PETER BELOHLAVEK

Conceptual Psychology
The Nature of Complementation

The Unicist Research Institute
Pioneers in Complexity Science Research since 1976

Peter Belohlavek

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The Nature of Complementation

Learn about the approach to complexity:

True complementation fosters
synergy and infinite growth.

Index

Annex:

Introduction

The research on how the human mind deals with complementation was finished in 2012 after more than 20 years of applications. The research allowed defining the elements that integrate the complementation building process. This introduction aims at establishing the starting point to enter the world of complementation.

Accessing the nature of complementation demands an extreme effort because it requires a high level of abstraction, since it implies entering a field where essences, attitudes and actions are integrated in their oneness.

But at the end, complementation is measured in terms of the value that is added to the complemented and the results that are achieved. Therefore the action of complementing begins at a very abstract level to define the concept that is being dealt with and ends at a very concrete level measured in results.

It has to be considered that only people who can complement themselves are able to build a complementation with others and with the environment. This requires being aware of one's implicit weaknesses and strengths. The implicit weaknesses need to be complemented based on the confidence given by the awareness of the strengths.

Complementation is the most powerful attitude people have to grow. That is why it is considered that the building of complementation hypothetically drives to infinite expansion (which is, of course, a metaphor). Growth would be infinite if people were open minded and able to build successive complementary solutions.

There are homologous cases in nature that have been studied and synthesized in "mutualism, commensalism and parasitism". These three categories are also found in human complementation. They are described in this work as complementation, pseudo-complementation and anti-complementation.

Unicist Ontogenetic Map of Complementation Building
The Unicist Ontology in Unicist Standard

Value
Generation
Purpose (*)

(*) Unicist Thinking allows
emulating nature and
makes the integration of
the two dualistic
approaches possible.

Human
Complementation

0 | 0

3

1

Evolution

2

Involution

-1

Extreme Focus
Maximal Strategy
Active function

Integrative logic
Minimum Strategy
Energy conservation function

The numbers 0 – 1 – 2 – 3 represent
the steps of Ontogenetic Evolution.

The numbers 0 to -1 represent the
steps of Ontogenetic Involution.
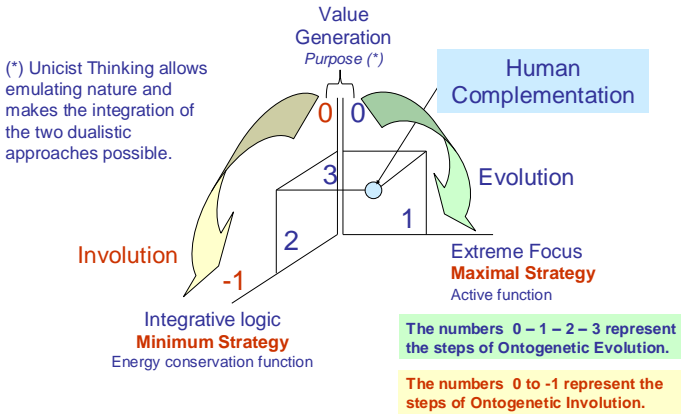
The existence of a complementation implies the generation of the value the "complemented" needs, having an extreme focus on this objective and using an integrative logic to be able to manage all the elements of a given reality as a conjunction to achieve the purpose of value generation.

This means that complementation implies a conjunction (and) of all the elements, having no disjunction (or).

It is necessary to consider that the building of a complementation may have two triggers.

It can either be triggered by the one who needs a complement to deal with a given environment, or it can be proposed by the "complementer" who wants to add value to the complemented to manage the implicit weaknesses of a specific situation.

Whatever the trigger of the complementation building process, extreme aesthetics, influence and credibility are needed in order to have the necessary critical mass to cover the needs to integrate with the "complemented".

Unicist Ontogenetic Map of Social Critical Mass
The Unicist Ontology in Unicist Standard Language

Extreme
Aesthetics
Purpose (*)

(*) Unicist Thinking allows emulating nature and makes the integration of the two dualistic approaches possible.

Social Critical Mass

0 0

3

1

Evolution

2

-1

Involution

Extreme Influence
Maximal Strategy
Active function

Extreme Credibility
Minimum Strategy
Energy conservation function

The numbers 0 – 1 – 2 – 3 represent the steps of Ontogenetic Evolution.

The numbers 0 to -1 represent the steps of Ontogenetic Involution.
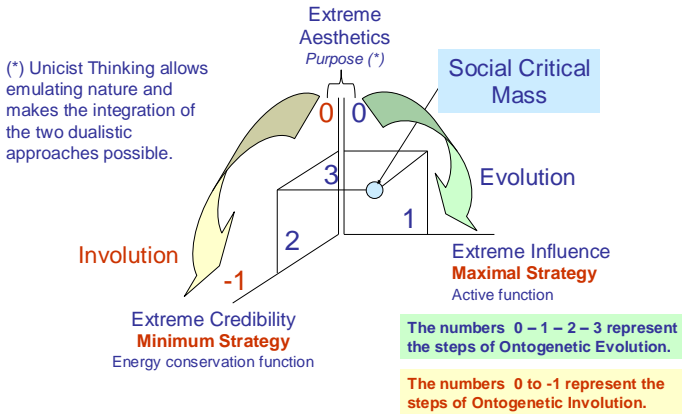
Complementation, as it was said, is the core of growth. At the end of this work you will find applicative examples and a generic example.

Among them, you will find an example of business synergy which exposes the most difficult area of application of a complementation, since it is a field in which there are the most frequent failures.

The other applicative examples deal with competitive triangles and the building of collaborative contexts. The generic example deals with the design of complex adaptive systems to influence complex environments.

To enter the world of complementation building the first thing that needs to be apprehended is how to transform the natural dualistic approach to reality into an integrative, double dialectical approach.

Then it is necessary to have the context of how complements are integrated in nature, in order to know the essential "what for" of the approach to complementation.

After this idea has been apprehended the person can deal with the approach to complementation, pseudo-complementation and anti-complementation.

Part 1
The Basics of Complementation

Integrative Logic
The Basic Approach to Complementation

Why go Beyond Dualism?

The neural functionality is dualistic. Neurons are "on" or "off". Dualistic Dialectics vs. Double Dialectics is the battle between the disjunction "OR" and the conjunction "AND".

The dualistic dialectics of Hegel and Marx transformed this dualistic approach into a social myth that provided an oversimplified perception of reality and a way to influence it. Both dialectics are fallacious because they do not emulate the structure of nature.

The Fallacy of Dualistic Dialectics

Dualistic Dialectics

Thesis   Antithesis

"OR"

Synthesis

Double Dialectics

Thesis   Antithesis

"AND"

Homeostasis
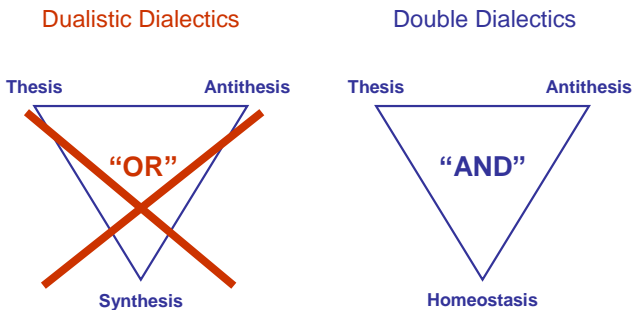
The dualistic thinking necessarily fosters a non-adaptive behavior that is driven by idealistic, ideological, materialistic, spiritual or egocentric needs. Dualism is necessary when personal needs prevail over functional adaptation.

The consequence of dualistic thinking is that people believe in a dialectical behavior. Adaptation becomes impossible when using dualistic thinking.

But dualistic dialectics has proven to be fallacious to understand and influence evolution. The unicist double dialectical logic allowed using the dualism of neural functionality but emulating the functionality of nature.

In the short run, the benefit of using dualistic dialectics is that it transforms humans in judges of reality instead of responsible participants. Some examples will let you know what this is about.

Why use the Unicist Double Dialectical Logic?

The unicist double dialectical logic uses the dualistic operation of neurons to build a mental emulation of the structure of nature that allows dealing with the adaptive aspects of reality, managing the integration of their double dialectical behavior.

Unicist Double Dialectical Thinking
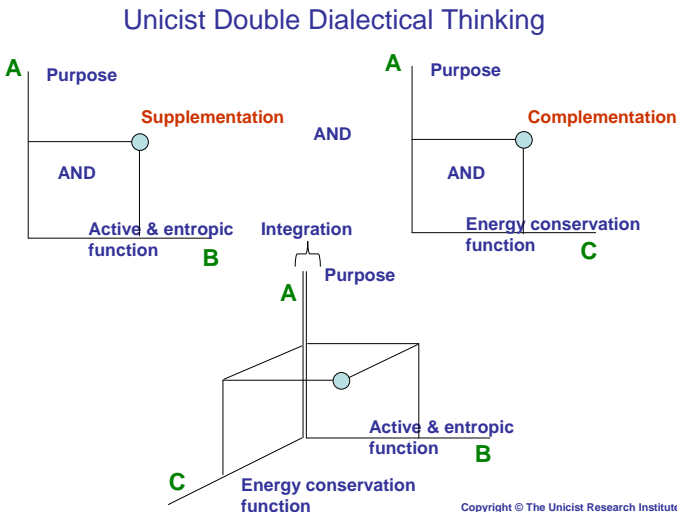
Unicist thinking is the name given to the process that allows building the double dialectical logic.

Unicist thinking allows emulating in mind the structure of adaptive aspects of reality in order to manage them. It provides the necessary operating system to manage adaptive systems to expand the boundaries of businesses and infer future scenarios in order to adapt to them.

It is necessary to diagnose, build strategies and design business architectures. It provides the structure to understand the fundamentals of businesses and integrate the fundamental knowledge with the technical analytical knowledge to make decisions.

