

**Unicist Object Driven Technologies  
for Business**

**Unicist  
TaaS  
Technologies as a Service**

**The Unicist Technologies as a Service are available for:**

- **Management & Business Architecture**
- **Marketing & Market Segmentation**
- **Information Technology**
- **Innovation & Change Management**
- **People Management – Human Resources**
- **Business Strategy**



**The Unicist Research Institute**  
Pioneers in Complexity Science Research since 1976



## Technologies as a Service: Generating positive cash-flow

The unicist technologies can be provided as a service to avoid needing an initial investment. TaaS allows generating a positive cash-flow based on the income generated by the solutions that are developed. The solutions are developed by the clients or by Think Tanks, Knowledge Groups or Avant Garde Groups that are integrated with members of the clients.

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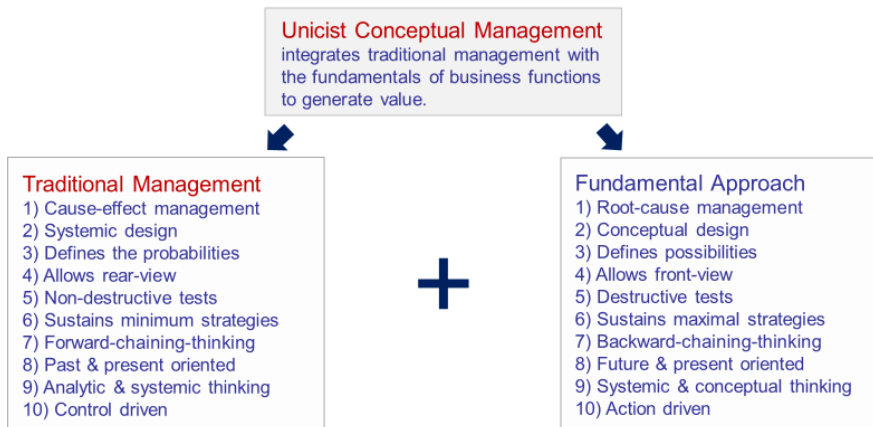
# Traditional Management vs. Unicist Conceptual Management

This unicist conceptual management approach upgrades, but includes, the preexisting traditional approach to business management.

This upgrade is a paradigm shift in management that allowed managing root-causes, developing the conceptual design of solutions, building maximal and minimum strategies and developing the necessary actions to produce results.

In other words, what the unicist conceptual management did, was upgrading the management approach to ensure the generation of value.

## Traditional Management vs. Unicist Conceptual Management



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. This is the management model of the XXI Century.

The development of unicist conceptual management allowed managing the adaptive aspects of businesses and the root causes of business processes to develop structural solutions. The generic benefits of the Unicist Conceptual Management approach are:

- +40% increase of the speed of business growth
- +25% of increase of marketing effectiveness
- +20% of cost saving in business processes
- +30% of complex projects cost saving
- 99.5% of results assurance
- 80% of cost reduction for business process maintenance and improvement
- +30% increase in efficacy

## Unicist Conceptual Design

The development of processes, projects, systems and solutions in adaptive environments requires managing the concepts involved in order to ensure the results to be obtained. The conceptual design ensures the functionality of a solution.

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.

Unicist conceptual design manages the root-causes of problems and the root-drivers of solutions. It becomes necessary to ensure results in adaptive environments by managing the fundamentals of the solutions, defining the necessary functions that are integrated as a unified field and ending with the definition of a dynamic process architecture.

## Introduction to Root Cause Management

The unicist approach to root-causes has been developed to ensure the functionality of solutions in adaptive environments.

This breakthrough in management is based on the possibilities opened by the unicist paradigm shift in sciences introduced by the Unicist Theory.

The objective of this research was to discover the root-causes of the dysfunctionality of adaptive environments and their origin, being they natural or artificial systems.

The goal was to develop a method to manage root-causes in the social and institutional fields.

