

Enhancing Collective Intelligence
in Business

A Binary Actions driven
Functionalist Approach
to Marketing



The Unicist Research Institute
Pioneers in Complexity Science Research since 1976

Unicist Binary Actions applied to Business

There is nothing in the universe, that is part of a system, that does not work with a purpose, an active and entropic function, and an energy conservation function. This structure works through unicist binary actions (UBA) that produce the functionality of any entity or process, whatever their kind.^(*)

Binary actions are two synchronized actions that aim at the same purpose. This implies that the real-world functions are based on binary actions. Therefore, their use is not optional, it is mandatory to ensure the generation of results.

The use of univocal actions only works if the environment provides the second action that sustains it. This applies to all fields of human actions. The functionalist approach is the pathway to this new stage in the world introduced by the use of binary actions.

Binary Actions are a Natural Human Approach

The use of manipulation, threat and chantage are negative ways of using binary actions to obtain benefits. Here you can find a series of binary actions to generate value that are evident, which are benchmarks you might use to adopt this way of thinking and working:

- 1) Learning (UBAa) + Teaching (UBAb) = Knowledge acquisition
- 2) Productivity (UBAa) + Quality (UBAb) = Value generation
- 3) Marketing (UBAa) + Selling (UBAb) = Generating revenue
- 4) Punishment (UBAa) + Rewards (UBAb) = People management
- 5) Root Causes (UBAa) + Triggering Causes (UBAb) = Solutions
- 6) Efficacy (UBAa) + Efficiency (UBAb) = Effectiveness
- 7) Empathy (UBAa) + Sympathy (UBAb) = Influence building
- 8) Participation (UBAa) + Power (UBAb) = Leadership
- 9) Processes (UBAa) + Objects (UBAb) = Organization
- 10) Desirability (UBAa) + Harmony (UBAb) = Aesthetics

To generate results, the synchronicity of binary actions requires beginning with UBAa, which are active function actions, and then developing UBAb that are energy conservation actions.

^(*) This paradigm shift in science was developed by Peter Belohlavek at The Unicist Research Institute.

The Use of Binary Actions & Catalysts in Marketing

Managing Customer Orientation in the 4th Industrial Revolution

The Unicist Functional Design allows developing marketing solutions in adaptive environments. It uses the knowledge of the unicist ontology of marketing functions that allows managing their root causes. It is based on a unicist ontological approach that allows managing the functionality and operation of buying, selling, and marketing processes.

Functional design manages the concepts and fundamentals of marketing processes and develops maximal strategies to grow and minimum strategies to ensure results.

The unicist functional design includes:

- **Binary Actions** to ensure the results of processes
- **Catalysts** to expand and accelerate marketing processes
- **Marketing Objects** to increase the influence of marketing actions
- **Unicist Artificial Intelligence** to empower customer orientation
- **Business Cobots** are collaborative robots to complement marketing actions

[Learn more](#)

1) The Use of Binary Actions in Marketing

Binary actions are two synchronized actions that expand markets while they ensure their results. Therefore, influencing customers requires using unicist binary actions that include the drivers and catalysts of buying processes. The unicist conceptual marketing approach uses binary actions based on the root causes of buying processes, which are influenced using catalysts.

Binary actions ensure fluent communication. Their use allows emulating the structure of buying processes to manage their dynamics and evolution. Some generic examples will help to grasp the idea:

The collage consists of four panels illustrating binary actions:

- Top Left:** A diagram titled "The Unicist Logic is an emulation of the ontogenetic intelligence of nature". It shows a tree trunk with labels for "FIRST YEAR GROWTH", "RAINY SEASON", "DRY SEASON", "SCAR FROM FOREST FIRE", and "TRUNK OF A TREE". It also includes "MAXIMAL STRATEGY" (Spring/Early summer growth) and "MINIMUM STRATEGY" (Late summer/fall growth). A separate diagram shows "VITAL FUNCTION Purpose" and "ACTIVE FUNCTION Maximal strategy" leading to "UNICIST LOGIC". Below this is "ENERGY CONSERVATION FUNCTION Minimum strategy".
- Top Right:** A photograph of a Boeing 747 airplane in flight, with the text "Lift and propulsion make airplanes fly".
- Bottom Left:** The front and back covers of the book "The Name of the Rose" by Umberto Eco, with the text "The cover and the back cover define the packaging of a book".
- Bottom Right:** The musical score and lyrics for "Hey Jude" by The Beatles, with the text "The music and the lyrics define a song".

