

# The Unicist Evolutionary Approach to Business

In the 4<sup>th</sup> Industrial Revolution

To foster Growth, Profitability and Sustainability

Root Causes  
of Evolution

Root Causes  
of Behavior

The Six Pillars of  
The Unicist Evolutionary  
Approach:

Root Causes  
of Processes

Ontogenetic  
Maps

- Business Catalysts
- Unified Field Mgmt.
- Unicist Strategy
- Business Objects
- Conceptual Design
- Pilot Testing

Emulating  
Processes

Unified Field  
Method

Growth

Profitability

Sustainability



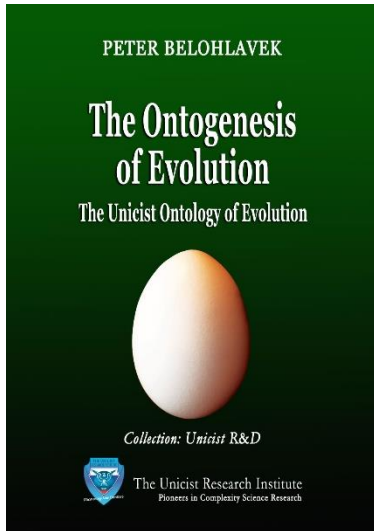
**The Unicist Research Institute**

Pioneers in Complexity Science Research since 1976



## Summary

The 4th Industrial Revolution fostered adaptiveness and customer orientation in businesses. It made Industry 4.0, the Internet of things and artificial intelligence possible, but it required managing the root causes of business functions and their evolution to ensure their full reliability.



The discovery of the ontogenesis of evolution made by Peter Belohlavek, at The Unicist Research Institute, that defines the root causes of evolution, provided the basics to manage the adaptiveness introduced by the 4th Industrial Revolution.

This drove to the development of the Unicist Evolutionary Approach which is a fundamentals-based framework to manage the root causes of businesses to increase their adaptability, their speed of growth and to improve their profitability in an environment of customer orientation and sustainability.

It uses the fundamentals of business processes, expert-tools and unicist artificial intelligence. This development was based on the researches, developed since 1976, on the fundamentals of social and business functions and processes.

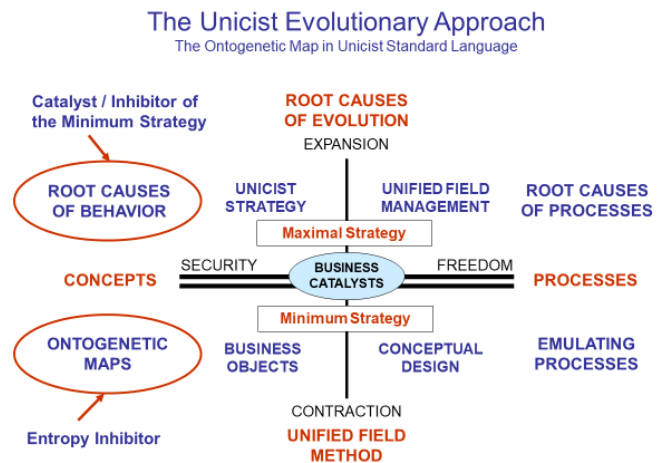
These researches, which are still ongoing, allowed managing their root causes and made businesses reasonable, understandable and predictable.

The unicist evolutionary approach was developed based on the resources of the 4th industrial revolution to provide a simple way to foster business expansion of companies whatever their size and minimize the failure rate of startups. This approach is an evident framework that ensures business growth, profitability and sustainability.

## The Six Pillars of the Unicist Evolutionary Approach

The Unicist Evolutionary Approach is based on 6 pillars that provide the operational approach to foster growth, profitability and sustainability using the technologies available in the 4th Industrial Revolution. They are:

1. **The Use of Catalysts:** to accelerate processes.
2. **The Unified Field Management:** to manage the unified field of business processes.
3. **Unicist Strategy:** to develop maximal and minimum strategies to grow and ensure results.
4. **Business Objects:** to accelerate business processes and ensure results by using business objects.
5. **Unicist Conceptual Design:** to define the architecture of solutions.
6. **Unicist Pilot Testing:** to develop pilot tests to ensure results and find the root causes of problems.