This drove to the development of the unicist root-cause management methodology and to the development of a library that includes more than 170 books, which include the concepts that underlie the root-causes of the problems of adaptive environments.

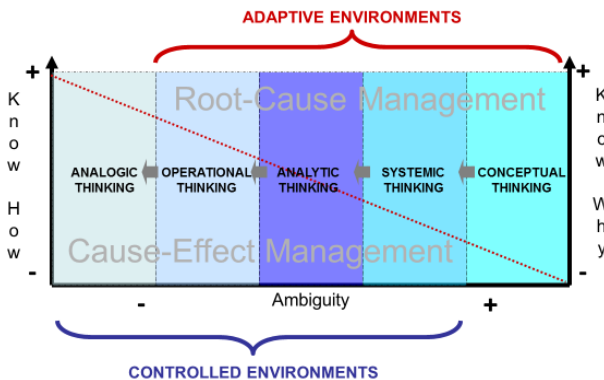
This approach is a consequence of the discovery of the intelligence that underlies nature and the structure of concepts that regulate the evolution of human beings and drive their actions.

This discovery showed that concepts and fundamentals define the root-causes in adaptive environments and opened the possibility of managing such root-causes.

As concepts and their fundamentals define the root-causes in adaptive environments, it is necessary to know the structure of concepts to deal with the root-causes to build solutions.

It is not possible to define what is possible to be achieved and making it happen without knowing the root-causes that generate a problem.

Functionality of Logical Thinking to deal with Causality

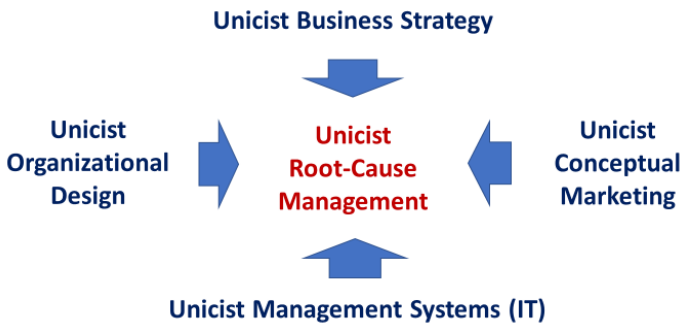


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When the environment can be controlled there is no need to find root-causes. Univocal actions can be functional in controlled environments, because the power to influence the environment suffices to make things happen.

In the business world, there are few spaces that can be considered controlled environments that is why it becomes necessary to manage root-causes.

## Unicist Conceptual Management



The management of root-causes is necessary to manage the adaptive processes in business management such as: strategy building, marketing, business process organization and the development of management systems.

The unicist approach is an upgrade in problem solving that integrates a unicist ontological approach, which allows managing the root-causes of problems in complex adaptive environments.

This approach simplifies the development of solutions based on the knowledge of the root-causes and avoids establishing goals that cannot be achieved through the knowledge of the limit causes.



The Unicist Knowledge Groups (K-Groups) were developed to manage the root-causes in social and institutional environments.

They are integrated by those who operate work processes, and have a Coordinator, who is responsible for developing structural solutions, a Fallacy-Shooter, who is responsible for developing the necessary destructive tests to confirm the validity of the knowledge developed and an Ombudsman, who is responsible for confirming the value added to the “clients”.

The use of unicist root-cause management is based on Avant Gard Groups that develop solutions following the methodology developed to manage changes. They are homologous to the original Quality Circles developed by Dr. Ishikawa.

This activity is developed by the participants of the processes that are being upgraded. They use the Root-Cause Method provided by The Unicist Research Institute or by the internal Knowledge Groups of a company.

## Benefits

The unicist approach to business is based on the research of the concepts that underlie business functions that allowed dealing with their nature, managing the root-causes of problems and the root-drivers of solutions in order to define structural business solutions that:

1. increase significantly the effectiveness of business processes
2. allow expanding the boundaries of businesses without changing their concepts
3. reduce notoriously the costs
4. ensure the achievement of results

## Main Unicist Business Technologies as a Service (TaaS)

The unicist approach made the development of methodologies and technologies to manage businesses as adaptive systems possible.

