The Next Stage:
A Causal Approach to Business

Unicist In-House Universities

Working as Teaching Hospitals in Business
using Unicist Functionalist Technologies
to enhance energy efficiency by up to 30%

The Unicist
Research Institute

Pioneers in Research since 1976

Functionalism is the Standard of the 4th Industrial Revolution

Functionalism is a solution-building approach that uses the knowledge of the know-how and know-why of things and the unicist functionalist approach to make things work.

The unicist functionalist approach is the new stage to dealing with the functions of business, economic, and social organizations as adaptive systems. It uses unicist functionalist design to build solutions.

In the ChatGPT you will find the research works of The Unicist Research Institute that define the unicist approach. They include the unicist functionalist approach to science, applicative technologies, and functionalist tools to manage adaptive systems and environments.

Access

A Logical Approach to Abstractions to Ensure the Functionality of Solutions

The success of businesses or any adaptive process depends on the accuracy of the abstractions that have been made to define their functionality. Conscious abstract reasoning is required to go beyond the operationality to manage the functionality of solutions.

The discovery of the unicist logic, which explains the functionality of things, made the conscious approach to abstractions possible. The unicist logic provided the structure for abductive reasoning to explain the functionality and led to the development of the "functionalist principles" to manage the functionality of the real world.

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. These principles allow for managing the unified field of systems and developing the binary actions that make them work.

Access

This led to the development of the Unicist AI, which is a rule-based intelligence, that allows dealing with the abstractions needed to manage the functionality of things to generate accurate operational solutions.

The building of solutions is based on the use of functionalist design. It ensures results by developing pilot-test-driven reflection (action-reflection-action) to avoid fallacious diagnoses and dysfunctional actions.

Basic Discoveries to Manage the Functionality of Business Processes

Since 1976, The Unicist Research Institute has been focused on a functionalist approach to science to research the roots of evolution and their application in social, economic, and business environments.

The main basic discoveries applied to business are:

1 The discovery of the functionalist principles that define the functionality of business processes and work through synchronized binary actions to ensure the generation of value.

2 The emulation of the intelligence that underlies nature, by developing maximal and minimum strategies to ensure growth and results.

3 The discovery that human actions are driven by the concepts people have in their minds, which underlie buying arguments, allows increasing marketing effectiveness.

25 Minutes Read

4 The emulation of the organization of nature, based on the use of driving, catalyzing, inhibiting, entropy-inhibiting, and gravitational objects to increase energy efficiency and adaptability.

5 The development of the unicist logic that defines the functionality of things and gave birth to unicist AI to manage adaptive systems and environments.

Beyond Digitization & Automation: The Paradigm Shift of the 4IR

The paradigm shift is based on organizing by managing the functionality of businesses using business objects instead of managing the operationality based on processes and tasks, which was the case until the 3rd industrial revolution. It increases energy efficiency by up to 30% depending on the market and industry.

It has to be considered that all adaptive environments are organized by objects to ensure the adaptability of the systems. The organs of the human body are an example of the organization by objects in nature. Amazon and Google are examples of object-driven organizations.

Object-driven organization emulates the organization of nature. The first object-oriented programming language, Simula, was also driven by the emulation of nature.

The 4IR enhanced value generation. Digitization and automation without the use of business objects are part of the 3IR. The object-driven organization is the catalyst that is being introduced by the 4IR to open the possibilities for business adaptability and to enhance energy efficiency and customer orientation.

20 Minutes Read

The 4IR opened a new stage in a business organization based on the use of social, industrial, and business objects as autonomous interdependent entities to generate value in business. We suggest that you profit from this new stage.

Unicist Corporate University
A Functionalist Business School

The business school of The Unicist Research Institute installs In-House Corporate Universities that work as Teaching Hospitals in Business, solving real problems of the companies and including the development of prototypes of the solutions.