# 1. The Use of Catalysts

## *Installing catalysts to accelerate adaptive processes*

The 4th Industrial Revolution introduced the concept of adaptiveness in the industrial, economic and social world. This increases notoriously the market orientation and requires managing environments as adaptive systems, which require the use of catalysts to ensure their functionality and evolution.

Unicist business catalysts are process-accelerators that improve results and save costs. Their functionality is based on the use of the concepts and fundamentals of the business functions to manage the root causes of processes.

The unicist evolutionary approach is a catalyst itself, to deal with adaptive systems and environments using the resources of the 4th Industrial Revolution.

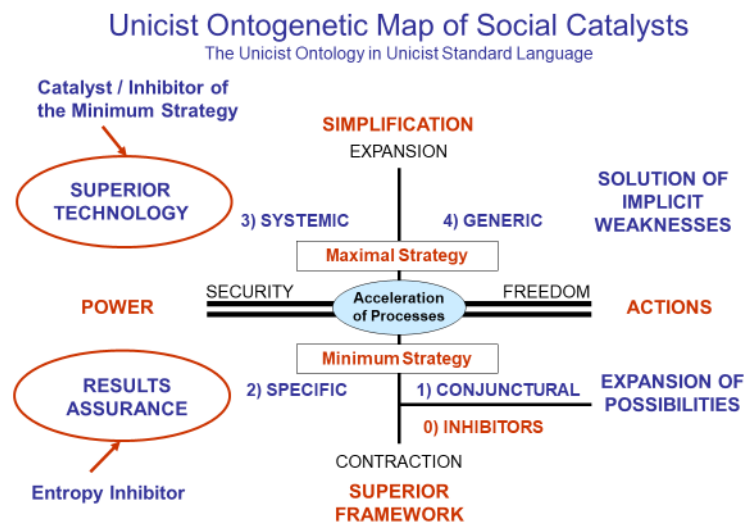
The unicist evolutionary approach catalyzes the adaptability of business processes and fosters customer orientation, productivity, quality and sustainability. This approach begins by defining what is "possible" to be achieved before establishing what "wants" to be accomplished.

This approach uses artificial intelligence to catalyze the adaptive aspects of business processes.

## Types of Catalysts:

Based on their functionality there are four types of social catalysts: Conjunctural, Specific, Systemic and Generic.

- **Conjunctural Catalysts:** They are centrally focused on expanding possibilities by considering the conjuncture. These types of catalysts are normally absorbed by the system they are catalyzing.
- **Specific Catalysts:** They are centrally focused on ensuring the results that need to be achieved by using a superior framework to minimize the consumption of energy.
- **Systemic Catalysts:** They are centrally focused on increasing the efficiency of the system by introducing a superior technology.
- **Generic Catalysts:** They are centrally focused on solving the implicit weaknesses of the processes and simplifying them.



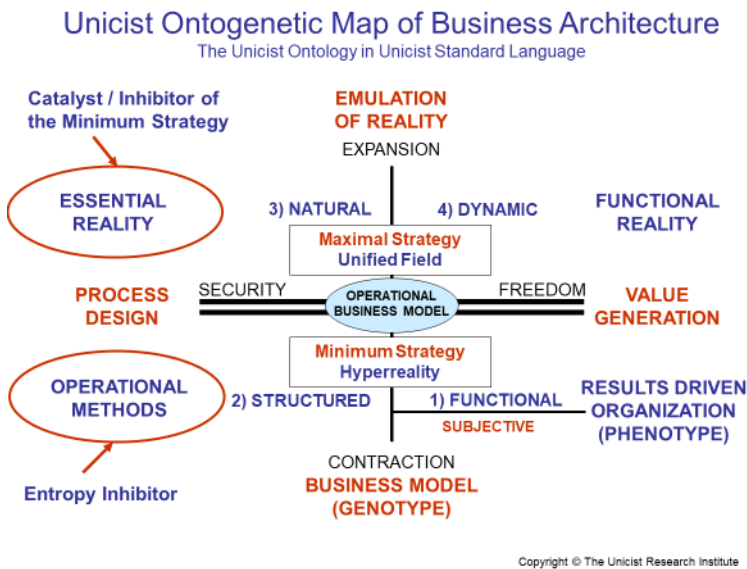
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**Some of the companies that use business objects and catalysts are:** Airbus, Amazon, Apple, BBC, Boeing, Dassault Systemes, Dupont, Ericsson, Facebook, General Electric, Google, Hilton, Honda, Hyundai, LinkedIn, Lufthansa, Mapfre, Mayo Clinic, Michelin, Novartis, Open Text, P&G, Pfizer, SAP, Siemens, Tata Motors, Toyota, Unilever, Walmart, Walt Disney World and Youtube.