These technologies can be provided as a service (TaaS) and the solutions are developed by the clients or by Think Tanks, Knowledge Groups or Avant Garde Groups that are integrated with members of the clients.

The Technologies as a Service are available for: Root Cause Management - Business Strategy & Business Intelligence · Management & Business Architecture · Marketing & Market Segmentation · Information Technology · Innovation & Change Management · People Management – Human Resources.

### Business Strategy & Business Intelligence

- **Unicist Strategy**

The unicist technology for business strategy is based on the development of future scenarios, maximal strategies and minimum strategies that allow growing within the limits of what is possible to be achieved.

- **Unicist Business Intelligence**

This technology is based on the approach to the root-causes of business problems that allow defining the information that is necessary to build competitive intelligence, critical intelligence and structural intelligence and building the context of businesses.

- **Country Future Scenario Building**  
This technology provides the fundamentals to build future scenarios in order to better adapt the businesses to the environment.
- **Fundamental Analysis for Banks**  
This technology provides a logical approach to the fundamentals of businesses that allow diagnosing and forecasting their evolution and managing risks.
- **Object Driven Diagnostics**  
Unicist business diagnostics analyzes the functionality of the fundamentals of business processes to define what is possible to be achieved and build reliable diagnoses by integrating fundamental analysis with technical analysis.
- **Object Driven Negotiation**  
It is based on using unicist objects to drive and catalyze negotiation processes, minimizing the conflicts and optimizing the results. This negotiation technology has been developed for value adding negotiations.
- **Pilot Testing Technology**  
It uses “Japanese Parks” to establish the starting point of processes, destructive tests to confirm the limits of a hypothetical knowledge and non-destructive tests to validate the functionality of actions after the limits were defined.

## Management & Business Architecture

- **Client Centered Management**  
This is a model and a technology that allows structuring the value generation for the market and the value generation for the company driven by the client/customer orientation.

- **Object Driven Organization**  
It is the organization model that emulates the organization of nature by installing objects in the business processes to catalyze their functionality and save energy.
- **Object Driven Continuous Improvement**  
Unicist continuous improvement is based on organizing by business objects and improving the objects that are installed in the processes in order to maximize results and minimize change resistance.
- **Unicist Business Objects Building**  
This technology allows building business objects as adaptive systems like operational, functional, systemic or cognitive objects to drive, catalyze or inhibit business processes.
- **Unicist Business Process Design**  
This technology uses an action-reflection-action process to define the concepts of the process, and the destructive and non-destructive tests to confirm their functionality. It includes the use of the unicist extreme design methodology.
- **Adaptive Business Architecture**  
This technology provides the tools and methods to transform business strategies into object driven architectures and business processes.
- **Family Business Organization**  
This technology provides the framework to develop expansive family business organizations increasing the value generation and reducing costs.

- **Functional Role Design**  
Human roles work as objects inserted in the businesses processes. This technology provides the fundamentals that allow building functional roles in businesses.
- **Patient Centered Management**  
It is an object driven organization model that simplifies and empowers the patient centricity of healthcare organizations to improve their quality of services.
- **Personalized Organization**  
This technology has been developed to organize the efficacy and efficiency of roles, workstations and business processes. It includes the technology for workstation and role design.
- **Unicist Adaptive Project Management**  
This technology allows managing complex projects which require having plans A, B, C and D in order to ensure the results to be produced.
- **Unicist Scorecard**  
This is a performance management technology that allows measuring the fundamentals included in the concepts of each function in order to improve the results produced.

## Marketing & Market Segmentation

- **Unicist Market Segmentation and Profiling**  
It includes the functional, psychological, conceptual and life-style segmentation of individuals and the archetypical information of companies to define customer profiles for B2C and B2B markets.