A central blue box with white text reads "Binary Actions".

1. The active function and the energy conservation function of the intelligence of a tree drive its growth and survival.
2. Lift and propulsion make airplanes take-off and fly.
3. The cover and the back-cover define the functionality of the packaging of a book.
4. The music and the lyrics of a song define its aesthetics.

The success of sustainable marketing fully depends on the use of binary actions that include catalysts. Some binary actions in marketing are:

1. Empathy + Sympathy = Commercial Influence
2. Latent Needs Satisfaction + Urgent Needs Satisfaction = Sales
3. Marketing + Sales = New Customers
4. Buying Argument + Selling Argument = Complementation
5. Aesthetics + Credibility = Desirability
6. Brand + Product Differentiation = First Choice Positioning

[Learn more](#)

2) The Use of Marketing Catalysts

It can be said that marketing catalysts are business objects that build a context for the actions that are being influenced that has to be consistent with the environment in order to be acceptable. Some examples will help to grasp the idea:

1. The GE Open Innovation works as a catalyst for the GE Business.
2. Special offers are sales catalysts.
3. The direct publishing alternative is a catalyst that expands the business of Amazon.
4. The Deep Blue chess-playing supercomputer versus Garry Kasparov in the 90's was an equity catalyst for IBM. [Learn more](#)

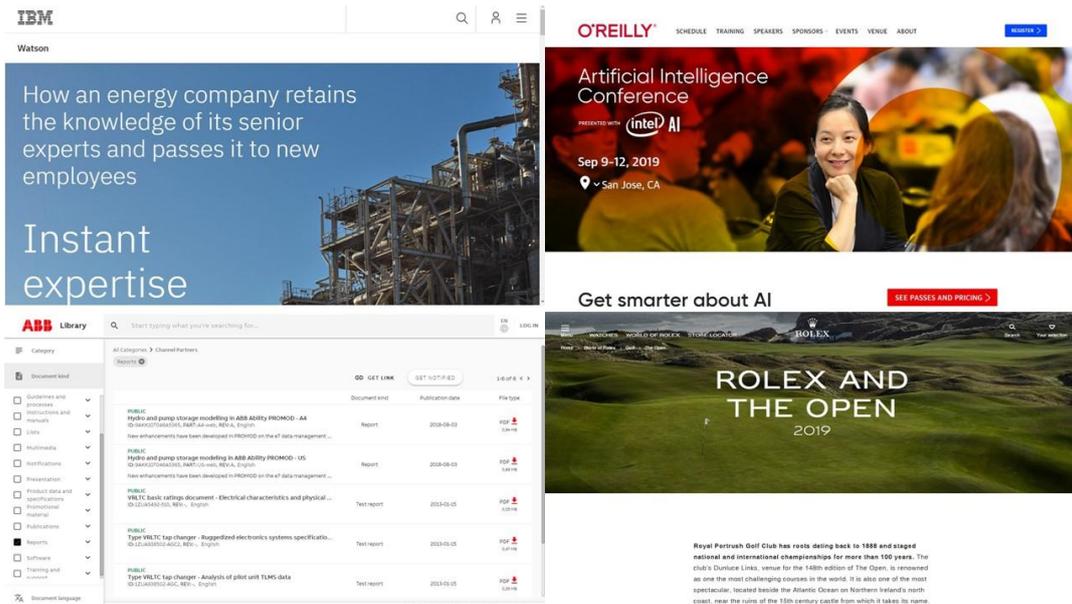


3) The Use of Marketing Objects

The unicist marketing technology has been developed to include the use of objects in the buying process in order to ensure the critical mass of the processes. These objects produce basically three noticeable effects:

1. They allow having the necessary critical mass to trigger the buying process.
2. They accelerate buying processes.
3. These objects allow saving energy in the marketing processes.