The programs provide functionalist technologies that are needed to deal with the context of the 4th Industrial Revolution. There are based on tele-education and telework processes and have been designed to be part of existing in-house universities or talent development programs.
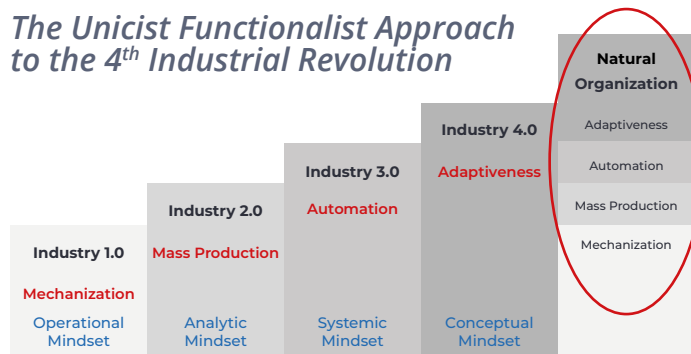
12 Minutes Read

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Solution Building in the 4ᵗʰ Industrial Revolution

The Unicist Functionalist Approach to the 4ᵗʰ Industrial Revolution

Industry 1.0 — Mechanization — Operational Mindset
Industry 2.0 — Mass Production — Analytic Mindset
Industry 3.0 — Automation — Systemic Mindset
Industry 4.0 — Adaptiveness — Conceptual Mindset

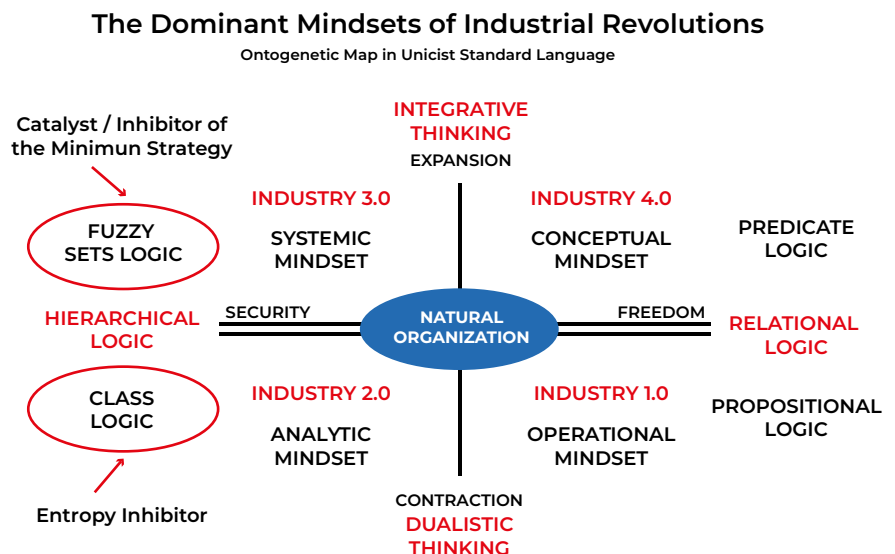Natural Organization: Adaptiveness / Automation / Mass Production / Mechanization

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 integrating the Internet of Things and the Intelligence of Things.

Industrial Revolutions and Mindsets

Industrial Revolutions foster and establish dominant mindsets to fulfill their purposes. These mindsets include the preceding mindset as complementary approaches.

- Operational thinking is the dominant mindset in the 1ˢᵗ Industrial Revolution.

- Analytical thinking is the dominant mindset in the 2ⁿᵈ Industrial Revolution.

- Systemic thinking is the dominant mindset in the 3ʳᵈ Industrial Revolution.

- Conceptual thinking is the dominant mindset in the 4ᵗʰ Industrial Revolution.