- **Object Driven Marketing**  
This technology emulates the nature of buying processes by using the necessary objects to influence buyers according to the stage of the process they are in.
- **Commercial Objects Building**  
These objects are built to foster the buying of an idea, a service or a product. They are integrated in adaptive automation processes or in handcrafted processes.
- **Pilot Testing Technology**  
It uses “Japanese Parks” to establish the starting point of processes, destructive tests to confirm the limits of a hypothetical knowledge and non-destructive tests to validate the functionality of actions after the limits were defined.
- **Unicist Market Lab**  
The Unicist Market Lab is a technology that integrates conceptual analysis, market segmentation and profile building, with pilot markets to confirm the validity of commercial processes or to build new commercial solutions.
- **Adaptive CRM for B2B Markets**  
It includes adaptive interfaces to manage the relationship building process for new customers and the existing client base in order to empower the value adding process based on the use of business profiles.
- **Adaptive CRM for B2C Markets**  
It is based on the use of unicist segmentation and customer profiles, establishing adaptive automated processes to drive and catalyze buying processes.

- **Global/Local Virtual Marketplaces**  
This unicist technology provides the fundamentals, processes and objects to develop virtual marketplaces both for B2B and B2C businesses according to the fundamental structures of the specific markets.
- **Institutional Distribution**  
This technology was designed to develop institutional distribution channels where the members of the distribution channel are part of the organization like business confederations and institutional franchises.
- **Semantic Objects Building**  
These semantic objects have been developed to deal with innovation marketing where the market needs to acquire a new knowledge before a value proposition can be made.
- **Semiotic Objects Building**  
These semiotic objects were designed to guide processes. They are used both in organizational and commercial processes.
- **Social/Business Critical Mass Building**  
This technology allows the development of maximal strategies in businesses. In all these cases, in which it is necessary to go beyond the present boundaries of the business, there is a need to have a critical mass to influence the environment.
- **Subliminal Communication Building**  
This technology gives access to the building of functional, non-manipulative, subliminal communication to sustain the commercial aspects that tend to be denied. It is a basic condition for installing commercial catalysts.

- **Unicist Brand Building**

This technology allows building the influential and dissuasion power, the conceptual and operational attributes and the differentiation of brands. This applies both to product and institutional brands.

## Information Technology

- **Automation & Adaptive Business Robots**

These robots allow managing adaptive automation processes in order to transform operational or administrative systems into adaptive systems or build adaptive automated processes.

- **Object Driven Virtual Collaboration**

This technology was developed to take advantage of the power of virtual communication in work processes. It has been developed to save time and improve the productivity and quality of managerial work processes. It includes the technology for virtual relationship management and virtual negotiations.

- **Adaptive IT Architecture**

It is based on the use of a methodology that allows integrating peopleware with software and hardware in order to define the IT architecture of adaptive business processes.

- **Unicist Peopleware**

This technology allows designing the work processes that are needed to maximize the efficacy and efficiency of a process to build the necessary software and hardware solutions.



## Innovation & Change Management

- **Unicist Change Management**

This technology manages the size of small, medium and big changes in order to have different technologies to approach each of them to minimize resistance and maximize results. Its objective is to achieve goals minimizing the changes.

- **Conceptual Design System**

The Unicist Conceptual Design System is based on the Unicist Conceptual Design Method that allows modeling the concepts of business functions and defines their processes and relationships. The system provides the concepts of the business functions and their fundamentals to develop the conceptual design of business processes.

- **Unicist Fishbone Technology**

This technology is part of the fundamental analysis of businesses. It looks for the root causes of the fundamentals of the operational concepts of business functions. It is based on the original fishbone method developed by Kaoru Ishikawa using unicist ontologies.

- **Unicist Innovation Lab**

This technology was developed to install innovations in companies. It is based on the use of think tanks to develop the concepts of innovations and transform them into operational business solutions.

