of binary actions requires managing the root causes of their functionality while their use requires only having operational knowledge of each one of them.

Binary Actions in Information Technology

The design of systems and applications of any kind requires being aware of the binary actions that need to be managed to achieve the functional results that have been defined. This requires, in most cases, using business objects and catalysts to ensure the achievement of results.

The Functionality of Binary Actions



Unicist binary actions (UBA) are needed to develop solutions in adaptive environments. They require approaching the world by accessing the functionality of a solution.

Therefore, the use of binary actions requires having a deep understanding of the environment and its possibilities.

UBA 1 - Binary Actions to Catalyze Processes

The catalyzing binary actions cover the latent needs of the environment and of the people involved. That is why they drive an environment to its next stage. Without catalysts the existing comfort zone prevails, and the introduction of a new solution fails.

UBA 2 - Binary Actions to Expand Boundaries

These binary actions are based on the catalyst that has been introduced and their actions need to fit into the expansive functions of the concept of an activity.

These are adaptive actions that work when they fit into the structural needs of the environment and the people involved.

UBA 3 - Binary Actions to Ensure Results

To ensure results the binary actions of the minimum strategy need to manage the urgent needs of the adaptive environment that is being managed. It requires defining the urgent needs which are driven by the dysfunctionality of the fundamentals of an adaptive system.

UBA 4 - Binary Actions of the Unified Field

The management of the binary actions of the unified field is an integration of binary actions 1, 2, and 3, which implies that it deals with the management of latent, structural, and urgent needs.

But it is possible to make a shortcut avoiding steps 2 and 3 and develop only catalyzing binary actions and essential binary actions when the complexity of an environment is low.

In the case that this simplification has been used and the results cannot be achieved, it becomes necessary to develop the complete process, integrating the 4 types of binary actions.

Business Objects Manage Binary Actions

Unicist Business Objects are encapsulated adaptive systems that ensure the achievement of results of a business function. Business objects include the unicist binary actions that need to be developed. There are five business objects which are: the drivers, the entropy inhibitors, the inhibitors, the catalysts, and the gravitational objects.

The first three ones belong to the process of a system while the catalysts are part of the restricted context, and the gravitational objects belong to the wide context of a system.

Driving Objects

The function of driving business objects is to achieve the concept that underlies their creation. To do so they need to generate added value and have a quality assurance system that ensures the value they add. The quality assurance system

can be an automated system -in the case of systemic objects- or a human-dependent control system -in the case of operational objects.

Inhibiting Objects

The purpose of Inhibiting Business Objects is to sustain the focus of the concept that underlies the driving objects. By establishing the focus, they need to inhibit any activity that is beyond this focus.

Although these objects are based on fostering a commitment with results to fulfill their functionality, their core aspect is the quality assurance of the focus which sustains their inhibiting activity.

Entropy Inhibiting Objects

Entropy inhibiting business objects seek to ensure that the need of a process is satisfied. Their active function is to ensure that the focus on the needs is maintained. They provide the control function of objects and are complementary with the driving objects to ensure that the solution of the concept is being achieved.

Catalyzing Objects

Catalyzing business objects are elements of the restricted context of a system that can be used to influence other objects to accelerate their work. They are not part of the system they accelerate.

Catalyzing objects are energy conservation functions of a superior level that influence the use of the energy of a system. These objects need to be designed with an intrinsic ambiguity to allow the participants to decide to accelerate a process.

Gravitational Objects

Gravitational Objects impose an authoritative context to foster the freedom of choice of individuals and provide a framework of security to influence individuals' actions. They need to be based on subliminal design and an adequate level of participation to ensure that leadership can be accepted.

Functionalist Design & Binary Actions

12 Minutes Read

Functionalist design is also used to solve complex problems.