The unicist reflection process: action-reflection-action is the technology to be used to transform dualistic logical approaches into unicist double dialectical approaches in order to define complex adaptive systems.

This technology allows starting with the use of disjunctions "OR" and ending with the use of conjunctions "AND".
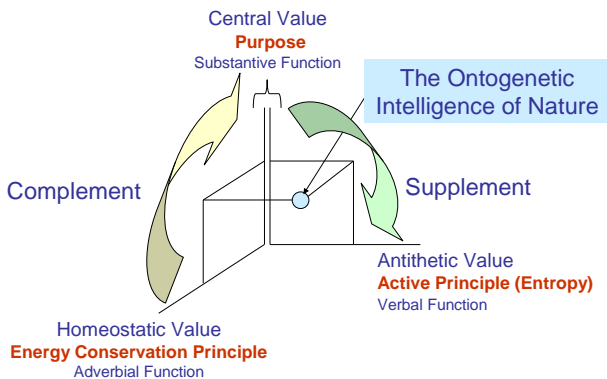
The Unicist Ontogenetic Intelligence of Nature

A living being's evolution is ruled by its ontogenetic intelligence we call concept. The concept is the functional logical structure of a living being that defines it as unique both in its species and individuality.

Each living being has a central concept that regulates its evolution and describes its purpose, the procedure under which it faces adaptation to reality and the action guide within which it develops the procedure so as not to trespass the limits of its purpose.

The ontogenetic intelligence is defined on one hand by a purpose and an action principle that puts the purpose into action sustaining its functionality and evolution or involution.

On the other hand the same purpose is sustained by the energy conservation principle that complements the purpose to avoid it being changed by the action principle.

The Ontogenetic Intelligence of Nature
The Implicit Axiom of the Unicist Ontology of Evolution

Central Value
Purpose
Substantive Function

The Ontogenetic
Intelligence of Nature

Complement

Supplement

Antithetic Value
Active Principle (Entropy)
Verbal Function

Homeostatic Value
Energy Conservation Principle
Adverbial Function

The concept describes a living being's functionality. It defines its intrinsic concept.

Living beings naturally transfer this functionality to the environment where they act, depositing functions that have the living being's same logical structure and that generate the existence of extrinsic concepts.

The concept arranges the living beings' chaos. It is the attractor which structures the chaotic behaviors of a living being's environment and arranges them to make them operable and functional to evolution or involution, should any be the case.

These concepts have the same logical structure but they are not implicit in inanimate beings; they are deposited by the living beings they are functional to.

Understanding the Functionality of Objects as Adaptive Systems

As nature is organized by objects, these objects have the same ontological structure of a living being. Therefore, when defining objects in complex / adaptive systems it is necessary to discover the ontogenetic structure that makes the fulfillment of their objective possible.

Thus the research on complex problems allows defining and describing the nature of specific objects or aspects of human activity.

Concepts

Concepts describe the living creatures' essences and their evolution laws. Living creatures possess intrinsic concepts.

This means that they exist in themselves and only need discovering.

Inanimate beings have extrinsic concepts. Inanimate beings have those concepts that are deposited in them according to their functionality.

Concepts determine the logical and pre-logical behavior of living creatures.

This is why the concepts structure is cross-cultural, since there is a generic concept for each species that defines it as such, and it is also timeless as long as the species does not become extinct.

The Concept as an Evolution Regulator

There is one concept that describes the essential functional structure regulating evolution. It could be intrinsic to a being and regulate its evolution, determining its functionality.

However there are extrinsic concepts which are those that men place on subjects and objects surrounding them. In this case, concepts determine a "credibility of functionality".

A concept is set by three elements. Its purpose or substantive function defines the being's vital function. The purpose of all living organism is that of staying alive.

The verbal function complies with its function so that the living organism evolves and thus entropy is implicit.

The goal of the adverbial function is that of preserving the being's energy therefore limiting the verbal function so that the purpose does not change.

Complementation and Supplementation Laws

Unicist Thinking requires emulating in mind the complementary and supplementary relationships that integrate the double dialectic.

The elements that are part of an entity in nature are integrated by supplementary and complementary relationships. There exist no other types of relationships in nature.

These relationships can be perfect or imperfect. When they are perfect the entity evolves in a stable way, when they are imperfect they generate a high level of entropy.

The purpose, the conservation function and the active function of a concept are integrated by logical rules which sustain their unity.

While the purpose and the active function are sustained by the supplementation law, the purpose and the conservation function are integrated by the complementation law.

Unicist Complementation & Supplementation Laws
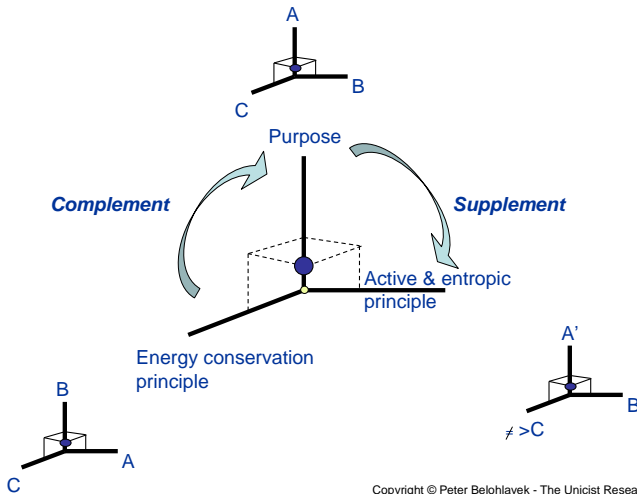
Supplementation Law

It is a relation between elements with redundant purposes and verbal functions, having a different homeostatic element. One of the elements has a superior "myth" that challenges the evolution of reality.

16

Complementation Law

It is an interdependent relation between two elements, actions or ideas. Each one of these elements has what the other element requires and they both have a coincident homeostatic element.

Complements sustain the weaknesses of the purpose to avoid the entropy produced by the action.

When the homeostatic value can buffer the changes produced by the active function, the functionality/credibility zone is relatively stable.

Levels of Supplementation and Complementation

There are three different levels of complementation and supplementation integrated in an object: Essential, Operational and Functional.

Supplementation

Supplementation puts the purpose into action and fosters its evolution.

The purpose of supplementation is to ensure the operation and functionality to achieve a purpose, trying at the same time to upgrade the purpose increasing the added value and its field of possibilities.

Operational supplementation ensures operation while intending to increase the value added. Functional supplementation ensures functionality and intends to increase the field of possibilities of the purpose. Essential supplementation integrates both operational and functional supplementation in their oneness.

Complementation

Complements sustain the purpose to avoid the entropy produced by the action. Complementation increases the reliability and functionality of a purpose while ensuring operational and functional cooperation.

Operational Complementation increases reliability and operational cooperation while Functional Complementation increases functionality and functional cooperation.

Part 2
The Nature of Complementation,
Pseudo-Complementation and
Anti-Complementation

The Unicist Ontogenetic Map of Complementation Building

Complementation is the core of any structural value generation process. It can be said that growth would be infinite if people were open minded and able to build successive complementary solutions.

Complementation is homologous to mutualism in Biology:

*"**Mutualism**, association between organisms of two different species in which each is benefited. Mutualistic arrangements are most likely to develop between organisms with widely differing living requirements. The partnership between nitrogen-fixing bacteria and leguminous plants is an example, as is the association between cows and rumen bacteria (the bacteria live in the digestive tract and help digest the plants eaten by the cow). The associations between tree roots and certain fungi are often mutualistic (see mycorrhiza.)"*

Unicist Ontogenetic Map of Complementation Building
The Unicist Ontology in Unicist Standard
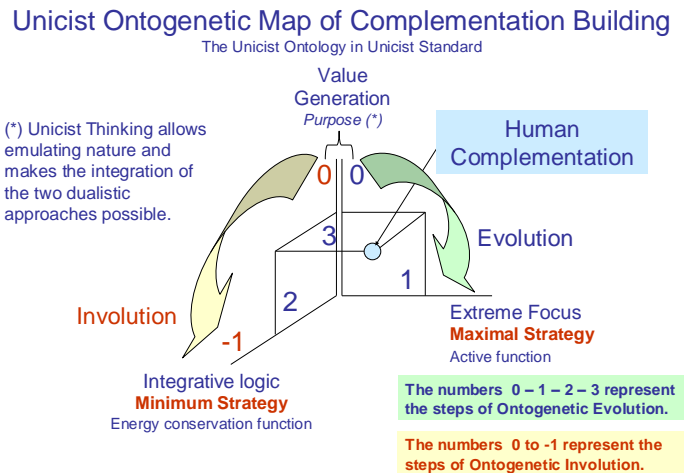
The purpose of complementation is to integrate with something superior. In any human complementation process there is always a purpose and the possibility of complementing it.

The complementation process has to work as an input that requires investing energy to sustain the entropy that is being produced by the active function of any action.

The final purpose is the generation of added value which becomes possible when the necessary reliable knowledge is available and its functionality allows earning the necessary value that makes growth possible.

It has to be considered that a system grows because the energy absorbed by the system exceeds the energy consumed by the system. Therefore there has to be a qualitative differentiation between the value delivered and the value earned in order to be equilibrated with the environment while growing as a system.