- **Unicist Process Improvement**

This technology is based on redesigning processes by managing the concepts of each function implicit in a process and re-defining the objects and roles that are needed to maximize results and minimize costs.

## People Management – Human Resources

- **Teaching Hospitals in Business**

This is a technology that was developed to use learning processes to solve real complex business problems while the participants learn to manage them by using a conceptual management approach.

- **In-company Corporate Universities**

This technology provides the platforms, objects and tools to build teaching hospitals in the field of businesses that use a conceptual management approach to solve real business problems.

- **Object Driven Knowledge Management**

This technology allows building a knowledge objects base that structures the existing knowledge of a company and allows acquiring new knowledge while avoiding its loss.

- **Object Driven Leadership**

This technology structures leadership processes by using role objects to sustain leadership, avoiding conflicts and maximizing the results obtained by the groups that are lead.

- **Object Driven Reliability**

Reliability is the beginning of any teamwork or social activity. This technology is installed as a performance management system that promotes the upgrade of the reliability of the participants of a group.

- **Object Driven Superior Education**

This technology uses learning objects, which are adaptive entities that drive and catalyze learning processes by stimulating actions of the participants, allowing them to access the complex aspects of the environment.

- **Object Driven Talent Development**

The unicist technology for talent development is based on diagnosing how individuals manage the concepts that are needed to deal with a business and fostering actions that empower their management capacity.

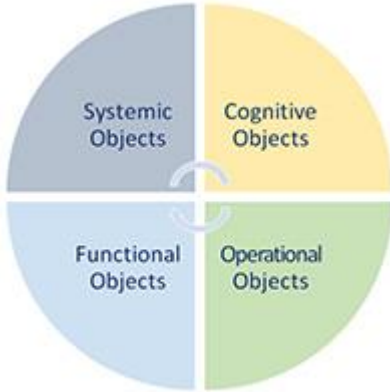
- **Unicist Reflection**

This is a technology to approach complex problems and build business strategies. It is based on an action-reflection-action process that uses pilot tests as a feedback until the problems are solved or the strategies have been built.

Annex:  
Unicist Business Objects

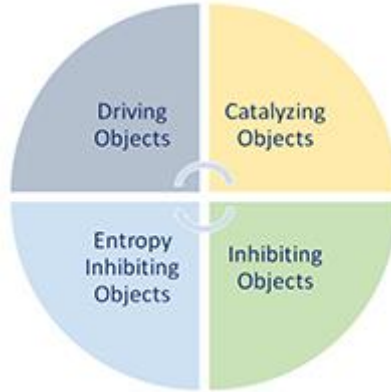
### The Nature of Objects

These objects define the basic structure of objects based on their final purpose.



### Functional Objects

These objects are defined by their functionality within specific processes and their context.



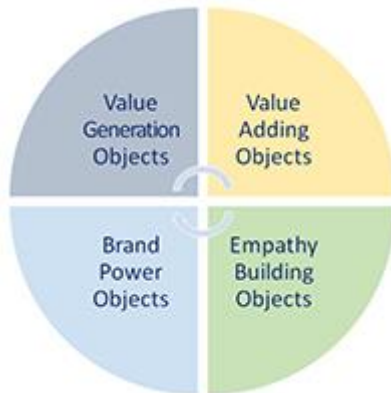
### Behavioral Objects

These objects define the behavior of people and their capacity to adapt to the environment.



### Commercial Objects

These objects are designed to foster the acceptance of an idea in the mind of buyers.



### Semantic Objects

These objects install a structured knowledge in the mind in order to establish a basic context.



### Semiotic Objects

These objects guide the actions of individuals in order to establish a functional pathway.