The Dominant Mindsets of Industrial Revolutions
Ontogenetic Map in Unicist Standard Language

Catalyst / Inhibitor of the Minimun Strategy

INTEGRATIVE THINKING — EXPANSION

FUZZY SETS LOGIC

INDUSTRY 3.0 — SYSTEMIC MINDSET

INDUSTRY 4.0 — CONCEPTUAL MINDSET — PREDICATE LOGIC

HIERARCHICAL LOGIC — SECURITY — NATURAL ORGANIZATION — FREEDOM — RELATIONAL LOGIC

CLASS LOGIC

INDUSTRY 2.0 — ANALYTIC MINDSET

INDUSTRY 1.0 — OPERATIONAL MINDSET — PROPOSITIONAL LOGIC

Entropy Inhibitor

CONTRACTION — DUALISTIC THINKING

The "Industry 4.0" stage is based on improving the adaptiveness of processes by being fully consumer/user/buyer oriented, increasing productivity, which implies improving the cost-value relation and increasing the quality to become fully reliable.

Unicist Reflection-Driven Education
Supported by Teaching Cobots

Teaching cobots (collaborative robots) were developed to simplify graduate educational processes allowing professors to focus on the learning processes of the participants. Learning to manage the functionality of business processes requires the use of an action-reflection-action process and learning-by-teaching activities. Here you can experience the functionality of a teaching cobot to transfer the basics of the technologies used in functionalist education and integrate them with the benchmarks that are presented. Consider that the participants of this activity were exposed to the solution to a real problem and had access to the documents of the technology before the activity began.

Example:

Selling Argument Building Program

The building of selling arguments requires managing the functionality of buying and selling processes. Here you can experience the functionality of a teaching cobot to transfer the basics of the technologies used to build selling arguments. The activity's objective is that the participants have the guiding idea of how the selling argument will be built by integrating functionalist technologies with the presented benchmarks. *Click here.*

Programs of the Teaching Hospitals in Business

All the educational programs of the Unicist Corporate University are based on the management of real problems and include the development of prototypes of solutions. The in-house programs are provided to be managed by the companies, or their implementation might be outsourced.

- **Functionalist Design Program**

  Providing the technology and tools to manage functionalist design to deal with the roots of the functionality of business processes. *Access*

- **Root Cause Management Program**

  It gives access to the methodology to find and manage the root causes of business problems. *Access*

- **Commercial Catalyst Building Program**

  It gives access to the methodologies to find and design commercial catalysts to expand marketing possibilities. *Access*

- **Functionalist Leadership Program**

  Accessing the leadership required by the adaptability installed by the 4th Industrial Revolution. *Access*

- **Functionalist Certification Program**

  It includes three levels of certification according to the complexity of the problems that are managed. *Access*

- **Binary Action Design Clinic**

  Development of specific binary actions to make a solution work. *Access*

- **Business Clinics**

  Development of solutions that manage the root causes of the problems that are being managed. *Access*

- ⬡ *Business Strategy Program*

  Accessing the technology of the unicist strategy by developing and implementing a real strategy. *Access*

- ⬡ *Objection Management Program*

  It provides the methodology and the tools to manage and profit from objections. *Access*

- ⬡ *Decision-Making Program*

  It gives access to the functionalist approach to access and manage the justifications and foundations of decisions. *Access*

- ⬡ *Binary Action Building Program*

  It provides the technology, methods, and tools to define and design binary actions to make things work. *Access*

- ⬡ *Pilot Test Driven Reflection Program*

  It provides the pilot-test driven reflection methodology to access the root causes of problems and develop solutions. *Access*

The Knowledge Base for Functionalist Design

The Unicist Library is provided to manage functionalist design to build solutions for the adaptive aspects of businesses.