The Unicist Ontogenetic Map of Complementation Building
The Unicist Ontological Algorithm in Unicist Standard Language
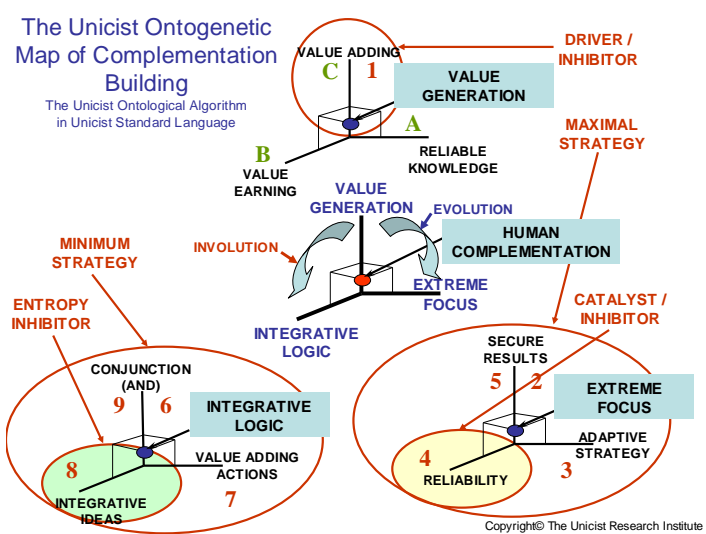
The active function of a complementation process is driven by an extreme capacity to focus on a solution that ensures results. This requires having an adaptive strategy that includes both maximal and minimum strategies and being fully reliable.

Reliability is the catalyst of the complementation process while it sustains the focusing actions.

The energy conservation function of complementation is given by the capacity of using integrative logic. This requires envisioning the entities that integrate a specific reality as a conjunction without disjunctions.

The apparent paradox is that the antithetic elements need to be seen as a conjunction. This requires separating their internal functionality with their external one. The external functionality has to be complementary while the internal functionality is supplementary.

This approach needs to be sustained by value adding actions that need to happen within the limits of integrative ideas. The capacity of being able to find integrative ideas requires a high level of introjective empathy and influential sympathy.

Complementation requires being driven by a value adding ethics. Value earning and survival ethics hinder the building of a structural complementation which is replaced by conjunctural compromises (that are paradoxically considered as "complementation" in ordinary language).
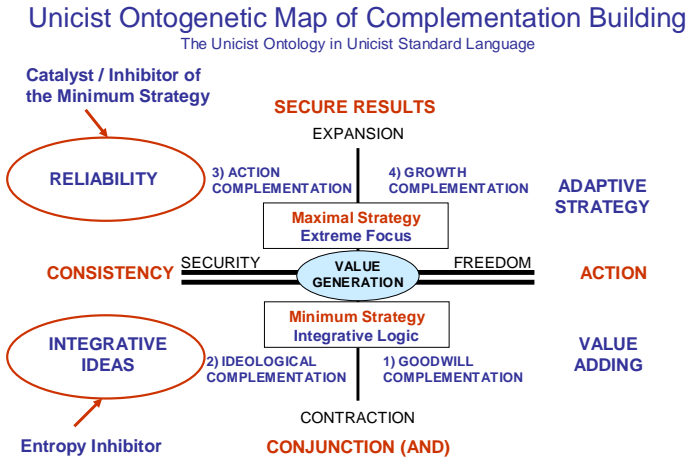
Levels of Human Complementation

Complementation needs to be built. This requires beginning with the lowest commitment for both parts until achieving the highest level that drives to hypothetical infinite growth.

We have identified four level of complementation:
1) Goodwill complementation
2) Ideological complementation

3) Action complementation
4) Growth complementation

Unicist Ontogenetic Map of Complementation Building
The Unicist Ontology in Unicist Standard Language

Catalyst / Inhibitor of the Minimum Strategy

SECURE RESULTS

EXPANSION

RELIABILITY

3) ACTION COMPLEMENTATION   4) GROWTH COMPLEMENTATION

ADAPTIVE STRATEGY

Maximal Strategy Extreme Focus

CONSISTENCY   SECURITY   VALUE GENERATION   FREEDOM   ACTION

Minimum Strategy Integrative Logic

INTEGRATIVE IDEAS

2) IDEOLOGICAL COMPLEMENTATION   1) GOODWILL COMPLEMENTATION

VALUE ADDING

Entropy Inhibitor

CONTRACTION

CONJUNCTION (AND)

1) Goodwill Complementation

It is based on true intentions to complement in a field where both part have something to add to the counterpart and have the intention to do so.

This type of complementation is natural in the field of personal relationships because it provokes the perception that both parts are on the "same page".

It is based on the acceptance of the counterpart and the knowledge of the value the "complementer" is adding.

2) Ideological Complementation

It is based on the existence of shared beliefs, the existence of a common technological approach and the coverage of the interests of both parties.

23

It includes the preexisting goodwill and requires having the concept of what is being done in order to be able to integrate others´ ideas.

3) Action Complementation

It includes the preexisting ideological complementation and is based on the extreme focus on results and the reliability of the ones participating.

Actions require the definition of what will be done by which part and how their effort will be recognized.

Actions are evaluated in their results and not based on the energy they consume.

4) Growth Complementation

This is the highest level of complementation that includes the preexisting levels and requires having a strategy to develop growth.

This complementation requires going beyond the existing boundaries which demands starting with a maximal strategy with the necessary influence to generate added value.

The minimum strategy of this complementation requires paying prices which need to be shared by the parts that are building the complementation.

Hypothetically, this level allows expanding the complementation with the environment and driving towards infinite growth.

The Driver: The Ethics of Added Value

This is the type of ethic that maximizes the added value to the environment seeking to optimize the relationship between added value and cost.

The individual who acts on the basis of this type of ethics exercises influence upon the ones who manage the ethics of survival, the ethics of earned value and upon those that need to add more value than what they are adding.

Such individual manages the medium-term, which is the time to transform knowledge into added value. He develops medium-term strategies.
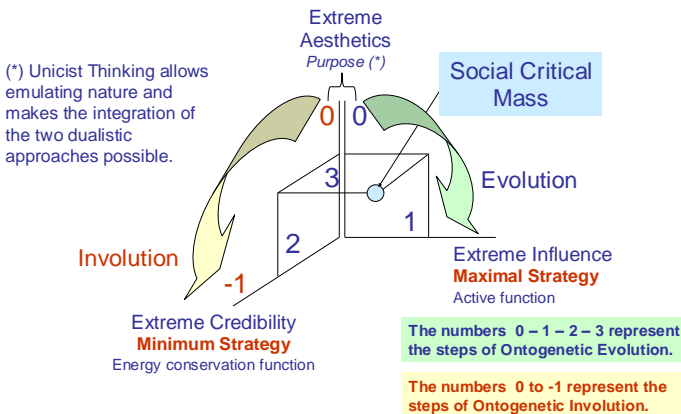
S/he focuses on the value he is adding.

Critical Mass is a Condition for any Complementation

Social critical mass is defined as the minimal amount of focused energy necessary to trigger a planned social phenomenon.

Its ontogenetic map is defined by extreme aesthetics, extreme influence and extreme credibility to provide the energy to produce results.

Unicist Ontogenetic Map of Social Critical Mass
The Unicist Ontology in Unicist Standard Language

Extreme Aesthetics
Purpose (*)

Social Critical Mass

(*) Unicist Thinking allows emulating nature and makes the integration of the two dualistic approaches possible.

0 | 0

3

Evolution

1

2

Involution

-1

Extreme Credibility
Minimum Strategy
Energy conservation function

Extreme Influence
Maximal Strategy
Active function

The numbers 0 – 1 – 2 – 3 represent the steps of Ontogenetic Evolution.

The numbers 0 to -1 represent the steps of Ontogenetic Involution.

Any social action requires having the necessary critical mass to produce the predefined results. Action without results is just unnecessary movement.

Critical mass is a basic condition for any social object, including the business objects. The final driver of SCM is the generation of an expansion process. It implies having an extreme aesthetics which is defined by the need to complete the essential needs of the participants of a social phenomenon.

This requires having the knowledge of the ontogenetic map of the phenomenon in order to be able to define the desirable aspects that need to be completed and the harmony that needs to be designed in order to generate an extremely aesthetic value.

Levels of Aesthetics

Conceptual

Classic

Seducing

Aggressive

Necessary Energy to Generate Aesthetics
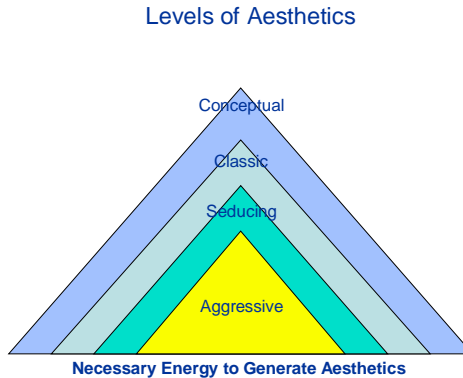
Completing implies covering an explicit need. That is why completing requires having an extreme influence in order to be accepted.

Extreme influence implies having a complementation driven influence which integrates both cooperation and competition.

Extreme influence requires establishing a complementation driven bond which includes both functional and personal aspects.

Extreme aesthetics can only be accepted with an environment of extreme credibility.

Levels of Social Influence

Complementarity Driven

Exemplarity Driven

Subjectiveness Driven

Equals Driven
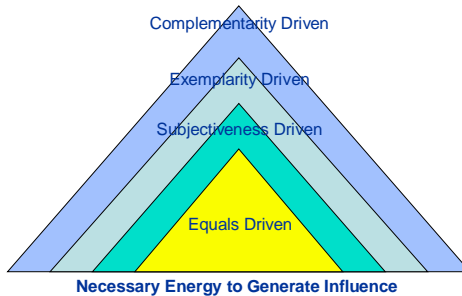
Necessary Energy to Generate Influence

That is why the credibility is the complement of aesthetics. Extreme credibility is an optimism based relationship.

Optimism makes people believe that what is possible will occur and that the validity of the process has been proven.

Without optimism there can exist no social critical mass. Optimism is extremely far away from mania.

