The Next Stage:
A Causal Approach to Business

The Use of Functionalist Principles in Business

Enhancing Energy Efficiency by up to 30%

The Unicist Research Institute
Pioneers in Research since 1976

What are Functionalist Principles For?

To develop reliable solutions

The use of functionalist principles is necessary to solve functional problems and develop accurate solutions. It allows for developing fallacy-free diagnoses of the functionality of things and developing solutions in the real world. Some application fields are:

1. ***Problem Solving:*** to access the root causes of problems to develop solutions.
2. ***Design:*** to manage the roots of the functionality of what is being built.
3. ***Learning:*** to be able to learn from benchmarks by understanding their functionalities.
4. ***Business:*** to design businesses and their processes and manage the root causes of problems.
5. ***Conflict Management:*** to find the root causes of conflicts and manage their solutions.
6. ***Strategy Building:*** to develop any kind of strategy including personal, political, familiar, and business strategies.
7. ***Relationship Building:*** to simplify the building of new relationships.
8. ***Crisis Management:*** to find the structure of crises and develop strategies to overcome them.

A Metaphor

The cost of a glass is in its solid;
its value is in its hollow.
Its cost has no value.
Its value has no cost.
But both of them are within the glass.

The cost of a process is given by its operation;
its value is given by its functionality.
Operation has no value.
Functionality has no cost.
But both of them are within the process.

Contents

The Use of Functionalist Principles

12 Minutes Read

Functional structures define why and how things work. The why is defined by their functionalist principles and the how is defined by their binary actions. Their knowledge is needed to avoid fallacious diagnoses and ensure the achievement of results.

As it was said, the functionalist principles define 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.

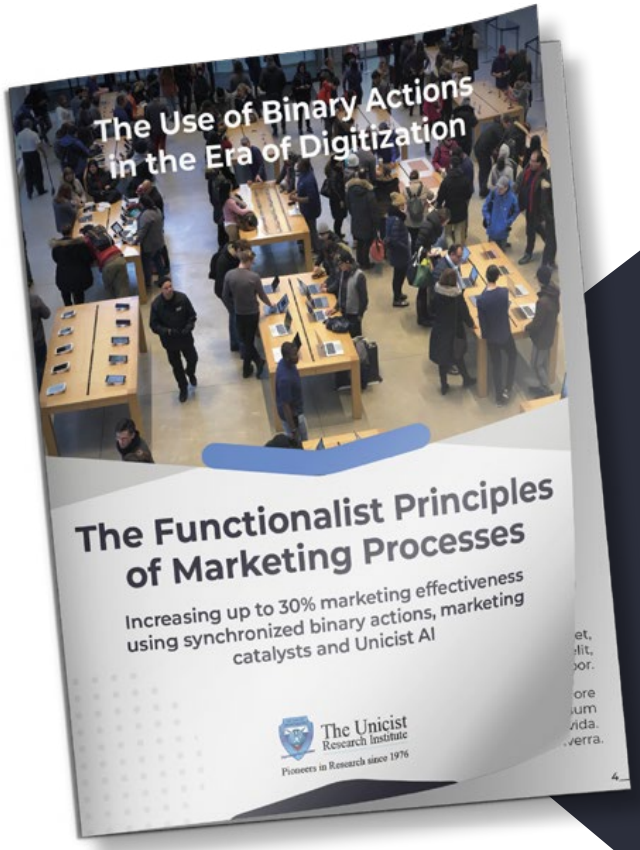
This defines the functional structure of things that works through synchronized binary actions and manages the functionality of any entity or process.

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, which simplified and ensured the results of business processes.