The unicist approach to problem-solving defines three types of causes that are integrated into the concept of problem causality:

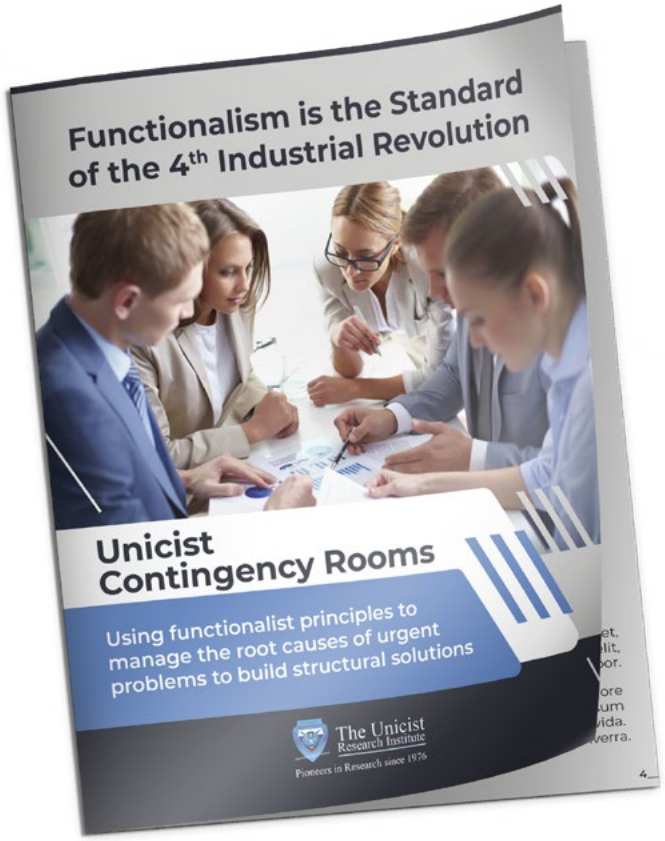
- ***Triggering causes:*** that define the operational causes that generate a problem.
- ***Root causes:*** that define the functional causes of the problem.
- ***Limit causes:*** that define the boundaries of what is possible to be achieved.

Functionalist design implies managing the functional structure of the solution, based on the functionalist principles that define a process. It ends with an operational solution that can be managed by anyone without needing to manage the functionalist principles of what is being done. It uses binary actions to simplify this process.

The unicist logic allows managing the root causes and developing binary actions that manage maximal strategies to grow and minimum strategies to ensure results. It is the approach needed to manage adaptability in the 4th Industrial Revolution.

12 Minutes Read

Binary Actions Building



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The management of adaptive environments requires developing two actions that aim for the same purpose:

1 one action to influence the context.
2 and a second action to achieve results.

The definition and use of specific binary actions require having in mind the concepts and the generic binary actions and their synchronicity.

The Functionality of Binary Actions

Unicist binary actions (UBA) are needed to develop solutions in adaptive environments. Their main applications are:

Binary Actions to Catalyze Processes

The catalyzing binary actions cover the latent needs of the environment and of the people involved.

Binary Actions to Expand Boundaries

These binary actions are based on the catalyst that has been introduced and their actions need to fit into the expansive functions of the concept of an activity.

Binary Actions to Ensure Results

To ensure results the binary actions of the minimum strategy need to manage the urgent needs of the adaptive environment that is being managed.

Intelligent Business Cobots Building

Business cobots are collaborative robots that are based on human-robot interaction to complement human actions. In business, there are two possible uses:

1. As part of a backward integration, to sustain decision processes.
2. As part of a forward integration, to transform decisions into actions.

The business application of Cobots became possible due to the development of fundamentals-based AI and the binary actions that ensure the generation of results. Cobots are based on functional rules to build empirical solutions.

Cobots provide a safe framework to generate value in adaptive environments. They are now the next standard of the object-driven organization that became necessary to manage this stage. It is also needed in all types of telework processes including telemedicine.

Based on their functionality, there are four types of cobots:

Operational Cobots

Operational cobots are designed to sustain specific operational actions in business processes.