The Building of Prototypes

The business solutions and educational programs include the building of prototypes that manage the unified field of the final solutions. *Access*
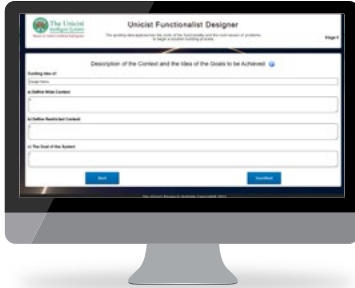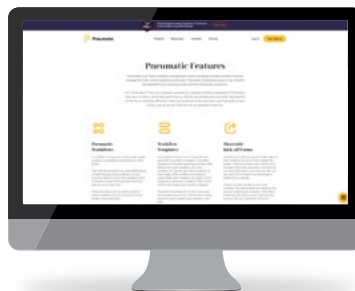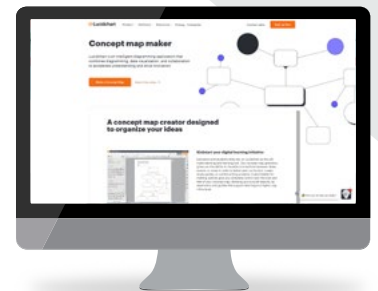
Unicist Functionalist Design Tool

The functionalist design is based on the use of functionalist principles, binary actions, and catalysts.

Conceptual Mapping Tool

The conceptual map is used to define the unified field of the solution that is being built.
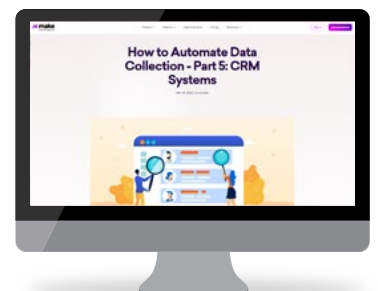
Operational Task Building Tool

This tool is used to build the tasks of the operational processes of the prototype.

The Automation Tool

This tool is used to integrate the unified field of workflows and install automated processes.

Building of Unicist Business Cobots

When needed, the unicist logic and the unicist AI are used to develop cobots to increase efficiency.

Technology Transfer Processes

The transfer of the technologies to develop solutions is made with the support of teaching cobots.

About
Reflection Driven
Education

The Need for Functionalist Education

The Unicist Reflection Driven Education model allows accessing the functionalist principles to manage businesses as adaptive systems and deal with the root causes of problems to build structural solutions.

Functionalist business education is a superior education model for professionals who decided to go beyond the operational approach to business and manage their functionality.

Functionalist education became necessary due to the 4th Industrial Revolution that is introducing a new stage in the social world that deals with the empowerment of adaptability.

This new stage requires managing the functionalist principles to manage the functionality of social, economic, business, and personal environments.

This model became possible due to the discovery of the functionalist principles that define the functionality of things and the corresponding synchronized binary actions that make them work.

Access

Unicist business education is based on learning processes that are essentially analogous to "teaching hospitals" based on real problem-solving in adaptive environments but managing the functionalist principles to manage the root causes of problems.

About Unicist Reflection Driven Education

The access to the root causes of problems requires the use of an action-reflection-action process to apprehend the concepts and fundamentals of the problems. This is a pilot-test-driven reflection that allows accessing structural sustainable solutions.

Unicist Reflection Driven Learning

The unicist reflection-driven learning, based on an action-reflection-action process, was developed to drive functional and factual knowledge acquisition.

Expanding the boundaries of actions requires abandoning dysfunctional knowledge, acquiring the necessary conceptual and factual knowledge, and defining the operational procedures to make it happen.

This goal has been achieved when an individual can emulate a solution in mind and makes it happen.

This learning process requires an action-reflection-action process that has to happen in a "teaching hospital" environment where the coordinator (chief resident) assumes the responsibility for the final solutions while the learners make their own solutions and learn from the difference.

The differences need to be learned by the participants and cannot be explained by the chief residents without producing paradoxical effects. The explanation transforms the role of a learner into the role of a judge.

11 Minutes Read

Multiple experiences of this kind drive towards the acquisition of conceptual and factual knowledge and its integration with the necessary analytical and operational knowledge to make things happen.