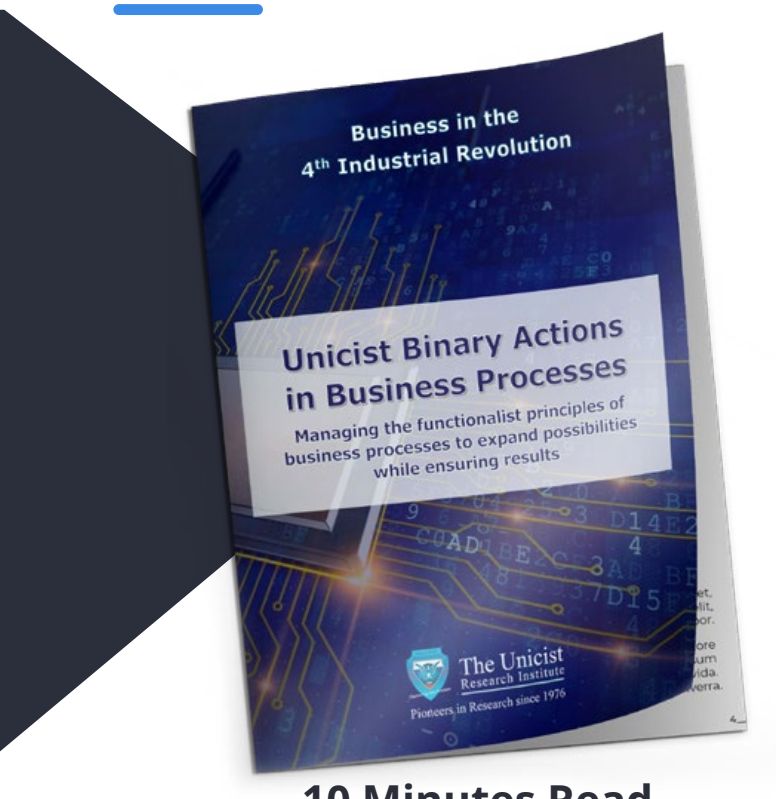
The knowledge of functionalist principles is like mathematics, which needs to be understood to accept its universal application.

Marketing is a paradigmatic example of feedback dependent actions. The use of functionalist principles and binary actions avoids the development of fallacious diagnoses and dysfunctional marketing actions.



11 Minutes Read

The Use of Synchronized Binary Actions



10 Minutes Read

Univocal actions in adaptive environments are dysfunctional because they generate natural reactions that inhibit the achievement of results.

The discovery and development of unicist binary actions allowed ensuring the achievement of results by matching the functional structure of processes to hinder reactions and establishing a complementary integration.

They are composed of two synchronized actions where the first one opens possibilities and the second one ensures results.

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.

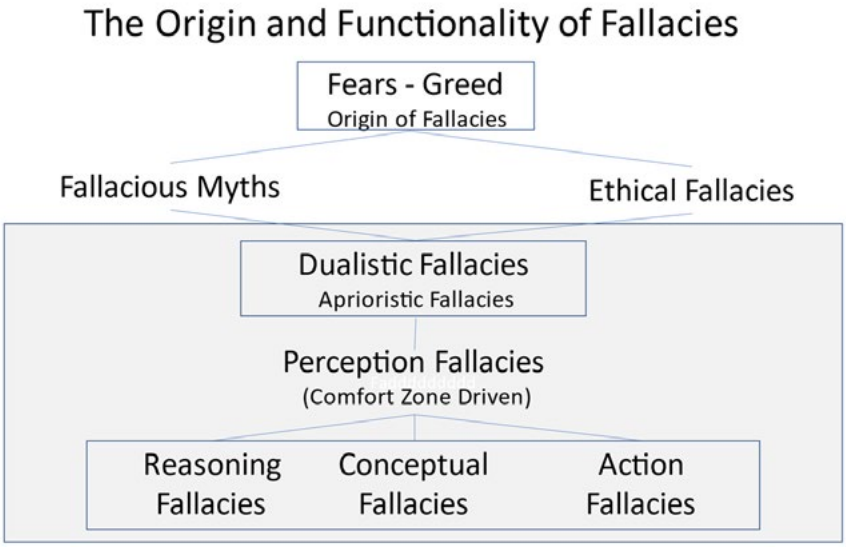
Binary Actions to Expand Boundaries

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.