## 2. The Unified Field Management

*The management of the unified field of business processes*

The unified field of adaptive systems or environments is defined by the map of the functions, processes and objects that define their functionality. The management of the unified field allows ensuring the functionality of all the aspects that are required to generate a predefined result.



The map of the unified field is defined by the unicist ontology of the function of the adaptive systems and is materialized in the conceptual structure of their functionality. These concepts are defined by the fundamentals that drive the root causes of their functionality and their dysfunctionality defines the root causes of their problems.

The management of the unified field of adaptive systems in the social and business fields requires managing the wide context that establishes the trends that define the category of what can be done and the restricted context that catalyzes

or inhibits the functionality of a specific system.

The essential maps of the unified field are cross-cultural and timeless. They exist as long as the function exists. This structural knowledge allows understanding all the systems that have the same functionality. This means that the structure of concepts and fundamentals is cross-cultural and timeless although the operational values of these fundamentals are environment dependent.

## 3. The Unicist Strategy to Expand Businesses

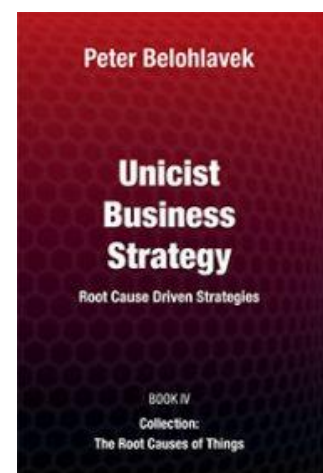
*Maximal and minimum strategies to grow and ensure results*

Unicist Strategy was created to develop strategies in adaptive environments, integrating expansive and defensive strategies as a unit to ensure results.

It is a planning process to achieve possible goals developing maximal strategies to expand and minimum strategies to ensure results.

Unicist strategies are based on the input provided by the wide context scenarios and the restricted context scenarios.

These scenarios have to provide the information of the gravitational forces that influence the specific activity, the possibilities for developing them, the catalyst that may exist and the inhibitors that need to be avoided or accepted as limits for the strategy building.



An organization is equilibrated when maximal strategies are being developed to grow while minimum strategies are built to ensure the survival.

Maximal strategies are designed to expand the boundaries of an organization, while minimum strategies happen within the boundaries of an organization.

Maximal strategies are based on adding value to the environment while winning in the specific environment they work in and are sustained by the power they have to influence the context.

Minimum strategies, on the other hand, are those that happen within the known boundaries of an individual's or organization's activity, working in a context of certainty to ensure results.

