The Next Stage:
A Causal Approach to Business

Unicist Functionalist Technologies

Managing the functionality of business processes to increase energy efficiency by up to 30%

The Unicist
Research Institute

Pioneers in Research since 1976

A Functionalist Approach to Businesses and the Root Causes of Their Problems

Businesses are adaptive entities whose results are feedback-dependent. Their success depends on the use of adaptive business functions that ensure their intrinsic functionality while having the adaptability to satisfy the needs of the market in which they operate.

The discovery of unicist logic, which explains the functionality, dynamics, and evolution of things, enables the management of business process functionality. The unicist logical approach simplifies the design of the functionality of adaptive business processes, adaptive automation, and the development of solutions for the root causes of their problems.

Unicist logic has provided a functionalist model that allows for the explanation of business functionality, leading to the development of unicist functionalist principles and unicist binary actions to make it work.

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The unicist functionalist principles assert that everything in the universe, as part of a system, operates with a purpose, an active and entropic function, and an energy conservation function. These unicist principles facilitate the management of business functions as adaptive systems and the development of unicist binary actions that ensure their effective operation.

This unicist logical approach also led to the development of Unicist AI, a rule-based intelligence, that allows for the design of adaptive automation, necessary for managing the functionality of business processes. We strongly recommend using the Unicist Virtual Advisor to access the know-how of the unicist approach.

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Unicist Business Situation Rooms

Unicist Situation Rooms were designed to develop solutions for structural problems. These situation rooms are a functionalist approach to problems by managing the unified field of business processes.

They were developed to manage structural problems, conflicts, and crises. Their approach is based on the functionalist principles that allow managing the root causes of problems and their context to ensure the functionality of the solution that is being built.

Situation rooms are based on 4 integrated functions:

1 The development of future scenarios

2 The use of Contingency Rooms to build solutions

3 The use of Business Intelligence

4 The use of Unicist Strategy sustained by a business compass

15 Minutes Read

Their actions in situation rooms are triggered by data or by events. On the one hand, BI is the tool that synthesizes the information that triggers the actions of situation rooms, and on the other hand, dysfunctional events might also trigger actions if these events imply a structural conflict or a crisis.

Unicist situation rooms manage the functionalist principles of business function in plain language and based on predictors and indicators. This allows accessing the root causes or problems to develop a solution and, if they cannot be managed, establish palliatives that provide a provisional solution until the problem can be solved.

The monitoring function of situation rooms is based on the use of the functionalist structure of the different business functions based on indicators and predictors that define their functionality.

Unicist Contingency Rooms

Unicist contingency rooms are organizational units that transform urgent problems into structural solutions. These units are basically organized as transitory teams led by a coordinator, and ombudsperson and a fallacy shooter.

Their final purpose is to solve an urgent problem. Their maximal strategy is to develop the structural solutions while the minimum strategy is to solve the urgent problems.

When they begin their teamwork, the leadership includes the participation of a coordinator, who assumes the responsibility for doing what is needed to find the solutions for the problem that needs to be solved, an ombudsman to represent the needs of the client and a fallacy shooter who ensures that the group manages valid knowledge.

The binary actions that need to be developed at a contingency room begin by finding the necessary causes of problems in order to develop a structural solution while the second step is to find the triggering causes that generated the urgent problems in order to solve them.

10 Minutes Read

It has to be considered that when a structural solution is found, the problem ceases to exist. Therefore, contingency rooms generate significant added value in their organizations because they ensure the concept of "today better than yesterday" measured in terms of results. Contingency rooms are based on the use of four basic unicist technologies:

- Managing the Root Causes of Problems
- Process Value Analysis
- Unicist Functionalist Design
- Binary Actions

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 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, which requires managing the functionalist principles to deal with the functionality of social, economic, business, and personal environments.

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Unicist Reflection Driven Education in the 4IR

The unicist education model is based on five pillars:

1. A learning context is required before a learning process begins. Learning processes in adults require the existence of a real problem to be solved.

2. An adaptive learning contract that defines the guiding idea of the learning process and the conditions of the teaching and learning activities.

3. The development of business residencies, which are homologous to medical residencies, where the unicist reflection methodology is used to develop solutions.

4. The use of learning objects that allow managing the personalized learning program of participants.

5. The professor's role that is focused on ensuring the development of solutions while driving learning activities.

Basic Business Technologies

- Binary Actions

- Business Cobots

- Unicist AI

Binary Actions Building

Unicist Binary Actions are based on the functionality of processes and are composed by two synchronized actions where the first one opens possibilities and the second one ensures results.

The management of adaptive environments requires developing two actions that aim at the same purpose:

1 one action to influence the context

2 and a second action to achieve results

The definition and use of specific binary actions require having in mind the concepts and the generic binary actions and their synchronicity.

10 Minutes Read

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.

Intelligent Business Cobots Building

Business cobots are collaborative robots that are based on human-robot interaction to complement human actions. In business, there are two possible uses:

1 As part of a backward integration, to sustain decision processes.

2 As part of a forward integration, to transform decisions into actions.

The business application of Cobots became possible due to the development of fundamentals-based AI and the binary actions that ensure the generation of results. Cobots are based on functional rules to build empirical solutions.

Cobots provide a safe framework to generate value in adaptive environments. They are now the next standard of the object-driven organization that became necessary to manage this stage. It is also needed in all types of telework processes including telemedicine.

Based on their functionality, there are four types of cobots:

Operational Cobots

Operational cobots are designed to sustain specific operational action in business processes.

Knowledge Cobots

Knowledge cobots are designed to sustain management processes of any kind to ensure the accuracy of decisions.