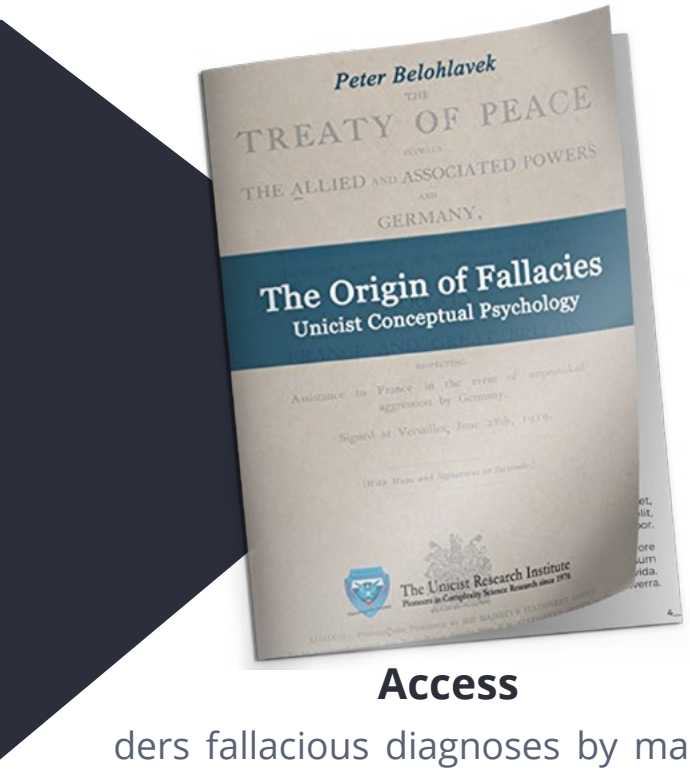
Fallacy Avoidance



More than 80% of new businesses fail within the first two years. This is explained by the fact that fallacies are not reasoning errors, mistakes can be amended; they are unconscious lies that satisfy the beliefs and needs of an individual.

People begin by believing these lies to afterward tell them as truths to others. As they pose them to satisfy their needs, people need to sustain fallacies at any price. That is why it is recommended to install the role of fallacy-shooters in teamwork.

Fallacy avoidance to make things work



Access

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. These elements are integrated by synchronized binary actions that make them work. The testing of the binary actions ensures results.

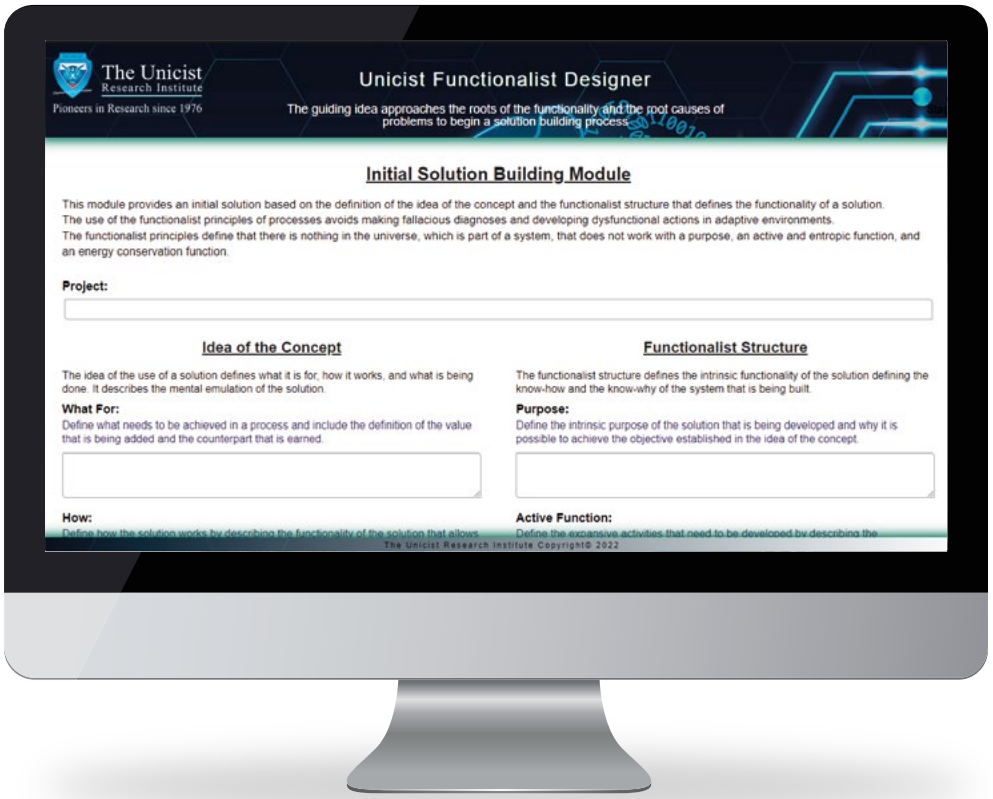
Any solution-building process that disregards this triadic structure or uses univocal actions generates dualistic (aprioristic) fallacies that produce dysfunctional reactions unless they work in non-adaptive environments.