## 4. Introducing Business Objects into Business Processes

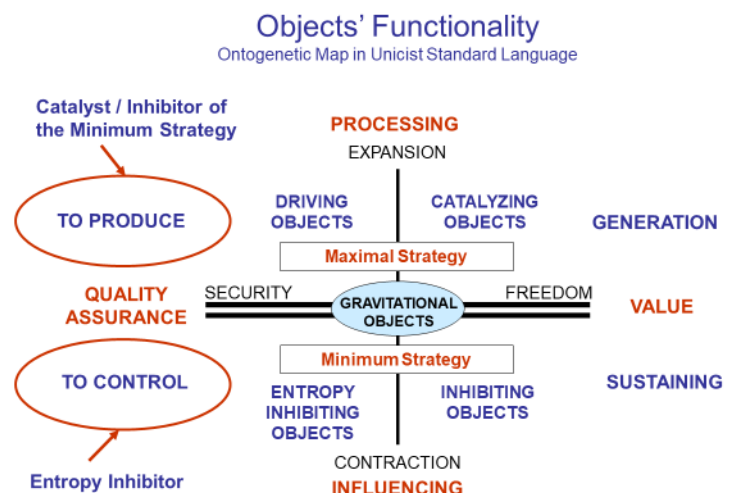
*The use of business objects to ensure the quality of processes*

The use of business objects allows ensuring the productivity and quality of processes while it accelerates the results that are being produced.

Unicist business objects (UBO) are encapsulated adaptive systems that produce predefined results that can be inserted in work processes to increase productivity and quality and to save energy.

The Unicist Research Institute has developed Business Objects that allow emulating the organization of nature minimizing the energy consumed to generate value. From a functional point of view there are different types of objects:

- **Driving Objects**  
To drive processes
- **Catalyzing Objects**  
To accelerate processes
- **Entropy Inhibiting Objects**  
To inhibit the entropy of business processes
- **Inhibiting Objects**  
To inhibit dysfunctional events in a business
- **Gravitational Objects**  
To influence the results of processes



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The Object Driven Organization emulates the organization of nature in institutions. The same way nature is organized by objects, every complex adaptive system is integrated by interdependent objects that make adaptiveness possible.

The human body is an example of this organization by objects. Because of their complexity, objects have, among other characteristics, open boundaries, which imply that any "observer" is part of the system.

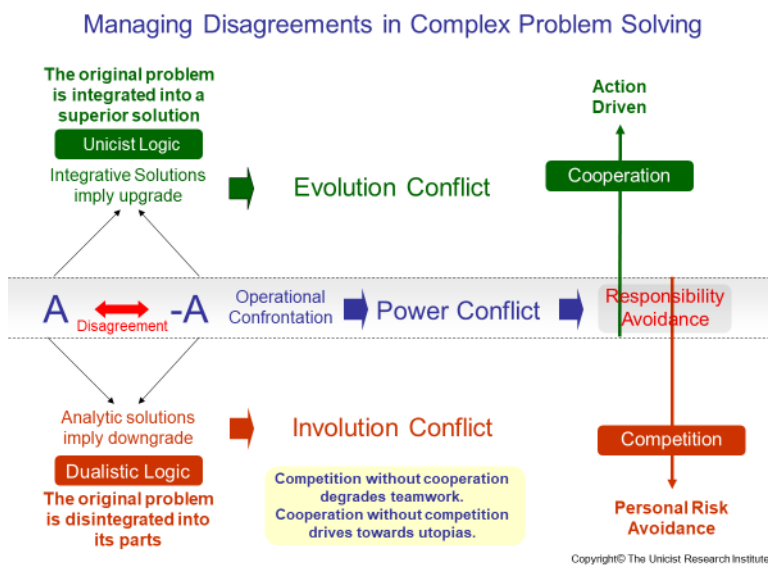
The use of business objects structures the timing and synchronicity of business processes.

## 5. Unicist Conceptual Design: An Emulation of Reality

*The use of conceptual design to define the functionality of processes*

Emulating in mind requires envisioning the final picture of the process and the results that will be achieved. This requires having the knowledge of the fundamentals of the process and a solution thinking approach that allows building the solution.

Conceptual design requires expanding the boundaries of one's mind in order to empower the development of superior solutions, which requires being open to different and contradictory ideas.



*In plain language, this means that when two positions A and B appear to be incompatible, a superior integration of both positions has to be found*

This approach requires profiting from these contradictions by integrating the oppositions at a superior level, where they are functionally integrated.

It requires avoiding compromises to increase the level of the functionality and sustainability of the design. The use of the unicast Q method simplifies this integration.