Levels of Credibility

Optimism Driven

Trust Driven

Distrustfulness Driven

Incredulity Driven

Necessary Energy to Generate Credibility
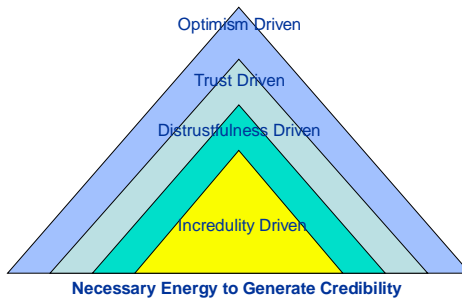
Social Critical Mass can be achieved when there is the necessary conceptual aesthetic, the complementation driven influence and the necessary social optimism.
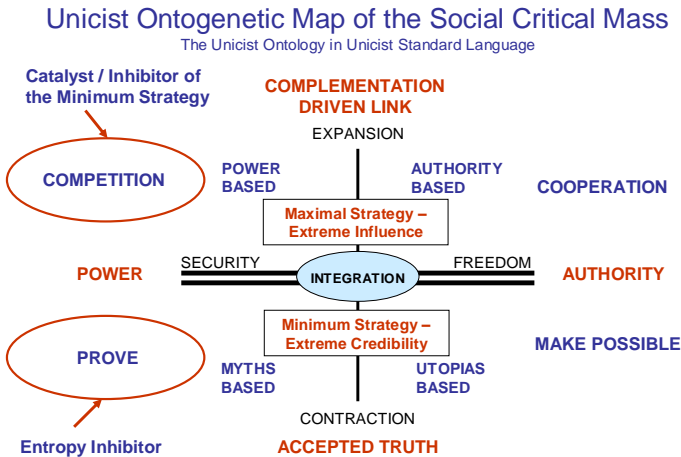
Different Levels of Critical Mass

Unicist Ontogenetic Map of the Social Critical Mass
The Unicist Ontology in Unicist Standard Language

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At an operational level, the social critical mass is defined by the integration of a link building action, the existence of an accepted authority and non-exerted power within a minimum strategy driven by an accepted truth.

The four levels of social critical mass can be defined as:

1) Utopias based
2) Myths based
3) Power based
4) Authority based

It has to be clarified that the higher the level of critical mass, the more aspects of reality that can be influenced and the more energy that has to be consumed to produce it.

Therefore it is necessary to diagnose the action that needs to be produced in order to use the minimal level of critical mass. Every level that is achieved includes the influence on the previous levels.

Levels of Social Critical Mass

Authority Based

Power Based

Myths Based

Utopias Based

Necessary Energy to Generate Social Critical Mass
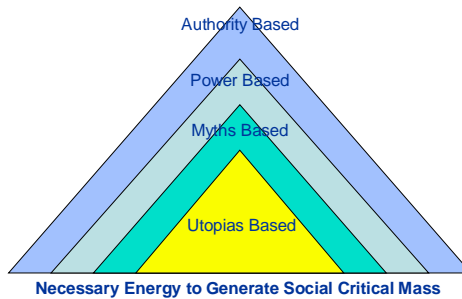
Utopias based

This level of critical mass allows dealing with actions that are driven by utopias of the environment.

It is based on making things possible within the limit of the accepted beliefs.

This level of critical mass requires accessing the first level of aesthetics, influence and credibility, i.e., aggressive aesthetics, equals driven influence and incredulity driven credibility.

Myths based

This level of critical mass allows dealing with the actions that are driven by the myths of the environment considered as the guides of actions within the beliefs of the context.

This critical mass is based on seeing to believe in order to develop proven actions within the accepted beliefs.

This level of critical mass requires accessing the second level of aesthetics, influence and credibility, i.e., seducing aesthetics, subjectiveness driven influence and distrustfulness driven credibility.

Power based

This level of critical mass allows dealing with the actions that require a generation of additional added value.

It is based on the establishment of strong bonds with the environment based on the competitive capacity.

This level of critical mass requires accessing the third level of aesthetics, influence and credibility, i.e., classic aesthetics, exemplarity driven influence and trust driven credibility.

Authority based

This level of critical mass allows dealing with actions in which added value needs to be generated in the environment of complex adaptive systems.

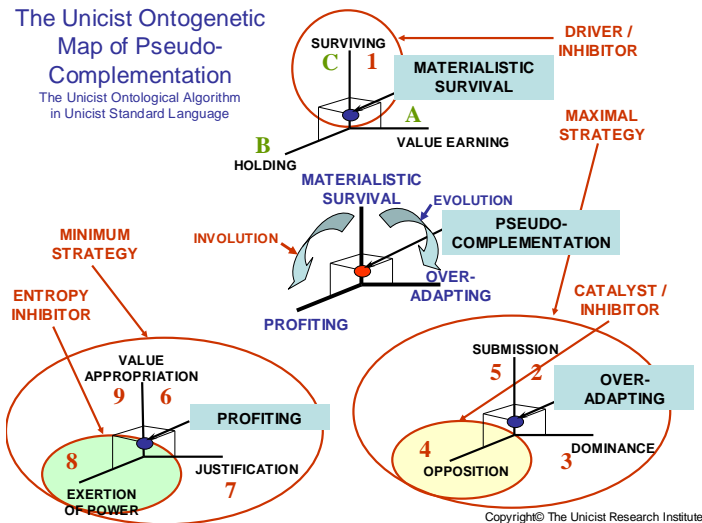It is based on cooperation to build strong bonds that build the authoritative role.

This level of critical mass requires accessing the fourth level of aesthetics, influence and credibility, i.e., conceptual aesthetics, complementarity driven influence and optimism driven credibility.

About Pseudo-complementation

Pseudo complementation is the agreement between parts in which the proponent of the complementation profits from the relationship without providing a benefit or producing any apparent damage for the counterpart. It is based on the integration of the parts where the proponent needs to survive and benefits from the counterpart without harming it.

It is homologous to commensalism in Biology:
*"**Commensalism**, in biology, a relation between individuals of two species in which one species obtains food or other benefits from the other without either harming or benefiting the latter. (This kind of relation can be contrasted with mutualism, in which both species benefit.) The commensal (the species that benefits from the association) may obtain nutrients, shelter, support, or locomotion from the host species, which is substantially unaffected. The commensal relation is often between a larger host and a smaller commensal; the host organism is unmodified, whereas the commensal species may show great structural adaptation consonant with its habits, as in the remoras that ride attached to sharks and other fishes."*

The Unicist Ontogenetic Map of Pseudo-Complementation
The Unicist Ontological Algorithm in Unicist Standard Language

31

The objective of pseudo-complementation is to ensure the survival of the proponents.

This implies that the process needs to generate value for them and sustain the situation in order to ensure survival.

Pseudo-complementation is a natural way to survive in places where over-adaptation is necessary because participants are extremely uncertain or do not have the energy to adapt to the environment.

To develop a pseudo-complementation individuals need to submit to the environment.

To do so in a structural way they need to integrate a submissive attitude with a dominant action in some environment and oppose to aspects in order to avoid the perception of over-adaptation.

This over-adaptive attitude allows them to expand the pseudo-complementation in all those fields in which the counterpart lets them survive.

Their minimum strategy is given by their capacity of finding the adequate justifications and using the necessary power to appropriate value from the counterpart without endangering its existence.

Individuals that develop a pseudo-complementation necessarily need to use psychopathic manipulation to ensure their survival without falling into an anti-complementation attitude.

Levels of Pseudo-complementation

Pseudo-complementation is an apparent complementation in which someone profits from the "complemented" having had an implicit acceptance on the apparent integration on behalf of the complemented.

Pseudo-complementation is a natural way for those who cannot produce legitimate added value and need to appropriate marginal added value from their "complemented".
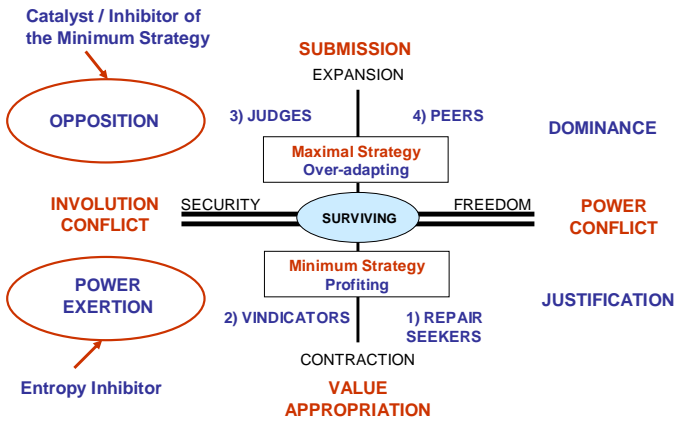
The paradox is that those who profit consider that they are earning their benefit.

We have identified four levels of pseudo-complementation:
1) Repair seekers
2) Vindicators
3) Judges
4) Peers

Unicist Ontogenetic Map of Pseudo-Complementation
The Unicist Ontology in Unicist Standard Language

Catalyst / Inhibitor of the Minimum Strategy

SUBMISSION
EXPANSION

OPPOSITION   3) JUDGES   4) PEERS   **DOMINANCE**

Maximal Strategy Over-adapting

INVOLUTION CONFLICT   SECURITY   **SURVIVING**   FREEDOM   **POWER CONFLICT**

Minimum Strategy Profiting

POWER EXERTION   2) VINDICATORS   1) REPAIR SEEKERS   **JUSTIFICATION**

Entropy Inhibitor   CONTRACTION

VALUE APPROPRIATION

Repair Seekers

These are individuals who, from some point of view, are able to justify why the "complemented" has to provide them with solutions.

They consider that they have been handicapped by their "complemented".

Vindicators

This role includes the preceding role plus the development of an ethical justification of being vindicators of their equals to profit from the "complemented".

They consider themselves as the freedom fighters who just take a small piece of what they deserve.