The use of unicist functionalist design hinders fallacious diagnoses by managing the functionality of adaptive processes that are validated using destructive tests. Destructive tests confirm the functionality of solutions by expanding their use until the solutions cease to work.

Intuitive Design Module – Open Access

The intuitive design module helps to develop the initial solutions when using functionalist design in adaptive environments. It provides final solutions when simple problems are being solved.

The use of the functionalist principles of processes avoids making fallacious diagnoses and developing dysfunctional actions in adaptive environments.



Open Access

Functionalist design implies managing the functional structure of the solutions, based on the functionalist principles that define processes. It ends with an operational solution that can be managed by anyone without needing to manage the functionalist principles of what is being done.

If you need guidance in the use of the design module you can access our Collaboration Center. ***Access***

Experience the Functionalist Principles in Everyday Life to grasp the idea of their Use

Choose examples in your field of interest and make an intuitive experience (Page 16)

The Functionality 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 Functionality of Bicycling

The purpose of riding a bicycle is to travel from one place to another.

The active function of riding bicycles is given by the actions on the pedals while the body of the rider is the energy conservation function that sustains the balance to ensure their functionality.

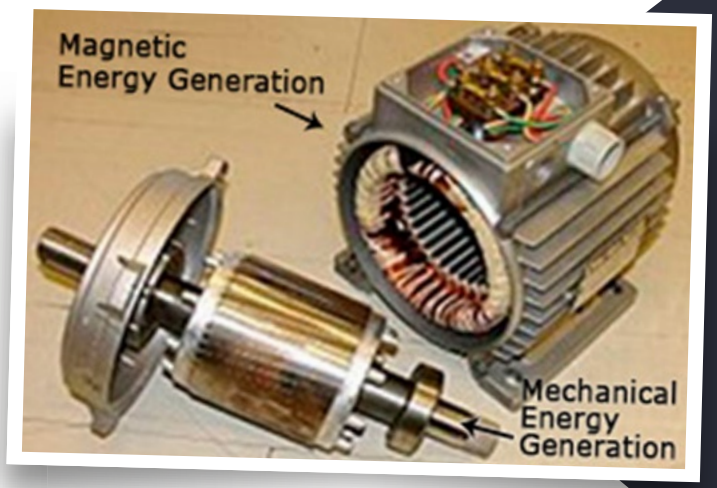
The binary actions of riding a bicycle begin by producing the propulsion to be able to balance on it.

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 the 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.



The Functionality of Leadership

The purpose of leadership is to ensure the authority of a leader by driving people toward the achievement of something. It applies to all kinds of leadership, whether they are in familiar, social, or business environments.