Unicist Residencies

The participants in unicist residencies develop real solutions for the organizations they belong to. They assume the responsibility for developing functional solutions to the problems they are dealing with.

Participants use the Unicist Reflection Process and its implicit pilot testing technologies to develop solutions in the unicist residency. Unicist counselors support this solution-building process.

The access to the root causes of problems requires the use of an action-reflection-action process to apprehend the concepts and fundamentals of the problems. This is a pilot test driven reflection that allows accessing structural sustainable solutions.

These solutions are built using the unicist strategy-driven root cause management that allows finding the root causes of problems, defining a solution, and developing destructive and non-destructive pilot tests until the functionality has been confirmed.

10 Minutes Read

Unicist Residencies are Homologous to Medical Residencies

The development of unicist residencies was influenced by medical education because both approaches deal with complex environments. Medical residencies deal with the cure of patients in the Teaching Hospitals while the "residents" learn to manage expertise.

The activities of Teaching Hospitals in Medicine and the Teaching Hospitals in Business have the same goal, solving problems, but are different in their operation because the unicist residencies need to deal with the concepts and fundamentals of the problems to access their root causes, which is not the case in Medicine.

Unicist Reflection Driven Learning

The purpose of reflection-driven learning is to install an adaptive knowledge object in the mind of the learner.

This implies that concepts as behavioral objects drive the accommodation process to accept new aspects that were not managed before and integrate these new aspects in mind through an assimilation process which requires storing this integration in the long-term memory of individuals.

Unicist reflection-driven learning uses learning objects which are complex adaptive systems that have been designed to drive the learning processes of the learner without needing external guidance when working within functional learning environments.

A functional learning environment exists when there is a need for specific knowledge to do something, the necessary capacities of an individual are available and accessible, and the learning objects have the necessary authoritative role to be accepted.

Learning objects cannot work when these conditions are exceeded and then the participation of a counselor becomes necessary to substitute these objects with personal action.

This is homologous to the autopilot of an airplane (paradigmatic example of an object) which needs to be substituted by the pilot when the conditions of the external environment exceed the possibilities of the object.
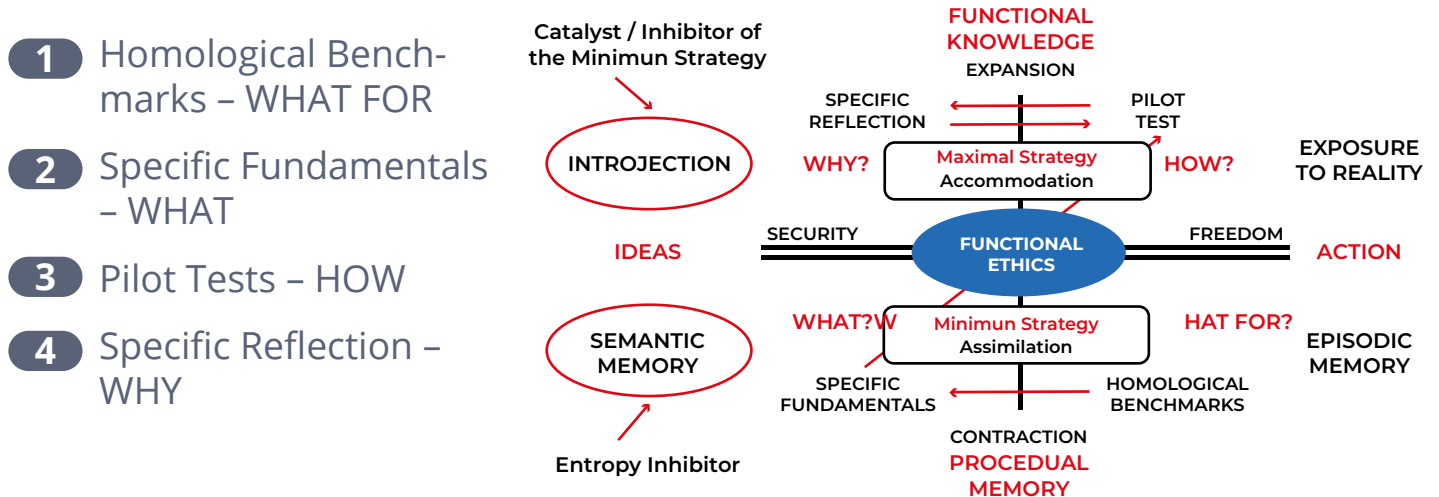
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The Stages of Reflection Driven Learning