Judges

This role includes the preceding role plus the development of the necessary value judgments that allow them to profit from others without needing to provide a counterpart.

They consider that the "complemented" is unfair in the distribution of benefits.

Peers

This role includes the preceding role plus the development of all the necessary fallacious groundings to consider themselves as peers of the "complemented".

They consider that if the "complemented" provides them, it is because the "complemented" has the duty to do so.

The Driver: The Ethic of Survival

The ethics of survival is the type of ethics prevailing within the marginal areas of a culture or the marginal cultures.

The functional structure of this type of ethics is based on the need to survive. People having this type of ethic permanently expect to avoid threats and use their strengths to compensate for their weaknesses.

For this reason people behaving according to this type of ethics are always concerned with avoiding costs or passing them onto others so as to earn as much value as possible thus securing their survival.

The individuals that act according to this type of ethics exercise influence upon others who are in the same situation, based on survivor-pacts. Their time management is based on "the moment", sustained by reactions based on intuition. They have a reactive tactical approach to reality.

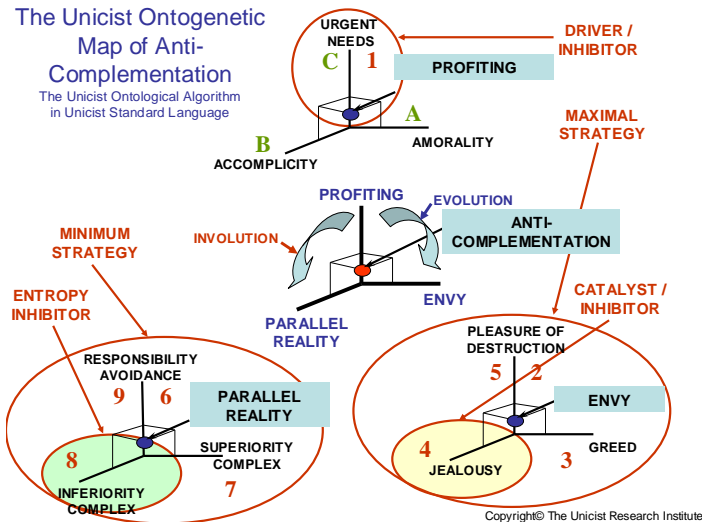They focus on surviving and avoiding risks.

About Anti-complementation

Anti-complementation is a process proposed by those who approach others to destroy them. Cold war is a demonstration of anti-complementation. It can be produced by the existence of an explicit confrontation or by the subjective need of an individual to destroy something or somebody.

The name anti-complementation is used only for situations where individuals need to destroy something based on the proposal of parasitism driven relationships.

An anti-complementation is homologous to parasitism in Biology:

*"**Parasitism**, relationship between two species of plants or animals in which one benefits at the expense of the other, sometimes without killing it. Parasitism is differentiated from parasitoidism, a relationship in which the host is always killed by the parasite; parasitoidism occurs in some Hymenoptera (ants, wasps, and bees), Diptera (flies), and a few Lepidoptera (butterflies and moths): the female lays her eggs in or on the host, upon which the larvae feed on hatching."*

The Unicist Ontogenetic Map of Anti-Complementation
The Unicist Ontological Algorithm in Unicist Standard Language

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The final goal of someone who proposes an anti-complementation is to profit from the environment, avoiding a moral approach, finding the necessary accomplices to satisfy her/his urgent needs and sharing the profits.

The active function of this approach is given by the envy someone feels. It is based on the integration of jealousy and greed to obtain the pleasure of destroying the counterpart while profiting from it.

To make this happen individuals build a parallel reality to avoid assuming any responsibility in the "complementation" they are proposing.

This parallel reality is sustained by the integration of their inferiority and superiority complexes which drive their action of profiting from the counterpart while destroying it.

Jealousy is what accelerates their action and the inferiority complex is the entropy inhibitor that ensures the focus on profiting while destroying the counterpart.

Levels of Anti-complementation

Anti-complementation is put into action by people who need to build a parallel reality in order to profit from their "complemented" in an environment.
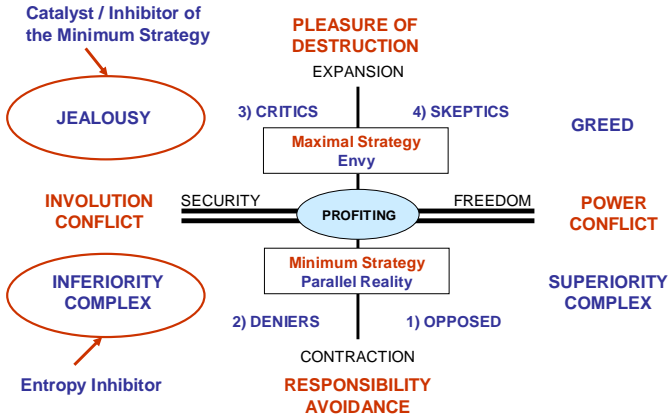
Their goal is to satisfy urgent needs without following any rules and they build the necessary network of accomplices in order to achieve it.

Four levels of roles that destroy complementation have been identified:

1) Opposed
2) Deniers
3) Critics
4) Skeptics

Unicist Ontogenetic Map of Anti-Complementation
The Unicist Ontology in Unicist Standard Language

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Opposed

They are the individuals who oppose to the "complemented" based on a superiority complex they use to build a parallel reality in which they are the ones who provide and the "complemented" is the one who benefits.

Deniers

When the opposition fails as a destruction effort, they need to upgrade their destruction power which is done by denying the value added by the "complemented". Their denial eliminates the existence of the "complemented".

Critics

When denial becomes dysfunctional and doesn't work because of the evidences, they criticize the implicit weaknesses of the "comple-

mented" which destroys the value of the "complemented". Criticism is naturally presented as a constructive critic.

Skeptics

When criticism fails the last destruction effort is by being skeptic of the value added by the "complemented" undermining its credibility. If this effort fails, the anti-complementation action has been annulled.

The Driver: The Ethic of Smart Alecks

Smart Alecks cannot add value. Maximal Strategies demand adding value to the environment to go beyond the existing boundaries of a business.
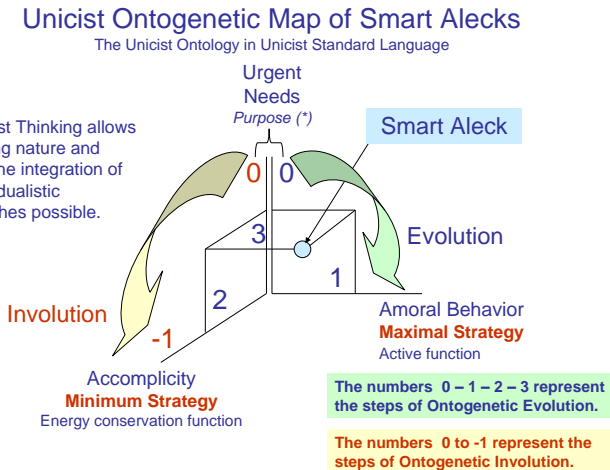
Smart Alecks are advantage takers that have an amoral behavior in order to profit from the environment. This kind of behavior is the natural response of stagnant survivors when managing businesses.

Stagnant survivors are naturally "smarties" in order to live from the environment.

They are driven by anti-intelligence and anti-intuition having no ethical rules in their behavior. They need to degrade the environment in order to justify their appropriation.

When they have a high IQ, they become extremely dangerous because their critics are very smart, fallacious and well disguised.

The awareness of their actions is "zero" because they are basically driven by greed that drives them into fallacious behaviors.

One cannot deal with smart alecks because they assume no commitment with what they apparently agreed, and they always find the necessary justification for their non-fulfillment.

Their amoral behavior is sustained by accomplices in order to have the power to impose their rules. They manipulate others based on the generation of urgent needs that hinder the existence of alternative actions.

Conclusions

Understanding complementation begins with being able to comple-
ment one's personal actions. This requires having the necessary level
of consciousness to know the weaknesses that are implicit in the
strengths one has in order to complement them with what is needed.

It requires having the necessary self-esteem in order to believe in
one's strengths. After this has been done, it becomes possible to de-
velop intrapersonal complements and then the building of comple-
mentation with the environment becomes possible.

The complementation with the environment requires having the nec-
essary empathy in order to find the complementary elements that are
needed.

Without being able to apprehend reality as an adaptive system there
is no possibility of building a true complementation and only a pseu-
do-complementation becomes possible.

This complementation approach deals with all types of relationships
individuals or institutions have in an environment. Growth is the
consequence of managing complementation and marginalization is
the effect of mismanaging it.

Annex
Examples of the Use of Complementation

Example 1 - Business Synergy

Synergy is a basic condition for effective business operation. From a conceptual point of view, synergy requires the integration of the following concepts: complementation, process catalysis and a cooperative context based on the necessary supplementation to develop an activity.
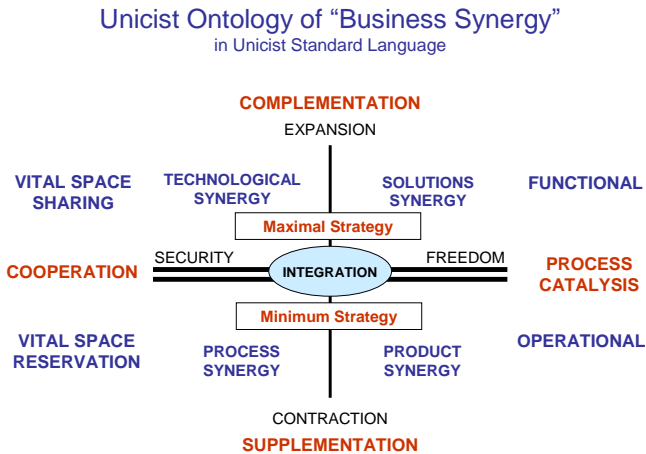
Unicist Ontology of "Business Synergy"
in Unicist Standard Language

Synergy is basic for organizational activities. There are naturally synergistic cultures and naturally non-synergistic societies. Where group work prevails over individual work, like in Japan, synergy is natural. Where individualism prevails, synergy is a utopia.