Efficiency Cobots

Efficiency cobots are designed to complement and support the efficiency of processes.
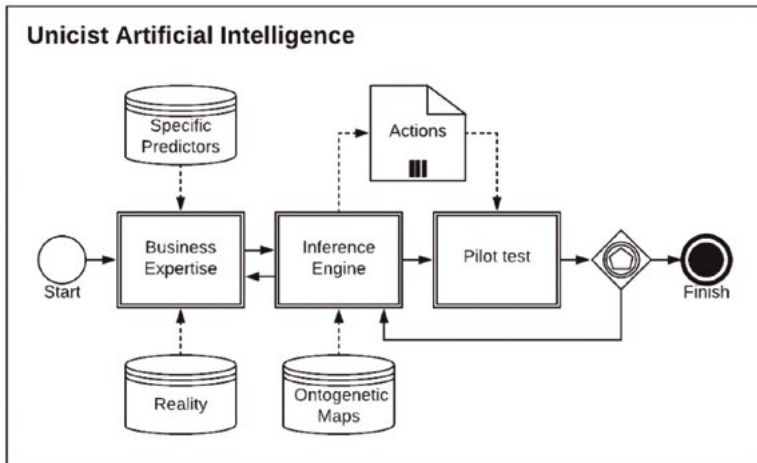
Efficacy Cobots

Efficacy cobots provide knowledge to sustain decisions, and adaptive automation to make them work.

8 Minutes Read

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 Artificial 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.
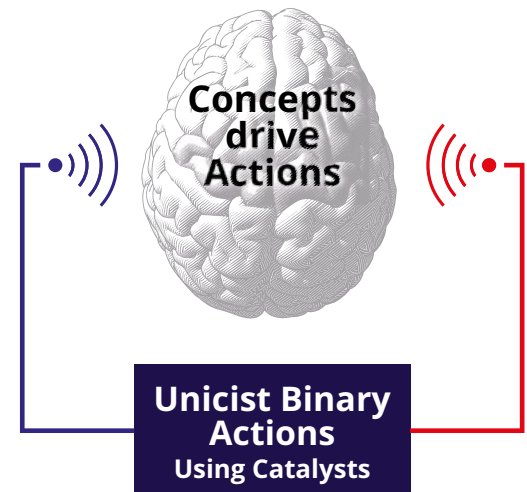
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Basic Marketing Technologies

- Functionalist Marketing

- Commercial Binary Actions

- Marketing Catalysts

Functionalist Marketing Design

The concepts people have in their minds define the roots of their buying decisions. Functionalist marketing is based on managing the root causes of buying processes in B2B and B2C markets. It is based on the following technologies:

- **Synchronized binary actions** allow accessing the roots of buying decisions.

- **The use of marketing catalysts** expands possibilities and accelerates buying decisions.

- **The use of marketing objects** simplifies marketing actions.

- The anticipation and **management of objections** accelerate buying decisions.

- **Functionalist design** manages the roots of buying decisions.

Binary Actions match Buying Arguments

Human actions are driven by the concepts people have in their minds, and so are buying decisions.

Commercial binary actions are two synchronized actions that are developed to accelerate buying processes by managing actions to install maximal strategies to grow and minimum strategies to ensure results.

The selling arguments, which are a complement of the buying arguments, are defined according to the concept the potential buyers have.

Binary Actions work in the mind of potential buyers.

11 Minutes Read

Binary Actions to Influence People

Buying decisions are driven by the concepts people have in their minds, which define the buying arguments. This applies in different ways to B2B and B2C markets.

The marketing process is addressed using synchronized binary actions that, on the one hand, open possibilities, and on the other hand, close marketing processes. They need to include catalysts to ensure results.

The Use of Binary Actions

The functionality of the unicist binary actions (UBAs) allows grasping the different types of UBAs. It has to be considered that, depending on the product or service, the UBAs might be universal or need to be segmented.

UBAs Type 1: To Catalyze Marketing Process

These UBAs 1 are the initial stage of any influential action in the market.

UBAs Type 2: To Expand the Boundaries to Foster Growth

The UBAs 2 deal with the maximal strategy that drives the expansion of the boundaries of the possibilities for the potential customers.

UBAs Type 3: To Ensure Results

The UBAs 3 deal with the minimum strategy to ensure results.

UBAs Type 4: To Influence Buying Arguments

The UBAs 4 are the synthesis of the integration of the context with the maximal strategies and the minimum strategies described before.

10 Minutes Read

Marketing Catalyst Building

100% of the business models of expansive businesses are based on binary actions that include the use of catalysts. The discovery of the functionalist structure of binary actions allowed for the systematic design of synchronized binary actions that include catalysts, which simplified and ensured the results of business processes. There are three types of commercial catalysts: Sales catalysts, marketing catalysts, and alliance-building catalysts.

Sales Catalysts
to Match Buying Arguments

The objective of the design of sales catalysts is to accelerate buying decisions in B2B and B2C markets.

Marketing Catalysts
to expand the Boundaries

Behavioral catalysts are needed in B2B / B2C markets to ensure the sustainability of marketing processes. The acceleration of the processes they produce depends on the specificity of the catalysts.

Building Alliances
based on the Use of Catalysts

The building of alliances to expand B2B / B2C markets was simplified by the use of catalysts that allow establishing a common ground that builds a new entity that works as a business in itself.

10 Minutes Read

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.

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 Business Arm

The business arm is organized as a Confederation of partners and academic asso-ciates to develop collaborative corporate partnering with companies. *Access*

Learn about The Unicist Research Institute

Since 1976, The Unicist Research Institute has been the world-leading research orga-nization that developed and introduced the functionalist principles of the real world to manage root causes. *Access*