An example of this approach in the field of design is the J-Factor of Toyota:  
[www.toyota-global.com/showroom/toyota\\_design](http://www.toyota-global.com/showroom/toyota_design)

The emulation of the solution becomes possible if the conceptual knowledge of the solution is available. The conceptual knowledge re-

quires managing the unified field that defines the functionality of the concept that drives the solution. The unicast artificial intelligence emulates processes and builds the expert knowledge to manage adaptive processes.

Thus, conceptual design implies integrating the emulation of the solution and the conceptual knowledge of the process to build the process architecture.

The development of solutions in complex adaptive environments requires developing the conceptual design of such solutions. Solutions imply developing systems that are integrated by processes and objects. It has to be recalled that complex systems are necessarily integrated by objects that drive their functionality. The purpose of conceptual design is to define the process architecture of the solution. To make this solution possible, it is necessary to be able to emulate it in mind.

## 6. Pilot Testing

*A pilot testing process to ensure the achievement of results*

The objective of pilot testing is to ensure results and to find the root causes of the problems that might appear. It is the quality assurance process of the unicast evolutionary approach which needs to be used to achieve the objectives that have been established.



The pilot testing process uses two different tests:

1. To validate the limits of the functionality of processes and objects.
2. To confirm the functionality of specific actions.

The testing of root cause solutions for business processes requires making multiple applications in different segments to ensure their functionality.

Pilot tests are developed as destructive and non-destructive tests that drive the reflection processes to find the root causes of problems and confirm the functionality of the solutions.

## Conclusion:

# Managing the Root Causes of Businesses

Unicist Root-Cause Management is one of the fundamentals of the Unicist Evolutionary Approach. Unicist concepts and fundamentals define the root-causes of problems and are the root-drivers of solutions. They allow defining what is possible to be achieved and developing the maximal and minimum strategic actions and business objects to make it happen.

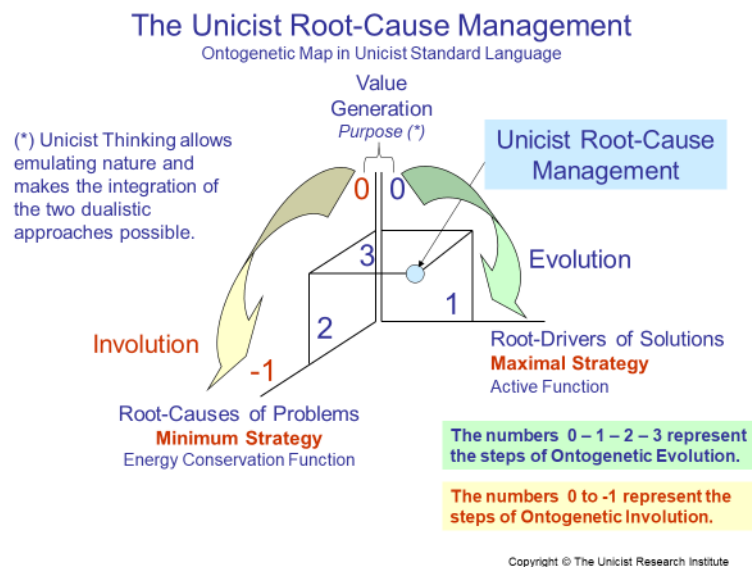
The concepts and fundamentals that underlie business functions are the root-drivers of their functionality.

The eventual dysfunctionality of the fundamentals is the root-cause of the problems of a business function.

That is why concepts define the structure of any business function and drive its evolution.

It has to be considered that the structure of the concept of a business function, that emulates the intelligence of nature, needs to be known to solve root-causes and uses root-drivers to build solutions.

The unicist evolutionary approach was developed based on the resources of the 4th industrial revolution to provide a simple way to foster business expansion of companies whatever their size and minimize the failure rate of startups.