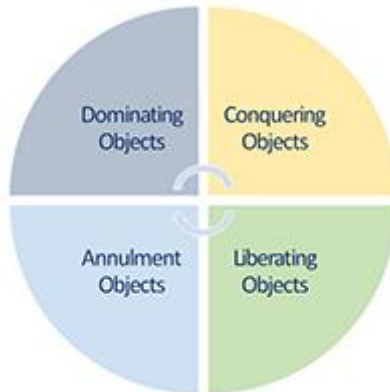
### Institutionalization Objects

These objects sustain the perception and acceptance of an institution and its rules



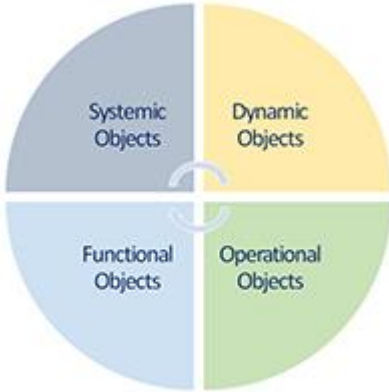
### Strategy Building Objects

These objects allow sustaining strategic processes minimizing the energy consumed to achieve goals.



### Business Architecture Objects

These objects sustain architectural processes and minimize the cost of business architecture building.



### Institutional Roles / Objects

Institutional roles are in fact the objectification of institutions to manage their functionality.



### Cultural Roles / Objects

Cultural roles work as objects in their environment and increase the adaptiveness of cultures.



### Personal Roles / Objects

Personal roles are the objectification of their functionality in an environment.



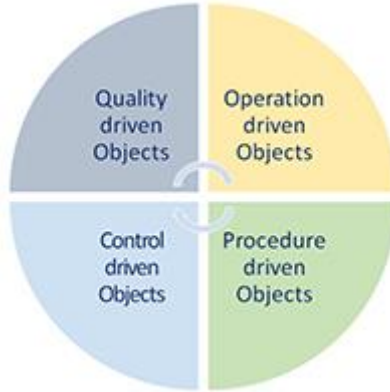
### Systemic Objects

These objects allow transforming energy and generating added value in a predictable way.



### Functional Objects

These objects integrate other objects in order to make them work as a systemic process.



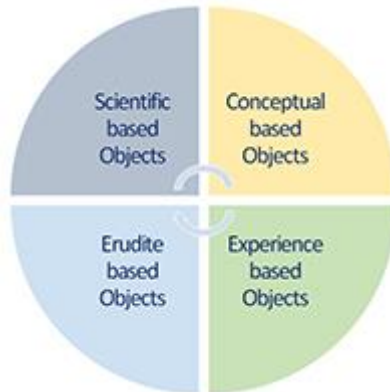
### Operational Objects

These objects allow earning value for a system based on a human control of their procedures.



### Cognitive Objects

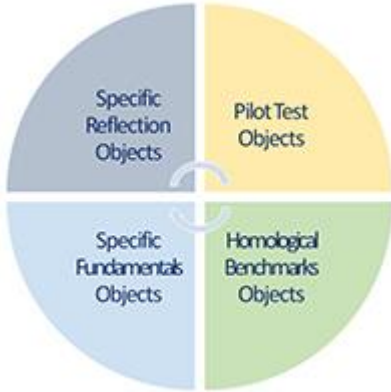
These objects define the knowledge that is stored in the mind, integrating their added value and foundations.





### Dynamic Learning Objects

These objects have been built to establish an object driven pathway that simplifies learning processes.



### Quality Assurance Objects

These objects allow building systemic objects by ensuring the quality of their processes.



### Leadership Roles / Objects

These objects allow sustaining the power of leadership processes without extering it.



### Negotiation Roles / Objects

These objects guide negotiation processes and minimize the energy consumed by the implicit conflicts.



## Image Building Objects

These objects sustain image building and establish the stages of these processes.



**The Unicist Research Institute** (TURI) is a research organization specialized in the research of the roots of evolution, beginning with Natural Sciences and ending with Social Sciences. In the business world, TURI developed a Solution Bank based on the structures of concepts, which define the nature of business functions that allow managing the root-causes to develop structural solutions. <http://www.unicist.org/turi.pdf>