Knowledge Cobots

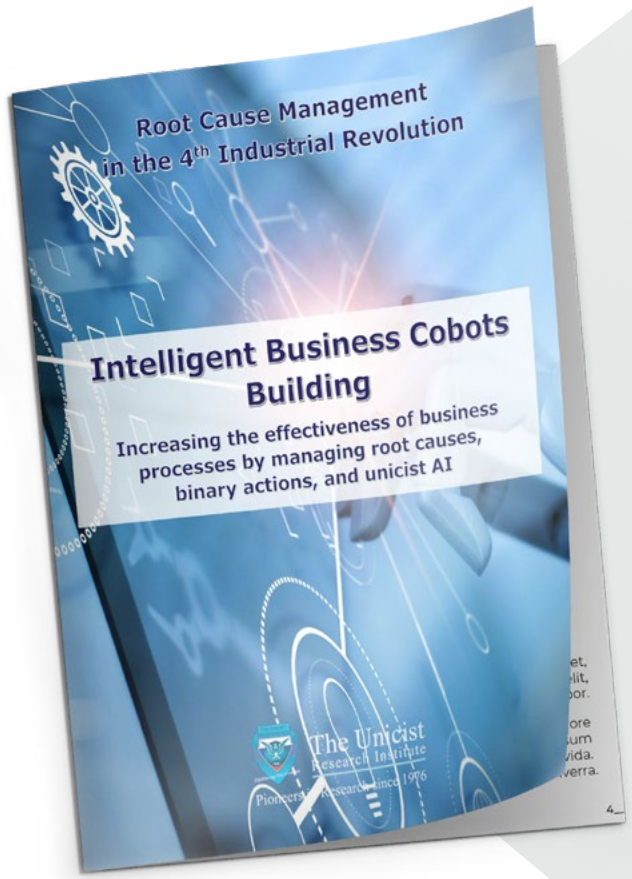
Knowledge cobots are designed to sustain management processes of any kind to ensure the accuracy of decisions.

Efficiency Cobots

Efficiency cobots are designed to complement and support the efficiency of processes.

Efficacy Cobots

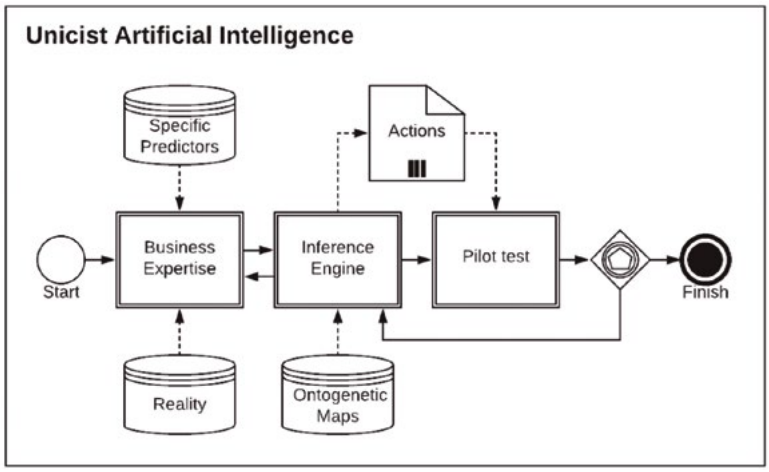
Efficacy cobots provide knowledge to sustain decisions, and adaptive automation to make them work.



8 Minutes Read

Unicist AI & Intelligent Automation

The installation of binary actions in automation processes requires using unicist AI to manage adaptability and synchronicity. Unicist AI is based on the unicist logic that was developed emulating the intelligence that underlies nature and human intelligence.