## – Annex –

### The Context of the 4th Industrial Revolution

The 4th Industrial Revolution establishes the framework of the Unicist Cognitive Systems that manage the unified field of businesses. The context of such systems is defined by:

1) **4th Industrial Revolution**, integrating digital, physical and biological systems:

<https://youtu.be/Ko2esJeGsrI>

2) **Industry 4.0**, that introduces adaptiveness, productivity, quality, customer orientation and sustainability:

<https://youtu.be/oivUopv2xyw>

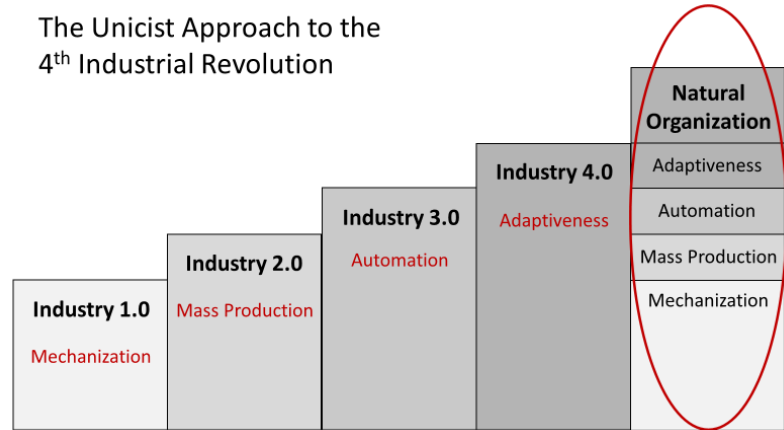
3) **First principles methods**, that allow dealing with fundamentals and root causes:

<https://youtu.be/NV3sBlRgzTI>

4) **Artificial intelligence**, that emulates human intelligence to build knowledge: [https://youtu.be/Ls1\\_tqlpMww](https://youtu.be/Ls1_tqlpMww)

5) **Cognitive computing**, that allows transforming data into reliable knowledge: [https://youtu.be/DF3CUra\\_sYg](https://youtu.be/DF3CUra_sYg)

The Unicist Approach to the 4th Industrial Revolution



The unicist paradigm shift was a precursor of this approach. It was driven by the discovery of the ontogenetic intelligence of nature and the functionality of human intelligence. These discoveries allowed managing the concepts and fundamentals of business functions and building the unicist artificial intelligence that made unicist cognitive systems possible.

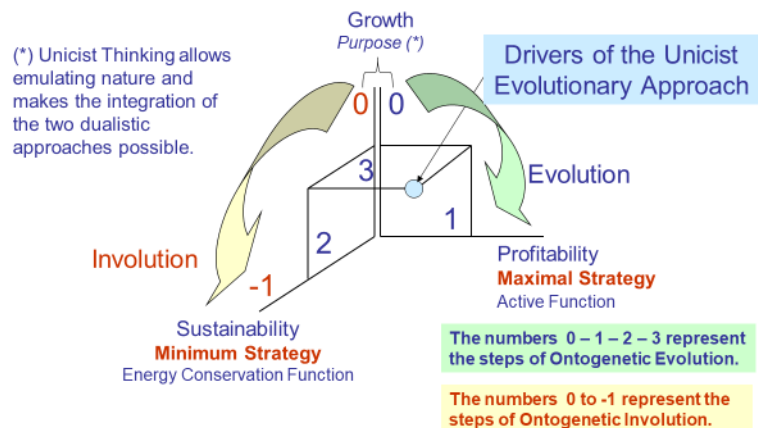
### Why a Fundamental Approach?

The Unicist Evolutionary Approach is a fundamental approach to businesses, which manages their root causes and integrates a strategic approach to business functions, business intelligence and data management to generate sustainable growth.

This approach integrates business growth with profitability and sustainability to increase the business value.

The unicist evolutionary approach emulates the triadic organization of nature to foster the evolution of organizations and ensure their sustainability.

The Drivers of the Unicist Evolutionary Approach  
Ontogenetic Map in Unicist Standard Language





Evolution needs to be managed to build sustainable organizations in adaptive environments.

The research of business functions and processes that has been developed since 1976, allowed defining their fundamentals.