Four different structural approaches can be defined for synergic behavior in business:

-Product synergy
-Process synergy
-Technological synergy
-Solutions synergy

Product synergy

It is based on the synergy provided by the integration of supplementary products which reinforce the weaknesses of each other.

Process synergy

It is based on supplementary process cooperation which reinforces the weaknesses and delivers reliable solutions.

Technological synergy

It is based on technological complementation, building upgrades in each others' technology.

Solutions synergy

It is based on the integration of added value solutions to deliver a higher level solution.

Example 2 - The Competitive Triangle

The unicist approach to manage the competitive triangle in business provides the information to define the possibilities of accessing a new market or specifically a new customer or client.

The ontogenetic map of the competitive triangle has been designed to define the fundamentals to expand the boundaries of the commercial operation of a business.

The competitive triangle
Competition & Complementation

A
B
C
Company

Competition

A'
B'
≠ C
Competitor

Complementation

B
A
C
Customer
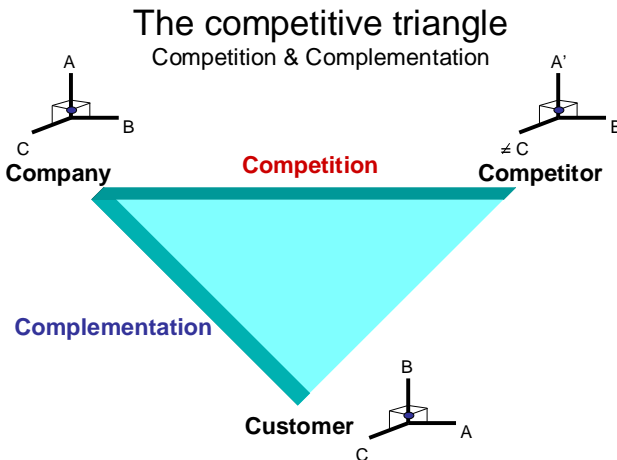
To expand the boundaries of a business it is necessary:

1) To generate an additional added value to the client; this implies innovation.
2) To develop a value proposition that allows establishing a common space where the goals of the client and the provider are being integrated.
3) To ensure a meaningful return on investment for the client.

About the competitor

Competitors are substitutes and succedanea delivered by another provider, the client itself or alternatives of the providing company that cannibalize the original value proposition.

It has to be considered that the egos of the participants of the client's organization are also competitors.

The unicist approach to the competitive triangle generates the perception of apparent paradoxes that can only be apprehended if one is conscious of one's buying process.

Unicist Double Dialectical Logic of the Competitive Triangle
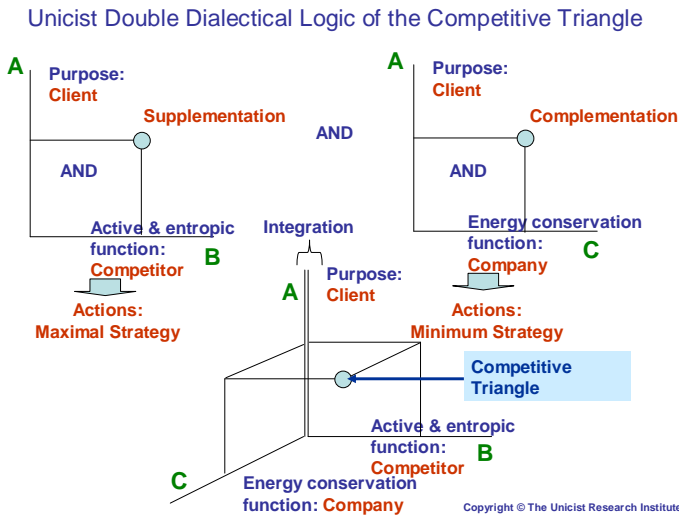
There is no doubt about the fact that the final purpose is to satisfy the clients' needs.

A market confrontation is won by the one who is able to build a common place where the needs of the client and the value proposition fit in.

But if one considers that the building of a common space requires being complementary with the client, it is self-evident that the provider needs to propose a complementation to the buyer.

Therefore the winner of the "contest" is not the one who is more active but the one who has a better energy conservation function (seen from the client's point of view).

The competitor is the one who assumes the active function and fosters the installation of solutions that are considered utopian by the buyer. Innovations are not aesthetic in themselves.

There are several inferences that can be done based on the knowledge of this structure:

1) The selling problem is simple. It just requires following the rules of a minimum strategy. What is complex is the design of a strategy based on actual business intelligence. It is necessary to know precisely which are the needs of the client and the content of the value proposition of the competitor.

2) Innovations can only be bought if they are understood, reliable and considered necessary to produce a demanded result.

3) While the clients appear to be looking for the most productive solutions they will buy the safest solution which might or not be the most productive. Even innovators need to rely on solutions.

4) The competitors are the "catalysts" of the buying process. That is why competition expands markets. The existence of innovative alternative solutions proposed by the company allows building a virtual competitor, if the business is managed based on a value adding ethics. This has to be included in the attributes of the brand.

5) If there is a virtual competitor there has to be a double action on the market, on the one hand, an innovative maximal strategy and, on the other hand, a complementary minimum strategy.

This implies that to enter a new market a company needs to establish a superior competitive alternative (star product/service) that provides an "umbrella" to the possible and complementary solutions.

The core of this approach is to have accurate business intelligence, including specific SWOT analysis, to define the marketing strategy and selling actions.

Conclusion

As it is evident, the strategy building process is complex but the selling processes, being based on minimum strategies, are extremely simple.

Example 3 - Building a Collaborative Context

Complementation is the basic attitude for collaborative actions. The final goal of collaboration is to build a complementation between the participating parts. Complementation is the starting point and the final goal of any collaborative process.

The active function of a collaborative context is given its functionality which means the utility the process is able to provide, the aesthetics that completes the needs of the participants and the reliability of the actions of those who collaborate.

Reliability is at the same time the catalyst of collaboration because it is what allows achieving the synergy that is needed to produce functional results.

At a personal level, a collaborative context requires establishing an ethical, an ideological and an emotional link among the participants.

The ethical link deals with the functionality of the actions, the ideological link implies sharing an adequate technology within the shared beliefs of the members and the emotional link provides an adequate human context to the collaboration.

When these conditions are given, then complementation will allow the generation of value in a context of "focusing" on results while using an integrative logic that allows integrating the parts based on their conjunction.

Types of Members in Collaboration Contexts

Collaboration requires necessarily the integration of different types of people in order to build the necessary synergy to produce results.

Collaborative contexts require the existing of true complementation where both anti-complementation and pseudo-complementation need to be excluded. In biological terms, we can say that there is no room for commensals nor for parasites.

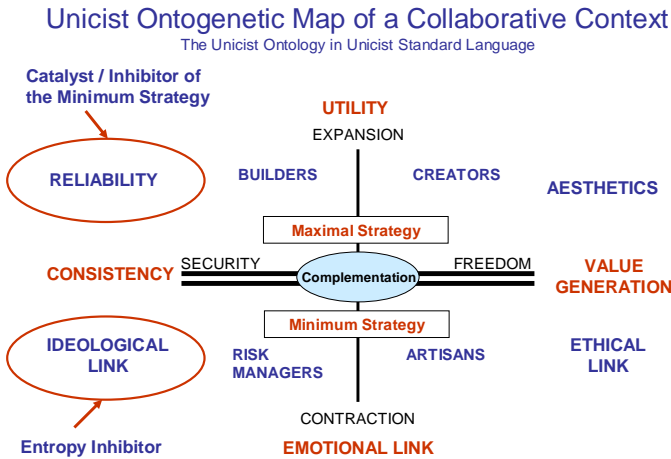Four types of roles were identified in collaboration contexts:

1) Artisans
2) Risk Managers
3) Builders
4) Creators

Artisans

These are the members who assume their role as being focused on doing in order to achieve the goals that have been established.

They are strongly influenced by the ethics of the context and their relationship with their colleagues is driven by personal relationships.

They seek for receiving the credits of their work. They tend to be the doers of the groups.

Unicist Ontogenetic Map of a Collaborative Context
The Unicist Ontology in Unicist Standard Language

Catalyst / Inhibitor of the Minimum Strategy

RELIABILITY

UTILITY
EXPANSION

BUILDERS   **CREATORS**   **AESTHETICS**

Maximal Strategy

CONSISTENCY   SECURITY   **Complementation**   FREEDOM   **VALUE GENERATION**

Minimum Strategy

IDEOLOGICAL LINK

RISK MANAGERS   **ARTISANS**   **ETHICAL LINK**

CONTRACTION

Entropy Inhibitor

EMOTIONAL LINK

Risk Managers

These are the members who assume the responsibility for ensuring that the technology, the interests and the beliefs of the group are respected.

They find pleasure in saving energy by establishing methods and rules to develop an activity. They are focused on avoiding deviations in the actions and excluding all those actions that are not within the methods that have been established.

They tend to be the controllers of the groups.

Builders

These are the members who assume the responsibility of making things happen. They are fully reliable in what they are building and they need to ensure its utility.

51

They are natural users of alternative plans A, B, C and D in order to achieve the goals on time.

They are natural systemic builders who need to have the concept of what is being built in order to be in control of the process.

They tend to be the natural leaders of the groups.

Creators

These members are the innovators of the group who are able to go beyond existing boundaries in order to achieve the goals that have been established.

They are driven by the need of finding the best solution for the problem even if changing the available methods to produce it becomes necessary.