The active function is given by the participation of the members of a group who aim at achieving their goals while they challenge authority.

The energy conservation function is based on the nonexerted power the authority has, to sustain the functionality of the participation and the achievement of goals.

The binary actions are, on the one hand, the participative activities between the leader and the members and, on the other hand, the existence of the necessary power to influence people without needing to exert it.

The Functionality of Relationship Building

The purpose of relationship building is to establish complementation between two or more people.

This applies to all types of relationships, whether they are familiar, personal, business, or social relationships.

The active function of relationship building is the demonstration of the existence of a functional value, which means that the participation of the person who is building a relationship is necessary.

The energy conservation function is the existence of a personal common space that can be shared.

The binary actions of the process are, on the one hand, the demonstration of the value that is being added and, on the other hand, the finding of a personal common goal that integrates the participants.

The Functionality of First-Choice Marketing

The purpose of first-choice marketing is to achieve the perception of superior subjective value propositions.

The active function is defined by the differentiation and the energy conservation function is given by the satisfaction of the needs of the client.

The basic binary actions are, on the one hand, generating expectations and then having fully segmented value propositions and, on the other hand, managing the differentiation of the segmented value propositions.

The Functionality of a Windmill to produce flour

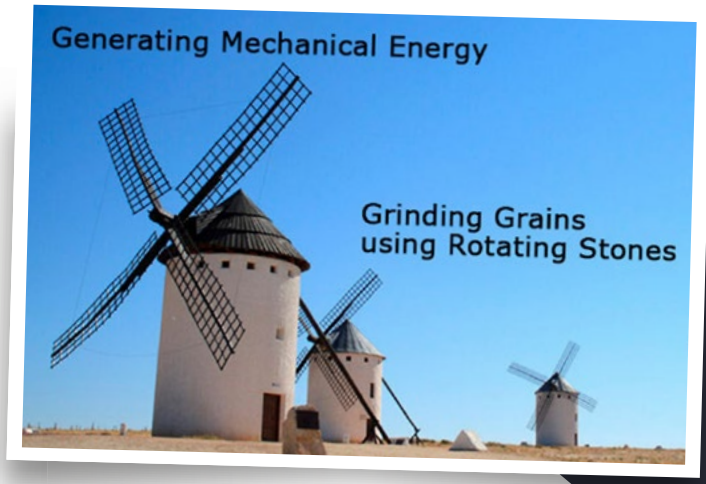
A windmill is a machine that, by obtaining energy from the wind, crushes grains to turn them into flour.

Its purpose is to reduce the grains to powder, in other words, to turn them into flour.

Its active function is based on capturing wind energy (Eolic energy) using blades and converting it into mechanical energy.

Its energy conservation function involves using mechanical energy to generate friction between two stones and crush the grains into flour.

The binary actions of the process are, on the one hand, the use of wind energy to produce mechanical energy, and on the other hand, the application of mechanical energy to grind the grains between two rotating stones.



The Functionality of Safety Matches

A safety match is a short, thin stick made of wood or cardboard and covered with a special chemical at one end that burns in a controlled way when rubbed firmly against a rough surface.

The purpose of the triadic structure is the generation of a flame that is functional to its use. That is why there are different sizes of matches according to their use. The active function is defined by the existence of a flammable substance on the head of the stick and the existence of an igniter. The energy conservation function is given by a stick that works as the fuel to maintain the flame burning.

The first binary action consists of rubbing a section of the stick containing a mixture of an oxidizing substance and a flammable substance against a rough surface impregnated with red phosphor.

The second binary action is given by the burning of the stick that keeps the flame burning to be used.

The Functionality of Educational Activities

The purpose of educational activities is to help people to acquire knowledge. The knowledge that is possible to be acquired depends on the structure of the intelligence of the participants.

The active function is based on the development of activities that establish a learning framework that fosters the need for acquiring knowledge in a certain field.

The energy conservation function is based on teaching activities that simplify the acquisition of knowledge and ensure that it can be stored in the long-term memory.

