



*The music of facts avoids hearing the sound of words,
unless they are synchronic.*

Peter Belohlavek

Unicist Counselors Knowledge Certification Program Unicist License (version 2.4)

The Unicist Confederation is integrated by affiliates and partners. All the members of our organization must be certificated as “World Class Partners”. This implies that our partners have the technical and fundamental knowledge to “make things happen” in a specific field.

The unicist counselors certification program is designed to sustain the implementation of unicist ontology based technologies.

In the field of complex problems influence can only be measured by results. Therefore the certification program is based on certifying the “objects” that an individual can use to influence in the field of individual, institutional and social evolution.

Description of a Unicist Counselor

Unicist Counselor’s Code of Ethics

The Unicist Counselor:

- 1) Feels the demand to satisfy his/her client’s needs
- 2) Works “back2back” with his/her “clients” and colleagues
- 3) Promotes growth, success and responsibility
- 4) Uses technologies to ensure results but knows that people make the difference
- 5) Fosters complementation provoking and managing the implicit evolution conflicts
- 6) Never proposes actions without having a secure diagnosis
- 7) Catalyzes knowledge acquisition
- 8) Empowers continuous improvement
- 9) Believes in institutions
- 10) Has sound knowledge of the environment s/he works in.

The Unicist Research Institute

There are different levels of certification. These levels are accumulative: this means that a superior level requires the fulfillment of the previous one.



Level 1) Unicist Coaching

Unicist Coaching implies the management of foundation building, fallacy-shooting and learning processes. It is necessary to implement:

- 1) Individual Programs

Level 2) Thematic Counseling

Thematic counseling implies the management of the knowledge included in level 1) plus the management of the specific technical analytical knowledge and its taxonomy. It is necessary to implement:

- 1) In-company Corporate Universities

Level 3) Problematic Counseling

Problematic counseling implies the management of the knowledge included in level 2) plus the management of the operational concepts and taxonomies implicit in the problem to be solved. It is necessary to implement:

- 1) Business Diagnostics
- 2) Unicist Strategic Technology
- 3) Unicist Knowledge Management
- 4) Talent Development
- 5) Business Intelligence Tools (catalysts)
- 6) Ad-hoc Think Tanks - Diagnostics

Level 4) Solution Counseling

Solution counseling implies the management of the knowledge included in level 3) plus the management of the fundamentals that regulate the evolution of a specific solution to be implemented. It is necessary to implement:

- 1) Growth Technologies
- 2) Counter-cyclical Technologies
- 3) Family Business Growth Technologies
- 4) Unicist Business Strategies
- 5) Growth Catalysts (CCM)
- 6) Unicist Continuous Improvement Technologies
- 7) Unicist Business Scenario Building



Level 5) Unicist Counseling

Unicist counseling implies the management of the knowledge included in level 4) plus the management of the essential concepts of a defined reality and its evolution laws. It is necessary to implement:

- 1) Future Scenario Building
- 2) Country Scenario Building

Unicist Certification Program

The first Unicist Certification is related to Unicist Thinking to be able to design Unicist Strategies in a specific field.

The application fields for Certification are related to the unicist technologies to be implemented and limited to the environment counselors know.

The Unicist Certification Program includes:

- 1) A learning program based on 12 modules on basic Unicist Knowledge Objects
- 2) A solution finding and strategy building program based on real problems beginning with the smallest unified field and ending at the level the participant is able to manage (Counseling)
- 3) Evaluation and certification of the problems the participant was able to manage (three homologous problems must have been “solved” in terms of solution finding and strategy building).

The counseling of the partners' certification program is based on the specific problems each participant is managing.

A unicist ontological management certification is based on the participant's capacity to manage objects and the rules established by the Code of Ethics measured in terms of the results achieved in real applications.

Modules of the Learning Program on Unicist Knowledge Objects

- 1) Foundations
- 2) Fallacies (Individual, institutional and social)
- 3) Human learning
- 4) Language
- 5) Perception and Credibility
- 6) Universal strategy
- 7) Cooperation and Competition



- 8) Ethical Intelligence
- 9) Market segmentation
- 10) Marketing mix
- 11) Talent development
- 12) Types of thinking

Technical knowledge and knowledge of the fundamentals is required.

Fundamental analysis

Fundamental analysis is the approach that defines the limits of the possibilities of the evolution of a given reality. Fundamentals define the boundaries implicit in the functionality of that given reality.

Although adaptive systems and complex systems have open boundaries, they can only be managed when limits have been defined.

Defining limits based on the fundamentals of a given reality implies dealing with its nature and accepting its evolution laws. In the short or the long run the evolution of a given reality will drive towards its nature.

Fundamental analysis provides the tools to describe the nature of a reality in order to forecast its evolution. Evolution can be inhibited and catalyzed by human actions; but it cannot be changed.

Technical analysis

Technical analysis deals with the cause-effect relation between “variables” that have been identified by making a systemic compromise.

In order to be able to manage a reality in everyday actions it is necessary to define it with systemic tools. Systemic tools are based on cause-effect relations and therefore the result of transforming a complex reality into a simple system downgrades the possibilities of success. In technical analysis success becomes probabilistic.

