



**Unicist**  
Corporate University

For CXOs & High Potentials

## Brief: Unicist In-company Corporate Universities Working as Teaching Hospitals in Business

A Unicist In-company University works as a Teaching Hospital in Business that deals with urgent problems to develop structural solutions while the participants learn to develop such solutions. These teaching hospitals are installed in existing Corporate Universities or Corporate Training Organizations.

This in-company university uses the Unicist Conceptual Management approach that includes the finding of the root-causes of the problems, defining the necessary strategies for the structural solutions, making the conceptual design of the solutions and developing the action plans and pilot tests to ensure results.

The activities of these Universities might include the development of solutions for the organizing companies, their clients, providers, distributors or associates.

The main possible applications deal with the development of process improvement, the acquisition of new knowledge and the development of business objects. The integration of external participants allows the building of commercial leads and relationships.



## The Organization of the Teaching Hospitals

The unicist conceptual approach to education is focused on learning while individuals solve real complex problems that require having apprehended their conceptual structure. The residencies are coordinated by a Chief Resident, an Ombudsman and a Fallacy Shooter. This roles are generically named counselors.

The counselors who coordinate the activities of the "teaching hospitals" are trained members of the organization in which the "in-company university" is installed.

### The Management Model of the XXI Century applied to Superior Education



## The Four Pillars

Corporate Universities are organized by specialized Unicist Business Residencies that are analogous to Medical Residencies in Teaching Hospitals; they work on the real problems participants need to solve.

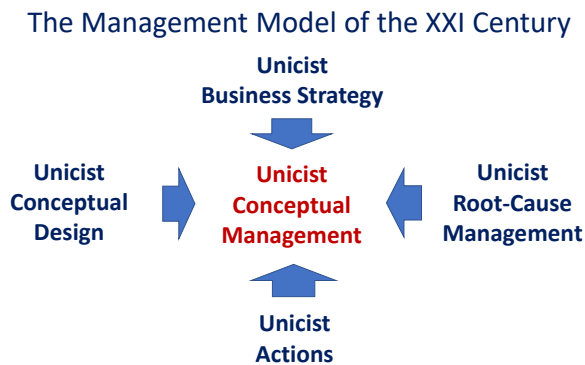
Programs give access to professionals, pertaining to these organizations, to the unicist logical tools and object driven technologies to diagnose, project scenarios, build strategies, design business processes and solve business problems.

The four pillars of the Unicist Teaching Hospitals in Business are:

1. **Real Solution Building:** based on the solution of urgent problems transforming them into structural solutions.
2. **Unicist Conceptual Design:** participants begin by finding the root-causes of the problems and developing the conceptual design of the solutions.
3. **Unicist Logical Tools:** to have a structured approach to the adaptive aspects of businesses to develop solutions.
4. **Unicist Counseling Service:** to have permanent support for the solutions of the problems and to manage the necessary technologies.

## About Unicist Conceptual Management

Unicist Conceptual Management is the synthesis of the nature of business management. To manage a business, it is necessary to have the future scenario that allows designing a strategy, know the root-causes of problems and the root-drivers of business processes, develop the conceptual design to define these processes and develop the maximal and minimum strategy actions to ensure results.



The fact that concepts drive human actions and define the root-causes of things drove to the development of Unicist Conceptual Management that materializes the unicist approach to businesses.

This development drove management towards a superior level of possibilities.

The evolution of IT solutions and tools made the operational aspects of business manageable.

This evolution, in which the operational aspects have been solved, requires a different kind of knowledge to manage businesses. This knowledge is simpler, but requires dealing with the root-causes of things to manage the structure of businesses.

## The New Stage

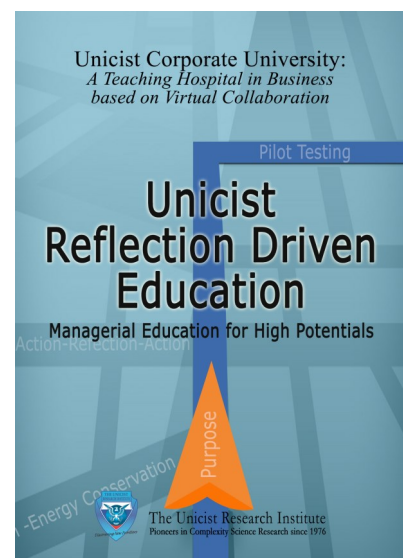
Business management in the XXI Century requires, besides the functional leadership skills, managing the concepts of a business and the concepts of the restricted and wide contexts to be able to expand the business and ensure its permanence. This unicist conceptual approach upgrades, but includes, the preexisting intuitive approach to businesses.

This superior level of business design and management became possible due to the discovery and emulation of the intelligence that underlies nature and the discovery that concepts drive human actions.

## The 4 Pillars of Conceptual Management

This is the management model of the XXI Century. The unicist conceptual management approach integrates:

1. **Unicist Business Strategy:** The Unicist Strategy emulates the strategy implicit in the intelligence that underlies nature and establishes a maximal strategy to grow and a minimum strategy to survive.
2. **Unicist Conceptual Design:** This conceptual design defines the unified field of the functions of adaptive systems and defines their dynamic process architecture.
3. **Root-Cause Management:** It manages the root-causes of problems and the root-drivers of solutions.
4. **Unicist Actions:** This approach defines the actions that need to be done following a logical synchronicity in order to work as a critical mass to ensure results in adaptive environments.



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