The binary actions consist in exposing the participants to experiences that make the knowledge necessary and, on the other hand, on developing teaching activities that help the learning process.

The Functionality of Productive Processes

The purpose of productive processes is to produce something that has economic value.

This implies that production processes are work processes in any kind of environment such as personal work, businesses, familiar activities, etc.

The active function is given by the productivity of the system that aims at producing more with less and at diminishing the costs to the lowest level possible.

The energy conservation function is given by a quality assurance system that ensures the development of economic value based on the existing requirements.

The binary actions are, on the one hand, producing things minimizing their costs, and on the other hand, assuring the quality of what is being produced by managing the standards to be fulfilled.

The Functionality of Object-Oriented Programming

Each program has its purpose. The methods included in the program, based on their purpose, define the behavior of an object and constitute the active function of the program.

On the other hand, the energy conservation function is defined by the functionality of the object, which might or not be polymorphic.

The use of binary actions requires approaching objects beginning with the formulation and programming of the methods, based on the purpose, and continuing with the definition of the polymorphism of the objects. This process needs to be recycled until the functionality of the system has been achieved.

The Functionality of Diplomacy

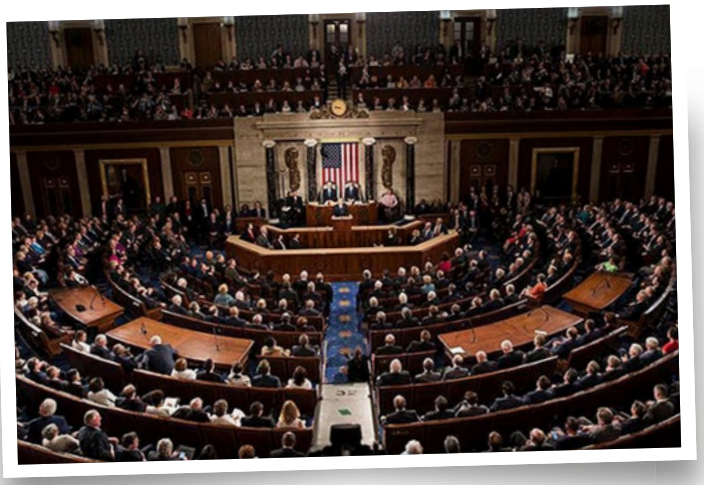
The purpose of diplomacy is to establish a context that enables cooperation in a competitive environment. Diplomacy applies to any field of activity, whether it is a personal, familiar, political, or business activity.

The precondition of diplomacy is the existence of a need for cooperation among the competing parties.

The active function is based on the dissuasion power of the party that is initiating a diplomatic approach to others. Dissuasion power makes diplomacy functional. The energy conservation function is given by the competitive capacity that is based on the potential energy of the participants.

The binary actions are based on the demonstration of the dissuasion power that defines the influence and on the demonstration of the execution-power to build a cooperative framework.

The Functionality of Democratic Governance



The purpose of democratic governance is achieving consensus among the members of a society or group, which is given by the existence of a parliamentary power that has different shapes depending on the environment.

The active function is given by an executive power that assumes the responsibility for transforming the definition of the parliament into actions that ensure efficiency and consensus.

The energy conservation function is given by a judiciary power that adopts many shapes but, in all cases, needs to complement the parliamentary power to ensure the functionality of the system.

The binary actions are, on the one hand, the work of the executive power to make things happen for the present and future generations and, on the other hand, the assurance of the fulfillment of the rules of the system.

Develop an Intuitive Application

To explore the use of the functionalist approach we suggest that you develop an intuitive application dealing with the establishment of new relationships in business or work. The initial experience is time-consuming because you are entering the functionality of processes going beyond their operation.