The research in the field of human learning led to the development of four stages to deal with the learning of the management of adaptive environments and the management of the root causes in these environments.

1. Homological Bench-marks – WHAT FOR
2. Specific Fundamentals – WHAT
3. Pilot Tests – HOW
4. Specific Reflection – WHY

Stage 1: Homological Benchmarks – WHAT FOR

This stage drives the definition of what is needed to be achieved. This stage of reflection-driven education uses three different types of learning objects to achieve the objective of installing the guiding idea of a learning process. They might have different shapes:

1. Benchmarks in homologous fields (comparison with leading stand-ards)

2. Pre-pilot tests (Japanese Parks)

3. Pre-established standards because the action field belongs to a superior complex system that has to be managed.

4. Metaphors

The participants need to find the picture of other experiences they had to work as homological benchmarks. By definition, there is no possibility to transfer experiences. An experience is necessarily a subjective perception.

Stage 2: Specific Fundamentals – WHAT

After the guiding idea, WHAT FOR, has been defined, the approach to the learning objective can begin. This is necessarily focused on specific relevant aspects of reality.

The relevant aspects of a given reality are defined by the concepts and fundamentals that underlie it.

The learning process of the fundamentals is given by the use of learning objects that allow understanding the unified field of a complex adaptive system. The goal of these objects is to provide the fundamentals of the specific relevant aspects of reality.

It defines WHAT is being learned. It appears to be analogous to a teaching process, but it is just a messaging process. It can be done by a "teacher" assuming the role of an informant.

Stage 3: Pilot Tests – HOW

The pilot tests are real applications in the specific action field that is being learned or in homologous fields when the full real application is too risky.

Pilot tests allow learning HOW the knowledge works and is transformed into actions. These pilot tests are developed to confirm that the fundamentals have been apprehended in their true application amplitude.

Pilot testing provides information on the validity of the solutions and the results that can be expected when using the solutions. There are two different types of tests:

8 Minutes Read

- *Destructive tests* are the first tests that need to be developed to find the limits of the validity of a hypothesis. They require expanding the use of the hypothesis until it fails. It requires dealing with the structure of the fundamentals of the problems.

- *Non-destructive tests* imply using the information of the destructive tests and applying it to the segments that have been defined, measuring the feedback, and making the final changes to confirm the effectiveness of the actions.

Stage 4: Specific Reflection - WHY

The specific reflection needs to produce improvements in the application process of what is being learned. It requires having a personal value-adding approach to seek improvements.

The reflection process begins by exposing the pre-concepts the learner has to achieve the goals of the learning process to confront them with the real world and open the possibilities of confirming them, expanding their boundaries, or changing them.

Unicist reflection is an approach to complex human adaptive systems to understand their nature, define the possibilities to influence them, apprehend the algorithms that allow exerting influence and generate added value.

Unicist reflection has no relationship with other introspective approaches like religious introspection, transcendent meditation, yoga, or other technologies that have been developed for different purposes.

Unicist Reflection has been developed to deal with complex human adaptive systems, such as businesses, to develop scenarios, diagnoses, and strategies to achieve possible results.

10 Minutes Read

About Functionalist Principles

The Use of Functionalist Principles

Functionalist principles define the unified field of things and why and how they work. The why is defined by their functionalist principles and the how is defined by their binary actions.