Some examples will help to grasp the idea:

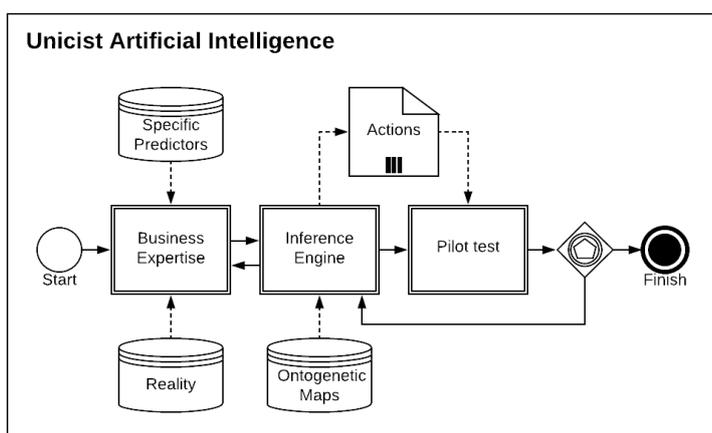


1. **(IBM) – Commercial Objects** are implemented to install ideas in the mind of the potential customers.
2. **(ROLEX) – Branding Objects** are commercial catalysts that may have a conjunctural, specific, systemic or generic functionality.
3. **(ABB) – Semantic Objects** are used to install meaningful knowledge in the market.
4. **(O'REILLY) – Semiotic Objects** are installed to guide and influence buying processes.

[Learn more](#)

4) The Use of Unicist AI

The use of Unicist AI integrating data-based AI with fundamentals-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.



The Unicist AI is based on the integration of fundamentals-based AI to manage the basics of processes and data-based AI to manage the operational aspects. Data-based AI works within the clusters established by fundamentals-based AI.

The fundamentals provide the framework of the meaning of data.

Fundamentals-based AI allows automating the use of binary actions, catalysts, and marketing objects to develop marketing and selling processes.

Data-based AI refines the structural information provided by fundamentals-based AI and - when sufficient customer's data are available - allows establishing databases of potential buyers.

[Learn more](#)

5) Unicist Cobot Building

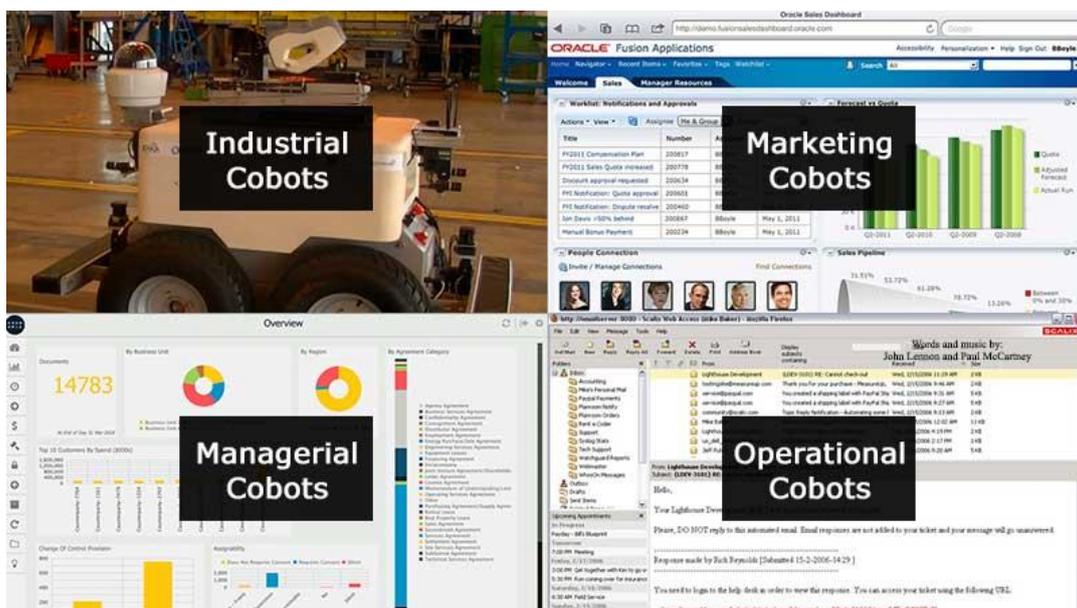
Cobots are collaborative robots that are based on human-robot interaction. They have been used for decades in the industrial field and the unicist functionalist approach enabled introducing them in the rest of the business processes. They are extremely valuable to introduce adaptability and customer orientation in business processes.