Participate in our collaboration space

https://www.adobe.com/acrobat/online/pdf-editor.html

Business Application Fields

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

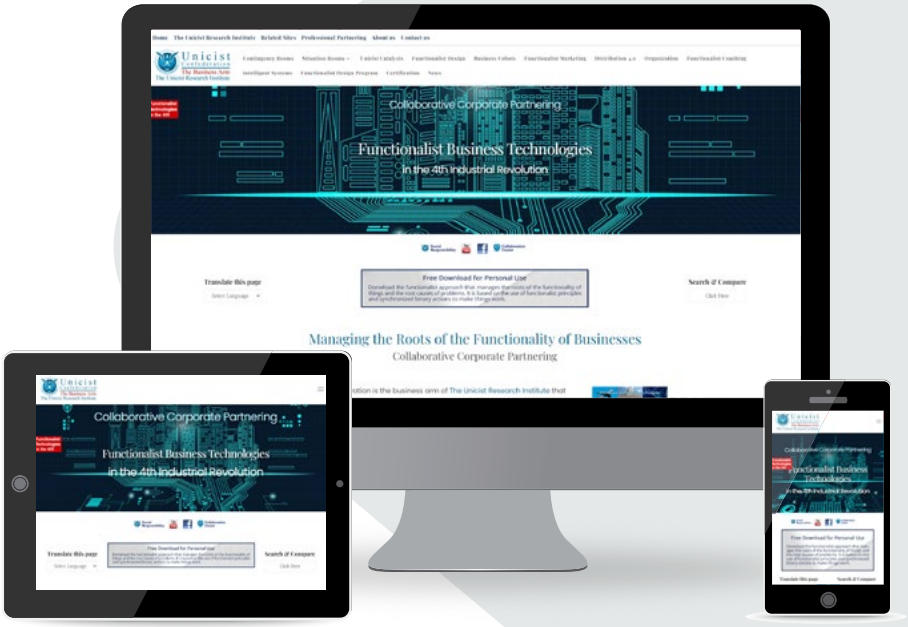
Social & Economic Application Fields

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.

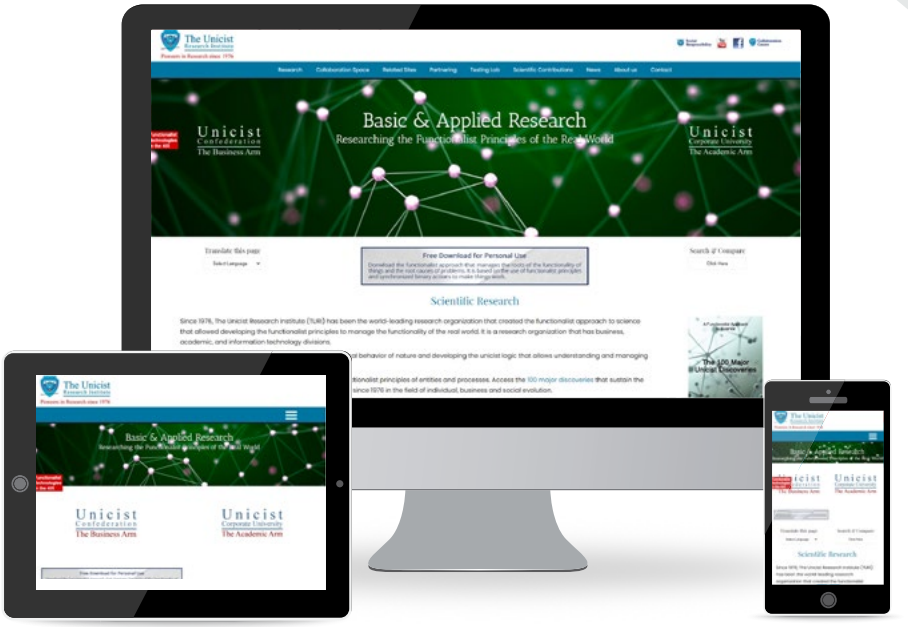
Learn about the Business Arm

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, TURI has been the world-leading research organization focused on the research of evolution, where the functionalist principles of the real world were discovered. ***Access***



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