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.

Access

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

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.

15 Minutes Read

# The Basics of the Functionalist Principles Applied to Business

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 the complementation and supplementation laws established by the unicist logic.

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

The Functional Structure of Things
Ontogenetic Map in Unicist Standard Language
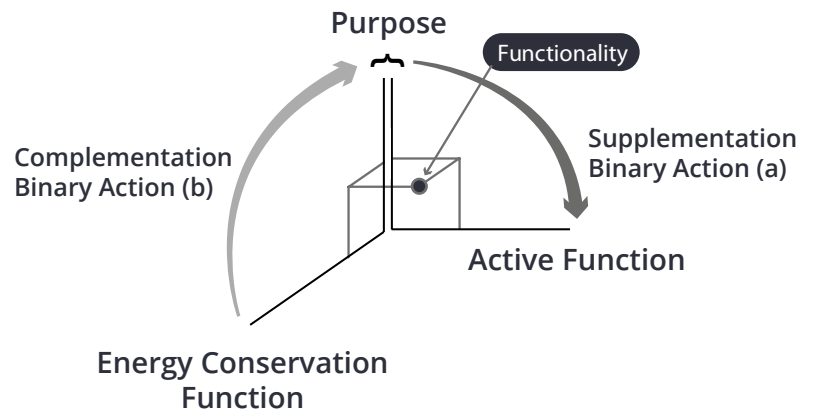
Copyright© The Unicist Research Institute

The research of functionalist principles is based on the use of unicist ontological reverse engineering of facts to find their functional structures.

This approach is based on the discovery of the intelligence that underlies nature that defines the principles of its functionality and led to the development of the unicist logic that allows managing the intelligence that deals with the functionality of "things".

It is based on the use of functional knowledge to manage the real world that integrates the know-how and the know-why of "things".

12 Minutes Read

The Use of Binary Actions

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 the binary actions and business objects that are needed to empower business functions.

Example: The Functionalist Principle and Binary Actions 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, developing teaching activities that help the learning process.

Examples of Evident Binary Actions

- Learning + Teaching = Knowledge acquisition
- Efficacy + Efficiency = Effectiveness
- Participation + Power = Leadership
- Productivity + Quality = Production
- Desirability + Harmony = Aesthetics

Unicist Functionalist Design

Functionalist design deals with the functionality of processes and allows managing the functionalist principles of business processes to simplify the solutions and improve the generation of value and diminish costs.

The development of the unicist logic allowed managing the intrinsic functionality and the use value of things and gave birth to the Unicist AI that emulates the intelligence of nature and human intelligence.

The unicist functionalist design was developed to enhance the functionality of business processes. The unicist functionalist design is developed in participative solution-factories to design in adaptive environments.

This approach manages the functionality, dynamics and evolution of business functions and processes and is necessary to:

- Develop the functionalist design of adaptive business processes
- Design business strategies
- Design and implement binary actions to ensure results
- Design and develop intelligent business cobots
- Design and develop intelligent systems and applications
- Design and manage R&D processes of products, devices, and processes
- Develop business objects and catalysts to manage processes
- Design market expansion processes
- Manage process improvement, innovations, and changes
- Design software that includes intelligent functions