They are the ones who ensure the conceptual design of what is being built and the architecture of the solution.

They tend to be the innovators who influence the leader.

Conclusion

To work in a collaborative context the complementation of these roles is fully necessary and the existence of a full reliability of the members and the ideological link among them are basic to produce results.
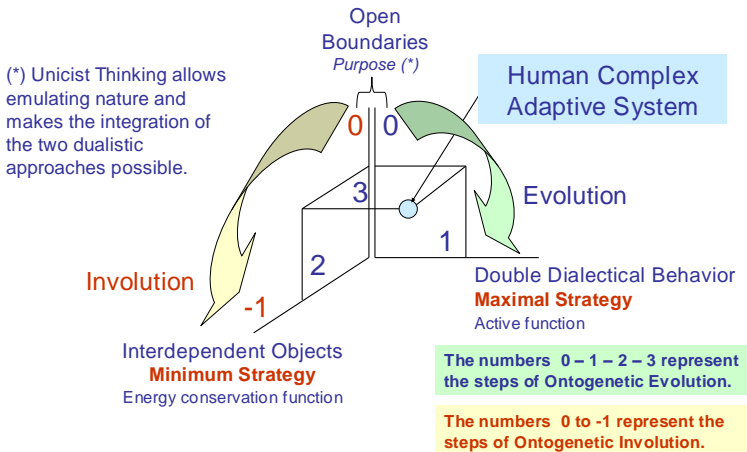
If reliability of actions is inexistent, the process of the group is inhibited. If there is no ideological link among the members, there is an extreme waste of energy in the process that endangers the production process.

Example 4 - Human Complex Adaptive Systems

Essentially, human complex adaptive systems are those that have open boundaries, have a double dialectical behavior and are integrated by interdependent objects.

## Unicist Ontology of Human Complex Adaptive Systems
in Unicist Standard Language

Open Boundaries
Purpose (*)

(*) Unicist Thinking allows emulating nature and makes the integration of the two dualistic approaches possible.

Human Complex Adaptive System

Evolution

Involution

0   0

3

2   1

-1

Double Dialectical Behavior
Maximal Strategy
Active function

Interdependent Objects
Minimum Strategy
Energy conservation function

The numbers 0 – 1 – 2 – 3 represent the steps of Ontogenetic Evolution.

The numbers 0 to -1 represent the steps of Ontogenetic Involution.

The open boundaries of these systems are defined by their adaptation capacity, the influence they can exert on the environment and the influence from the environment they need to absorb.

The double dialectical behavior implies that complex adaptive systems behave following the structure of the ontogenetic intelligence of nature, meaning that they have a purpose, an active function and an energy conservation function.

The interdependent objects produce the necessary energy transformation in an environment where all the elements are integrated by conjunctions and have multiple bi-univocal relationships.

Unicist Ontology of Human Complex Adaptive Systems

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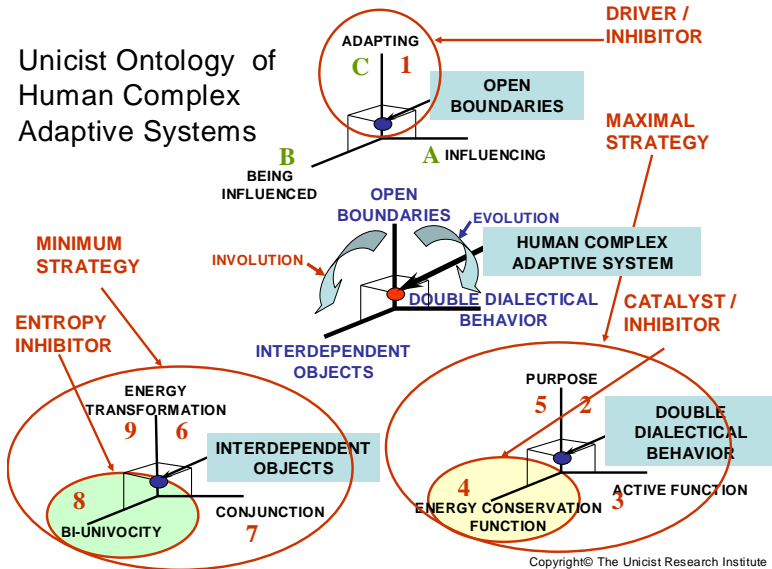
The algorithm to research human complex adaptive systems requires to:

1) Apprehend the open boundaries
   a) Understand how influence is exerted
   b) Understand the external influence the system needs to deal with
   c) Understand the adapting process of the system
2) Understand the true purpose of the system
3) Understand the action of the system to extend the boundaries
4) Understand the energy conservation function to sustain the extension of the boundaries
5) Confirm the purpose after having apprehended its expansive dynamics
6) Understand how the system transforms the energy to achieve its goal to adapt in an open boundaries driven environment
7) Understand the conjunction of the objects and their functionality
8) Understand the bi-univocal interdependence of the objects and their consequence
9) Confirmation of the energy transformation produced within the system

10) Develop destructive and non-destructive pilot tests to confirm the knowledge

This static research provides they hypothesis of the ontological structure of a human complex adaptive system. After this static research has been finished it is necessary to begin the dynamic research following the research methodology which is:

1) Develop the hypothetical structure of the ontology.

2) Analyze the ontology and divide it into sub-ontologies following the laws of complementation and supplementation (only when necessary and possible).

3) Define the observable results needing to be considered to validate the ontology.

4) Define the application fields of the ontology to validate its functionality.

5) Develop the applications beginning with destructive and non-destructive pilot tests to forecast reality.

6) Develop at least five experiences in the application field differing completely one from the other.

7) Develop forecasts of al least three periods with full certainty.

8) Restart the research process every time a deviation occurs.

Categories of Human Complex Adaptive Systems

The categories of these systems can be synthesized in the following logical structure:

Unicist Ontology of Human Complex Adaptive Systems
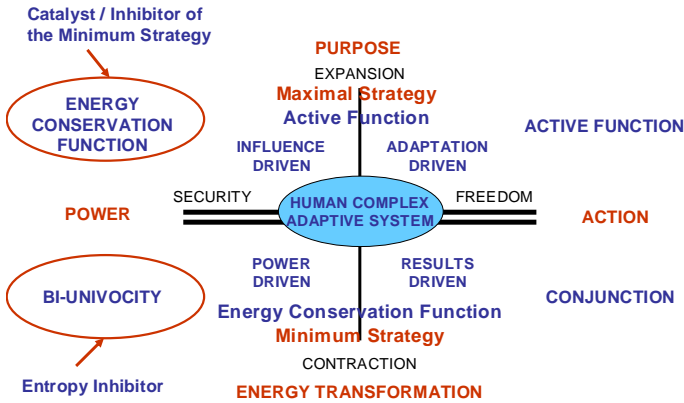
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Results driven systems

These are the systems that have been designed to produce materialistic results. Businesses are an example of this category. This category needs to close the boundaries as far as it is possible minimizing the influence exerted by the environment to produce the defined results.

Power driven systems

These systems have been designed to exert power. Political parties are an example of this category. This category needs to minimize the adaptation process to the environment in order to maximize the power they have.

Influence driven systems

They have been designed to exert influence on the environment. Institutions, whatever their objective, are an example of this category. They exert influence through their transcendent goals. They need to

minimize the short term results in order to sustain the influence they exert through their long term goals.

Adaptation driven systems

They are systems that are designed to adapt instantly to the environment. Entrepreneurs, whatever their type (social, business, ideological), are an example of this category. These systems adapt through the capacity of adaptation of their members, leaving aside the goals of the system itself.

Conclusions

There are many operational definitions of complex adaptive systems. They have been considered as an input to develop the ontology of human complex adaptive system. The research to define this ontology demanded more than 30 years until it was published. In the meantime operational definitions of the systems were used until they could be validated and transformed into an ontology.

There are two controversial aspects which in this approach are a consequence and not an ontological characteristic of the system:

> a) Emergence
> b) Observers

a) By definition a human complex adaptive system needs to be approached in its oneness and therefore the results is the only valid measurement of the effectiveness. That is why emergence has not been considered as an element of the system.

b) As the system has open boundaries, there is no possibility of the existence of observers; they are implicitly part of the system.

That is why the apprehension of a complex adaptive system needs to be validated by multiple accurate forecasts.

Glossary 1.1
Main Signifiers and Signifieds
of the Unicist Standard Language (USL)

Unicist Glossary

Active function
The active function describes the function that seeks the expansion of the entity. Therefore entropy is implicit.

Action guide
It is the homeostatic element of a concept (see complementariness). It avoids the modification of the purpose of a concept promoted by the utopia.

Adaptive system
Adaptive systems for work are entities that interact with the environment having the characteristics of influencing while they are being influenced. Their functionality can only be measured by results.

Added value
It is the incremental value added by an agent to a given reality.

Adverbial function
Is the homeostatic function that sustains the substantive function to avoid the modification posed by the verbal function (See complementariness)

Analogous experiences
They are those with a similar functionality.

Analogous
Two elements are analogous when they have the same operational functionality. Considering the function of flying, a bird and a plane may be considered analogous.

Anticoncept
An anticoncept is a conceptual structure that has the purpose of destroying a concept. It is sustained by fallacies and is the basis of paradoxical behaviors. When a concept and its anticoncept join, they both disappear.

Antithetic value
It is the verbal function of a concept. It functions according to the law of supplementarity (See supplementarity).

Appropriated value
It is the value obtained by a system, due to its action in the environment.

Archetype
An archetype of a country is the conceptual operational structure of its culture that defines the habits of its members. It is described by the non-conscious permissions, non-conscious mandates, myths and utopias. The archetype sustains the role of the country and defines the life-style of its members.

Argument
It is an opinion that includes no groundings about a certain reality. It is an affirmation or a negation based on a subjective perception of reality.