Fundamental analysis defines the possibilities (0 or 1) and technical analysis defines the probabilities (from 0 to 1).

Fundamental analysis has been downgraded during the last 30 years. As there were no objective tools to approach it, it was considered as the “subjective” aspects of technical analysis.

The discovery of the unicist theory of evolution and the structure of the concept that regulate the evolution of living beings and their deeds, established the structure for fundamental analysis integrating it with technical analysis in order to develop reliable knowledge (see annex)

General application fields

Business Application Fields

Scenario Building - Strategic Positioning - Continuous Improvement - Marketing - Negotiation - Competitive Strategy - Talent Development - Innovation Management - Change Management - Decision Making - Human Resource Management - Financial Strategies - Organizational Design - Image management - Knowledge Management - Conceptual IT Design - Coaching/Counseling - Teambuilding - Leadership - Market Research - Crisis Management - Merger Strategy - Acquisition Strategy - Alliances Strategy - Family Businesses - Community Building - High Potential's Education - Market Segmentation - Product Design - CRM



Personal Application Fields

Personal Strategy - Leadership - Conflict Management - Talent Development - Relationship Management - Empowerment - Cross-cultural Integration

UNICIST CONFEDERATION RANK (UCR) Complexity Management Categories

AREAS	UNICIST CONFEDERATION RANK
<ol style="list-style-type: none"> 1. Acquisitions Diagnostics - AD 2. Alliances Strategies - AS 3. Basic Research - BR 4. Business Diagnostics - BD 5. Business-Scenario Building - BB 6. Business Strategy - BS 7. Commercial Diagnostics - CD 8. Complexity Counseling - CC 9. Conceptual Engineering - CE 10. Continuous Improvement - CI 11. Country-Scenario Building - CB 12. Educational Design - ED 13. Future Research - FR 14. Growth Strategy - GS 15. Human-Resources Diagnostics - HD 16. Institutional Research - IR 17. Internet Strategy - IS 18. IT Design - ID 19. Knowledge Management - KM 20. Language Diagnostics - LD 21. Life-Sciences Research - LR 22. Market Research - MR 23. Mergers Diagnostics - MD 24. Organizational Design - OD 25. Sales Diagnostics - SD 26. Social Research - SR 27. Talent Diagnostics - TD 	<p>All members of the Unicist Confederation have an internal Rank that is open to the rest of the members of the organization.</p> <p>This ensures the transparency of our institution.</p> <p>This information is strictly confidential for the internal use of all members.</p> <p>The UCR defines the level of complexity management of a member in a specific field.</p> <p>Members are qualified in all the fields in which they work.</p> <p>The UCR is based on real case solutions evaluated by a Qualification Committee.</p> <p>Members may propose to change their UCR quarterly.</p>



The Certification – Unicist Confederation Rank

The UCR defines the level of complexity management of a member in a specific field. The Unicist Research Institute certifies the activity of a professional not her/his personal qualification.

Therefore a professional might be certified at different complexity levels based on the characteristics of the tasks. The Unicist Confederation Rank is specific, not universal.

UNICIST CONFEDERATION RANKS Complexity Management Categories

	CATEGORY	TYPE OF MANAGEMENT
Simple problems ↓ ↑ Complex problems	Level A	Uses intuition and common sense to manage reality. <i>There are no activities at this level</i>
	Level B	Uses common sense and the established procedures to manage reality. <i>Lecturing – Teaching – Coordinating – Monitoring</i>
	Level 1	Uses rules of art, techniques and methods to manage reality. <i>Sales Diagnostics – Commercial Diagnostics – Operational Research – Counseling Learning Processes</i>
	Level 2	Uses methods, methodologies and tactics to manage reality. <i>Market Research – Knowledge Management – Educational Design – Merger, Alliances & Acquisition Diagnostics – Institutional Research</i>
	Level 3	Uses tactics, ambiguous alternatives and strategies to manage reality. <i>Organizational Design – Operational Diagnostics – Conceptual Engineering – Human Resources and Personal Diagnostics – Continuous Improvement</i>
	Level 4	Uses strategies, functional questions and natural laws to manage reality. <i>Scenario Building – Strategy Building – Conceptual Business Design – Business Diagnostics – Growth Strategies – Future Research</i>

The certification of a partner is in the specific field of her/his specialization within the general categories we presented before.

Continuous Learning Program

Partners, like Medical Doctors, need permanent updating and upgrading in order to access to higher levels of complexity management and adapt to the changing operational technologies.

The Learning Modules are the teaching input for this process and the counseling of their real problem solving is the core aspect of the Continuous Learning Program.



This learning program helps to certify their knowledge at a higher level and extends the validity of the basic certification. It also makes the certification in new fields possible. All certification activities have to be related to the real business of a partner within her/his field of expertise.

Cost of Certification

The basic first certification has a cost of USD 950.- plus taxes.

Each following upgrade or certification in other fields has a cost of USD 480.- plus taxes.