12 Minutes Read

The functionalist design process begins with the existence of a solution that needs to be built and ends with the installation of the solution.
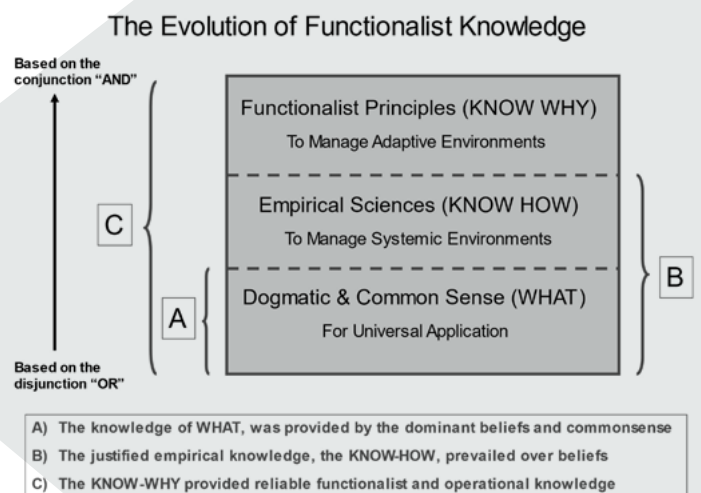
Unicist Functionalist Knowledge
To Manage the Root Causes of Problems

The unicist functionalist knowledge allows for managing the root causes of problems. Functionalist knowledge deals with the functionalist principles of things that define their functional structures.

Functionalist knowledge describes and defines the functionalist principles that drive things and the binary actions that make them work. It defines the functional structure of things and the root causes of the problems that may exist.

Functionalist knowledge requires integrating the know-how of solutions with the know-why that is defined by the functionalist principles of the solutions, using the necessary reasoning patterns to develop functional solutions.

The Evolution of Functionalist Knowledge

Based on the conjunction "AND"

Functionalist Principles (KNOW WHY)
To Manage Adaptive Environments

Empirical Sciences (KNOW HOW)
To Manage Systemic Environments

Dogmatic & Common Sense (WHAT)
For Universal Application

Based on the disjunction "OR"

A) The knowledge of WHAT, was provided by the dominant beliefs and commonsense
B) The justified empirical knowledge, the KNOW-HOW, prevailed over beliefs
C) The KNOW-WHY provided reliable functionalist and operational knowledge

Levels of knowledge

There are different levels of knowledge that have different uses:

1. Dogmatic knowledge that establishes the subjective limits of actions. Commonsense knowledge is a type of dogmatic knowledge.

2. Empirical knowledge that deals with the know-how of things

3. Conceptual knowledge that deals with the functionalist principles of things and provides the know-why of their functionality.

Functionalist knowledge integrates these three levels of knowledge. It is the knowledge that defines and describes the functionality of things based on their functionalist principles.

It establishes the bridge between empirical knowledge and metaphysical principles.

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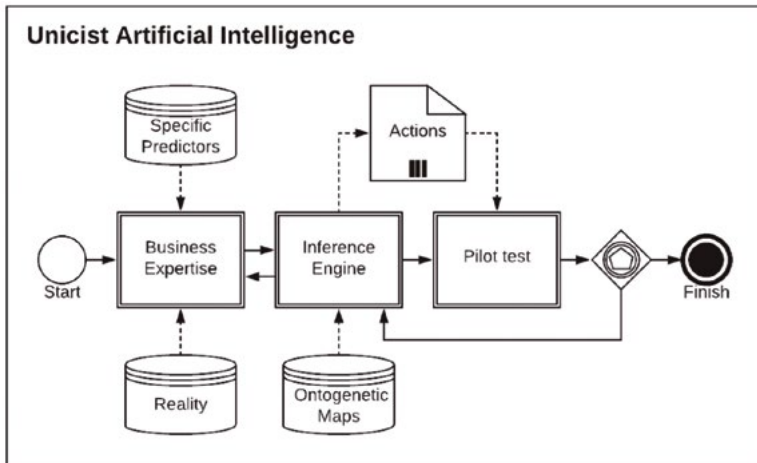
Unicist AI is based on the rules of the unicist logic that deals with the functionality of things. It is a fundamentals-based AI that allows managing the functionality of processes of any kind and building intelligent systems and cobots. When necessary, these cobots are installed in mobile applications.

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 Academic Arm

The academic arm works as a business school and partners with companies to introduce the functionalist technologies developed. *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*