The unicist fundamental approach to businesses has several precedents:

1. **Fundamental Analysis** that allows defining the intrinsic stock value
2. The **Ishikawa method to manage root causes**, based on the fundamentals of manufacturing quality
3. The **Overall Equipment Effectiveness method**, of Seichi Nakajima, that manages the fundamentals of effectiveness

The main epistemological precedents of the structure of fundamentals can be found in:

1. The first principles of **Aristotle**
2. The conceptualization of **Immanuel Kant**
3. The triadic universal categories of **Charles S. Peirce**
4. The fundamentals of learning processes of **Jean Piaget**
5. The triadic structure and unified field of the **TAO**

The first principle method applied by **Elon Musk** is a fundamental approach to problem solving.

Organizational sustainability is based on the use of unicist universal strategies that allow developing future scenarios and building maximal strategies to grow and minimum strategies to ensure results. This unicist strategic approach emulates the functionality of living beings in nature. This unicist evolutionary approach drives the sustainability of organizations ensuring the achievement of short- and long-term objectives.

## The Unicist Root Cause Library

The functionality of things is defined by their underlying concepts. The structures of essential concepts are cross-cultural and timeless while their operational values are environment dependent.

The development of structural solutions and the solution of the root causes of problems requires managing the concepts and fundamentals that underlie the functions involved.

The organization of knowledge groups to transform concepts and fundamentals into systemic solutions is recommended.

It requires having a real problem to be solved to approach the concepts and fundamentals that underlie the functions involved.

The Unicist Root Cause Library

The Unicist Concepts & Fundamentals Knowledge Bank  
The Unicist Evolutionary Approach to Social and Business Functions

+170 E-books + 2800 Papers  
The functionality of things is defined by their underlying concepts. This library gives access to the ontogenetic maps of the concepts and fundamentals that define the unified field of business functions and allow managing their root causes. It is based on more than 5000 researches developed at The Unicist Research Institute since 1976.

The Unicist Strategy Program

Unicist Artificial Intelligence  
The unicist artificial intelligence was developed to empower cognitive systems, integrating abductive, inductive and deductive reasoning to develop logical inferences. It is based on the ontogenetic maps of the unified field of the concepts and fundamentals of adaptive functions while learning from the environment.

The Unicist Evolutionary Approach  
The unicist evolutionary approach manages the concepts and fundamentals of processes and is synthesized in the unicist strategy and the unicist conceptual management that emulates the intelligence, organization and evolution of nature to develop maximal strategies to grow and minimum strategies to ensure results. It uses abductive, inductive and deductive reasoning to forecast, produce and ensure results. Abductive reasoning is used to access the concepts of things and define the possibilities of what can be achieved. Inductive reasoning is used to develop destructive tests to confirm the limits of the validity of knowledge and deductive reasoning is used to develop validation tests and manage the operation.

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This library gives access to the ontogenetic maps of the concepts and fundamentals that define the unified field of business functions and allow managing their root causes.

It is based on more than 5,000 researches developed at The Unicist Research Institute since 1976.

## The Basics

### The Unicist Evolutionary Approach\*

<b>Basic Discoveries</b>	Ontogenetic Intelligence of Nature	The Unicist Ontogenesis of Evolution	The Roots of Human Intelligence
<b>Basic Developments</b>	The Structure of Complexity Sciences	The Unicist Theory of Evolution	The Functionality of Conscious Intelligence
<b>What became manageable</b>	<b>The Fundamentals and Root Causes of Processes</b>	<b>The Fundamentals and Root Causes of Evolution</b>	<b>The Fundamentals and Root Causes of Behavior</b>

\* Developed by Peter Belohlavek at The Unicist Research Institute

Contact us: [n.i.brown@unicist.org](mailto:n.i.brown@unicist.org)  
Website: [www.unicist.net](http://www.unicist.net) Phone: +1 315-506-6720

## About The Unicist Research Institute

The Unicist Research Institute is a private global decentralized research boutique that has been, since 1976, a pioneer in researching the evolution of complex adaptive environments. Its applied research has been focused on individual, business, institutional and social evolution.



[www.unicist.org](http://www.unicist.org)