The cost of the Certification is payable when applying for one.

Validity of the Certification

Certifications have a validity of two years. When an upgrade in the complexity management category has been made, the validity of the certificate is automatically extended considering the new certification day.

Bibliography

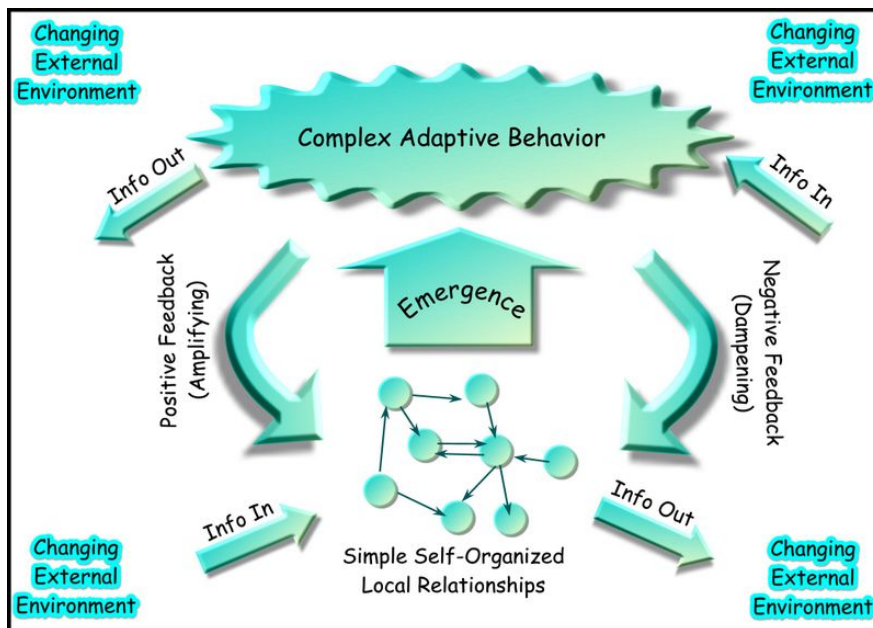
To clarify the necessary bibliography, please contact our Knowledge Bank Manager.

The Unicist Research Institute

Annex – Groundings: Complexity Management

Complex Systems

"A system that involves numerous interacting agents whose aggregate behaviors are to be understood. Such aggregate activity is nonlinear, hence it cannot simply be derived from summation of individual components behavior." [Jerome Singer]



The unicist approach to complex problems

The most primitive complex problem is given by two elements that have a biunivocal relation (loop). For example:

- The lack of credibility of an innovation inhibits its use and the absence of use impedes credibility.
- The absence of production causes inappropriate distribution and dysfunctional distribution causes a lack in productivity.

Until the appearance of the solution given by the unicist approach, there were four palliatives:

- Intuition
- More or less subjective arbitrary models
- Fallacies to avoid the perception of complexity
- Ceteris paribus

Complexity is self-evident in the field of social, institutional and individual evolution. It can be said that evolution is a complex problem itself.

Complexity is implicit in the core of the business world. Those who can apprehend it and influence the environment are successful. Those who cannot influence complexity, fail. The unicist approach is necessary for those who need to manage complex problem to transform them into simple solutions, easy to be implemented.

The Unicist approach transforms complex problems into simple solutions, and these simple solutions into “easy” actions.



We define a complex system as an open system, which determines the functionality of a unified field through the conjunction of objects and/or subsystems.

A complex system has the following characteristics:

- 1) It is an open system, meaning that the energy flows to and from the system itself.
- 2) The external limits of the unified field (its “globality”) behave as the ones of a fuzzy set.
- 3) Functionality is determined by the “conjunction” of elements that influence each other, generating “loops” of cause-effect relations.
- 4) The “disjunction” does not exist in a complex system.
- 5) The sum of the results of the subsystems is not equal to the result of the total complex system.
- 6) Relationships among subsystems are not linear; they respond to the double dialectics laws (purpose-antithesis / purpose-homeostasis).
- 7) Complex systems generate their own energy transformation using their own energy and the energy from the environment.
- 8) Complex systems are composed of subsystems, which are also composed of other subsystems, until reaching a descriptive level that is functional to their purposes.
- 9) Complex systems cannot be observed. The observer is part of the system.

“The Unicist Ontology of Evolution”, the “Unicist Logic” and the “Logic of Fallacies and the Anti-concepts”, made the conceptual modeling and operation of complex systems possible.

Some examples of complex systems can be found in the social, economical, political and cultural aspects of reality as well as in management, marketing, strategy (of countries, institutions and individuals), learning processes, continuous improvement and interpersonal relations.

Transforming complex systems into simple systems is making them operational in a univocal way, with cause-effect relations that permit to influence the environment. This means transforming strategy, which, by definition, is a complex system, into operation tactics.

Transforming them into an easy task implies materializing these tactics through well defined actions, using a language that could be understood by all participants and the proper tools that could be used by all of them.

Nevertheless, even though we operate with simple solutions, in their essence, these problems remain complex.