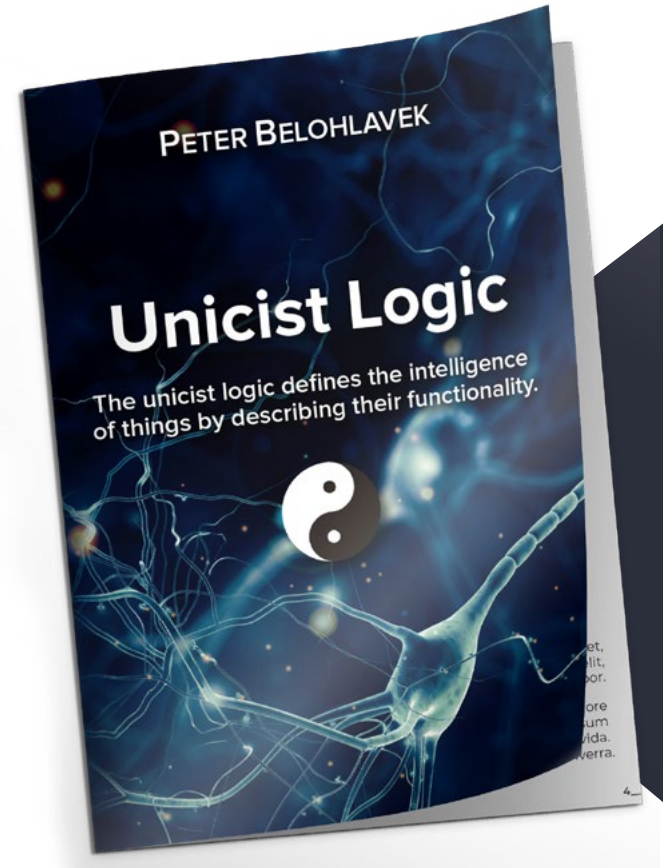
Unicist AI is based on the rules of the unicist logic that deals with the functionality of things. It is a fundamentals-based AI that allows managing the functionality of processes of any kind and building intelligent systems and cobots. When necessary, these cobots are installed in mobile applications.

The Use of Rules and Predictors

Fundamentals-based AI provides the meaning of data, its integration with data-based AI allows managing processes using adaptive automation.

Fundamentals-based AI uses indicators and predictors both to monitor the functionality of processes and as an input to the inference engine.

It uses the rules of the unicist logic and allows developing solutions and learning from the pilot tests of their implementation until their functionality has been confirmed. Fundamentals-based AI allows automating the use of binary actions, catalysts, business objects, and marketing objects to develop processes of any kind.



Access

Main Markets

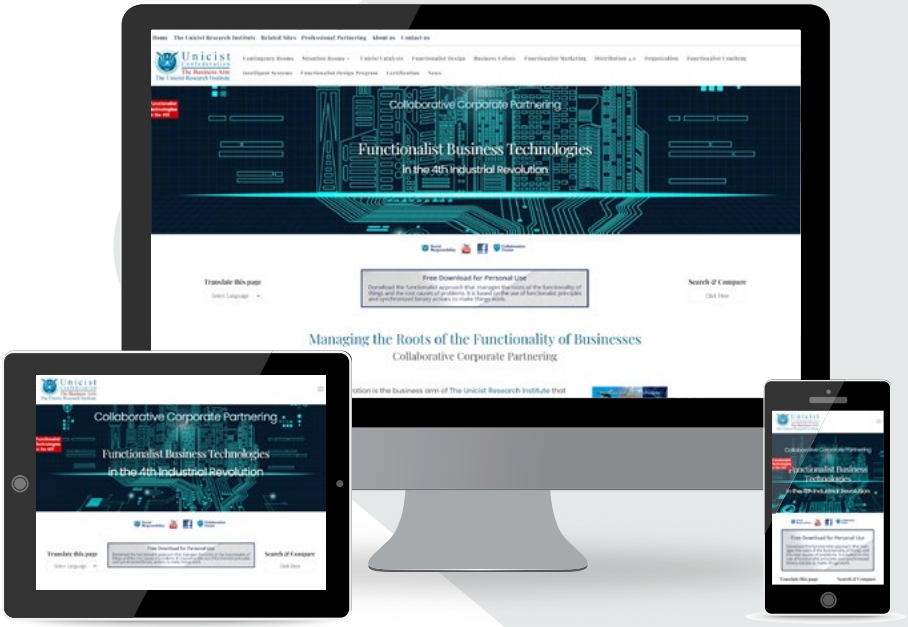
• Automobile • Food • Mass consumption • Financial • Insurance • Sports and social institutions • Information Technology (IT) • High-Tech • Knowledge Businesses • Communications • Perishable goods • Mass media • Direct sales • Industrial commodities • Agribusiness • Healthcare • Pharmaceutical • Oil and Gas • Chemical • Paints • Fashion • Education • Services • Commerce and distribution • Mining • Timber • Apparel • Passenger transportation –land, sea and air • Tourism • Cargo transportation • Professional services • e-market • Entertainment and show-business • Advertising • Gastronomic • Hospitality • Credit card • Real estate • Fishing • Publishing • Industrial Equipment • Construction and Engineering • Bike, motorbike, scooter and moped • Sporting goods