The business application of Cobots became possible due to the development of the fundamentals-based AI and of the binary actions that ensure the generation of results.

Business Cobots enhance efficacy. According to their use, they include different levels of adaptability. Based on their functionality, there are different types of Cobots:

1. Research Cobots
2. Diagnosing Cobots
3. Design Cobots
4. Solution Building Cobots
5. Business Objects Building Cobots
6. Operational Cobots

All types of Cobots include the delivery of the necessary functional knowledge. There are four application fields of Cobots: Industrial, Marketing, Management and Operation.



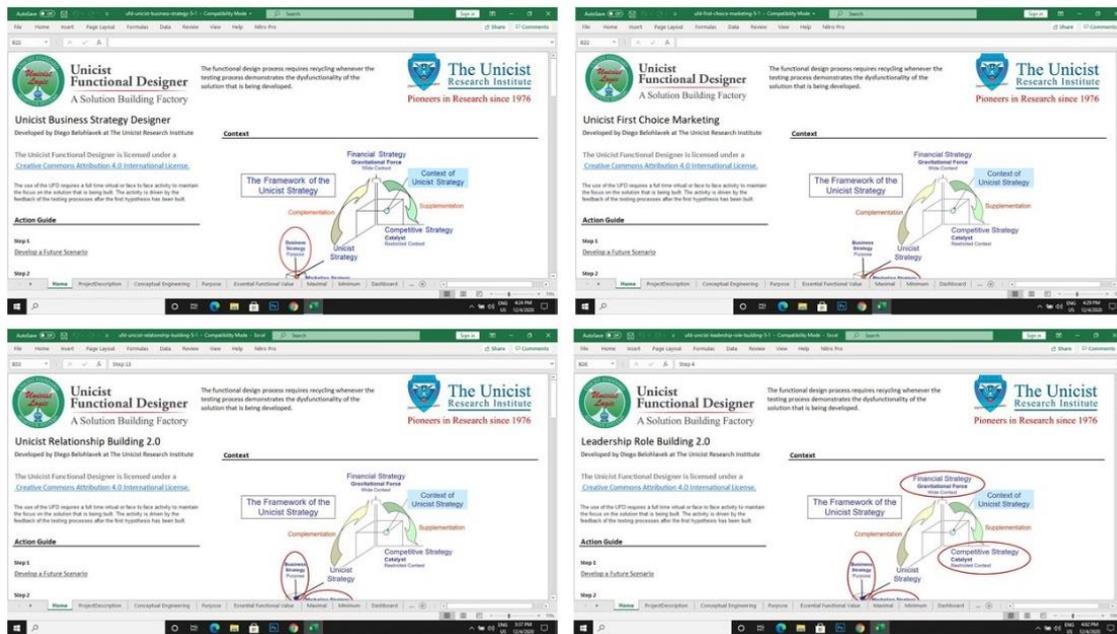
The use of concepts and fundamentals allowed managing the functionality of business processes and enabled the development of collaborative robots to provide the resources - including functional knowledge- that are needed to manage business processes. They interact with people to ensure the functionality of processes and the generation of results. [Learn more](#)

Unicist Functional Design

The unicist functional design is based on the use of the ontogenetic maps that define the functionality of adaptive entities whatever their kind. The input to any functional design is the conceptual structure of the functionality of the entity that is being designed and the output is the definition of the operational design that includes the definition of the necessary binary actions.

The unicist functional design is sustained by the knowledge of the triadic structure of the concepts of business functions using binary actions, business objects and catalyst to ensure results.

Unicist functional design is the unicist ontological approach to design solutions in adaptive environments.



The unicist ontological approach is based on the emulation of the intelligence of nature. It allows designing maximal strategies to generate growth and minimum strategies to ensure results in adaptive environments.

Functional design introduced an upgrade in the design of adaptive business processes. While empirical design is based on the knowledge of the know-how of businesses, functional design is based on the integration of the know-why with the know-how.