Country Archetypes Developed

• Algeria • Argentina • Australia • Austria • Belarus • Belgium • Bolivia • Brazil • Cambodia • Canada • Chile • China • Colombia • Costa Rica • Croatia • Cuba • Czech Republic • Denmark • Ecuador • Egypt • Finland • France • Georgia • Germany • Honduras • Hungary • India • Iran • Iraq • Ireland • Israel • Italy • Japan • Jordan • Libya • Malaysia • Mexico • Morocco • Netherlands • New Zealand • Nicaragua • Norway • Pakistan • Panama • Paraguay • Peru • Philippines • Poland • Portugal • Romania • Russia • Saudi Arabia • Serbia • Singapore • Slovakia • South Africa • Spain • Sweden • Switzerland • Syria • Thailand • Tunisia • Turkey • Ukraine • United Arab Emirates • United Kingdom • United States • Uruguay • Venezuela • Vietnam.

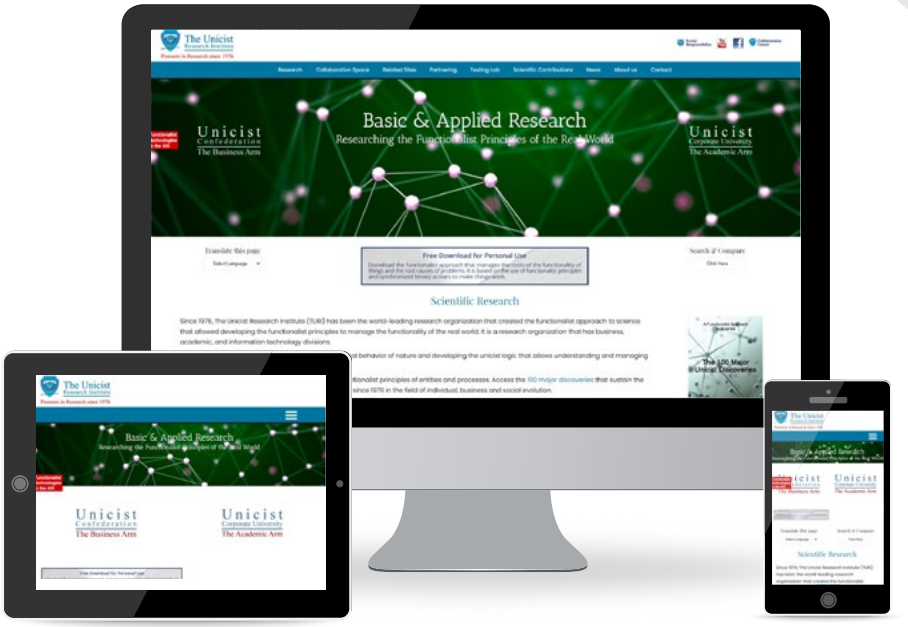
Learn about the Business Arm

The business arm is organized as a Confederation of partners and academic associates to develop collaborative corporate partnering with companies. ***Access***



Learn about The Unicist Research Institute

Since 1976, The Unicist Research Institute has been the world-leading research organization that developed and introduced the functionalist principles of the real world to manage root causes. ***Access***



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