The use of business cobots, binary actions, catalysts and business objects is what makes the management of the functionality of adaptive business processes possible. [Learn more](#)

Roles in Functional Design:

Unicist Groups Enhance Collective Intelligence

All the unicist groups that deal with the development of solutions in adaptive environment have the same structure to enhance their collective intelligence. They have a coordinator, a fallacy-shooter, and an ombudsperson.

The complementation and supplementation of these roles enhances the collective intelligence of groups. It expands the efficacy of the participants by introducing the core aspects of the functionality of a group.

The Members of the Groups

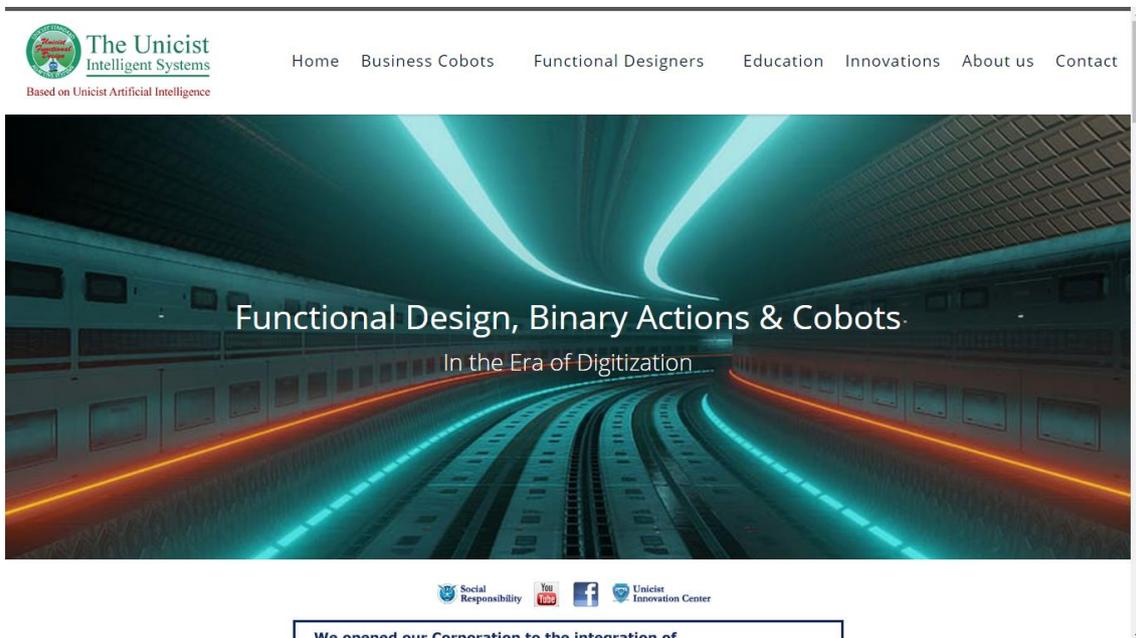
The members of the design group that participate in the development of solutions as well as the members of the testing group that test the solutions also assume a differentiated responsibility within the group, taking one of the following roles:

- 1) **The "Coordinator"** is responsible for guiding the group towards the objectives that have been defined. The coordinator has the full responsibility for the diagnoses and for achieving the results that have been defined as being possible to be achieved. The participants also have full responsibility for the results after they agreed that such results are possible.

- 2) **The “Fallacy-Shooter”** is responsible for assuring the quality of the foundations and justifications in the decision-making processes. The “Fallacy-Shooter” is the person responsible for guiding the action-reflection-action process in order to improve the accuracy of the diagnoses and of the work processes.
- 3) **The “Ombudsperson”** is responsible for monitoring the value generation of the design processes. The “Ombudsperson” is also responsible for monitoring that the proposals respond to the functional needs of the solutions that are required; s/he guarantees results. The ombudsperson represents the “user” and is responsible for generating value to the environment.

Using Binary Actions to manage Functionality

The triadic structure of unicist concepts defines the functionality of any kind of entity. All that is part of a system has a concept, which makes it part of that system. It requires developing binary actions to ensure results. The lack of this information forces the substitution of the functionalist approach with an operational approach, which hinders the management of value generation.



[Learn more about the Functionalist Technologies](#)

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

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