Attractors
According to the chaos theory, attractors are elements that structure chaos. There are point, cyclic, torus, and strange attractors. Strange attractors are the drivers of complex systems´ functionality.

Business object
Business Objects are adaptive systems that generate added value and save energy within the limits of their concept having a quality assurance system and a methodology to sustain alternative solutions.

Central value
From a logical point of view, it is the purpose of a concept.

Chaos
It is an unpredictable situation for observers and participants.

Complementariness
It is an interdependent relation between two elements, actions or ideas. Each one of these elements has what the other element requires and they both have a coincident element.

Complex Systems
They are system that structure open unified fields. The results of complex systems are unpredictable for ordinary people.

Complexity science
Complexity Sciences are defined as the scientific approach to deals with adaptive system considering them as a unified field

Concept
It is the logical or pre-logical structure that regulates beings with real or virtual life. It is also defined as the driver of complex systems.

Conceptual business benchmarking
A benchmark is a standard by which something can be measured or judged. Conceptual business benchmarking implies comparing homologous activities. It allows apprehending the nature of the activity and widening the possibilities of the expansion of the functionality of a value proposition.

Contraction
It is a conceptual function whose aim is to avoid that the death instinct prevails over the life instinct at an operational level. At an essential level it defines the energy conservation function.

Contractive function
It is the function that intends to avoid the destruction of a system at an operational level (simple or complex).

Credibility zone
It is a participant's perception of the functional concept of a reality.

Critical mass
A Unicist Critical Mass is the smallest amount of force that is needed to generate the integration of the elements of the unified field of a human complex adaptive system to produce results.

Cross-cultural invariables
They are human functional structures that are homologous in different cultures, such as the need for security and freedom.

Dehumanization
It is a kind of anticonceptual functionality. Functional actions become self-fulfilling and generate a materialistic behavior.

Disequilibrating element
It is the synonym of the antithetic element. (See supplementarity)

Drivers
They are the functional concepts that define the evolution of a given reality. They can be assimilated to the strange attractors defined by the theory of chaos.

Dual thinking
It is the natural and basic way of human thought. Human beings use dual thinking when they are overwhelmed by facts.

Effectiveness
It is the integration of efficiency and efficacy.

Efficacy
The capacity of humans to produce results responsively.

Efficiency
It is the potential capacity of simple or complex systems to produce results.

Energy conservation function
This function is a complementary element that limits the effects of the active function to secure the maintenance of the objectives implicit in the purpose.

Equilibrating element
It is the synonym of the homeostatic element. (See complementariness)

Essential concept
It is the "deepest" concept that structures a particular unified field. It is the structure of information that regulates the most essential behavior of complex systems and defines its long-term evolution.

Ethical intelligence
Ethical intelligence defines the capacity of an individual to add value, to influence the environment, to manage time, to focus and to plan actions. It establishes the true intentions of individuals.

Ethics
Rules of behavior for individuals, groups, institutions and cultures. Ethics has a functional structure, a dominant moral and is sustained by an ideology.

Evolution stages
Stages that describe the evolution cycle of a situation in which ontogenesis and phylogenesis are redundant.

Evolution
It is the ascendant cycle measured in terms of the improvement of species.

Expansion
A situation in which growth and life-instinct prevails.

Expansive function
It is the function that impulses the expansion of a simple or complex system beyond the limits of its unified field.

Extrinsic concepts
They are the concepts given by humans to elements, actions, ideas, facts or objects. They are described by their structural functionality and at the same time define it.

Fallacy
False perceptions built upon a logical structure. When individuals' beliefs and needs prevail when making a judgment, fallacies are unavoidable.

Falsification
It is a process that seeks to prove that a hypothesis is false. When something cannot be proven to be false it is considered not-false. In common language it is called to be true.

Foundation
It is an argument that contains reasonable, comprehensive, and verifiable information.

Freedom
It is an internal structure that allows individuals to adapt to changing realities in a responsible way.

Functional concepts
They are the drivers of the behavior of living beings with real or virtual life. They describe the functional structure of complex systems.

Functional structure
The functional structure describes the structural relations within a simple or complex system. The functional structure of a complex system is given by the conceptual structure that regulates its evolution.

Functionality zone
It is the description of an intrinsic concepts' functioning.

Fundamentals
Fundamentals are the entities that integrate a unicist ontological structure and provide its functionality. Fundamentals define the purpose, the active function or the energy conservation function of a unicist ontological structure.

Fundamental technology
The unicist fundamental technology is ontology based and object driven to transform the knowledge of the unicist ontology, ontogenetic map and ontogenetic algorithm of an adaptive system into object driven actions to produce predefined results. It integrates technical analytical aspects with fundamental analytics.

Gravitational forces
They are the external forces that influence the evolution of a unified field.

Homeostatic value
It is the adverbial function of a concept. It limits the action of the antithetic value avoiding the modification or mutation of the concept (See complementariness).

Homologous
Two elements are homologous when they have the same essential characteristic. A whale and a dog are homologous, in the sense that they are both mammals.

Human adaptive system
These systems are human driven systems that have open boundaries, have a double dialectical behavior and are integrated by interdependent objects and processes.

Hygienic
It is an element necessary for a situation but which has no added value.

Idea
It is an intellectual structure of a reality. It is functional to the approaching of concepts for individuals with dominant analytical thought.

Instability zone
It is the place where the functional structure of a concept destabilizes. There are two instability zones:

a) The situation in which the lack of energy produces the loss of functionality or credibility.

b) The utopia point. It is the absolute point where reality vanishes.

Integrative thinking
It is an Intellectual approach to reality based on the conjunction "and". It does not consider the disjunction "or".

Intrinsic concept
It is the regulator of a complex system, whether it has real or virtual life.

It defines the functionality of the complex system and does not depend on the perception of the observer.

Intrinsic
It is an internal functionality of a given reality whose existence is not conditioned by others' perception.

Involution
It is a degradation cycle of a reality in terms of the evolution of species.

Life style
It describes the adaptation of an individual to cultural mandates. His adaptive behavior involves the cultural values, the archetype and the dominant strategic style.

Maximal strategy
The maximal strategy is the one depending on the environment. In this case the influence of a person, group or institution is insufficient to assure the result of a "strategic action".

Minimum strategy
In this case, the result of a strategic action depends on the individual, group or institution exerting this influence.

Moral
It is a conceptual structure that aims to satisfy the needs of a culture, the necessity of transcendence and the needs of individuals.

Myth
It is an adverbial function that limits the action of individuals within cultures to assure the purpose of the evolution of species.

Object
An element containing a concept, a purpose to be achieved and a quality assurance function.

Objects library
A structure that contains objects designed to be used in simple or complex systems. Cognitive objects organize the objects library when a system is complex.

Ontogenetic algorithm
The ontogenetic algorithms describe the steps of the use of the fundamentals of a specific reality in order to generate a predefined result.

Ontogenetic map
Ontogenetic maps define the structure of fundamentals that define the nature of an entity working as an object.

Ontointelligence
It determines the individual's capacity to apprehend the underlying concept in a complex situation. It includes ethical intelligence, strategic intelligence and the type of thought.

Operational concept
It integrates two of the elements of a concept: it integrates the action (verbal function) within the limits of the adverbial function. The purpose of the concept is considered as given.

Opinion
It is a judgment of something. The opinion is basically subjective. When it is grounded it is called a foundation.

Over-contraction
It is a situation in which destruction is challenged. It produces the implosion of the system.

Over-expansion
It is a situation in which destruction is challenged. It produces the explosion of the system.

Paradoxical functionality
A functionality that achieves opposite results from what apparently is seeking to achieve.

Preconcepts
Individuals' stratified conceptual structure, based on former experiences, created to avoid personal risks. They are a natural approach to reality based on automatisms.

Procedure
In functional terms, it is the active part of the conceptual structure.

Purpose
It is the final objective of a concept. It is the substantive function of a given reality.

Reflection
It is a process to apprehend a given reality that begins with a projection of an individual's opinions. Having solved the conflict of the projections, reality has to be introjected. It comes to an end when the internal and the external reality are homologous. This approach occurs within the unified field of an actual action.

Security
It is the need of human beings to attain an internal structure to avoid chaos or depression.

Social capital
It is the system of relations that defines the synergy of a group or culture. The strength of relations, when seeking for an objective, defines social capital.

Stagnant survivors
Stagnant Survivors are individuals whose goal is to appropriate value having the necessary justifications and power to do so.

Strategic stereotype
It is the name given to a stratified strategic style. In this case, a person loses its ability to adapt to reality, feels its survival threatened and seeks to obtain benefits from the environment.

Strategic style
It describes the way a person influences the environment and the way he manages the influence of the environment.

Strategic thinking
It is a intellectual approach to influence complex realities

Structure of a concept
From a logical point of view, the structure of a concept is given by its central value, its antithetic value and its homeostatic value.

From a semantic point of view, the structure is given by a substantive function, a verbal function and an adverbial function.

From a functional point of view, the structure is given by a purpose, a procedure and an action guide.

From a social point of view, the structure is given by a taboo objective, an utopical function and a mythical structure.

Structure of functional concepts
It is the structure of drivers regulating the evolution of a complex system.

Sub-concept
It is a complex sub-system within a complex system.

Subsistence
It is the description of a situation in which individuals, institutions or cultures have a security framework to assure their survival.

Substantive function
From a semantic point of view, it is the function that defines the purpose of a concept.

Supplementarity
It is a relation between elements with redundant purposes and verbal functions, having a different homeostatic element. One of the elements has a superior "myth" that challenges the evolution of reality.

Survival
It is a situation in which the individual perceives his life is being threatened. It can be real or not.

Taboo
It is a socially unacceptable situation. Accepting taboos implies generating chaos.

Taxonomy
It defines the elements included in the unified field of a specific reality, their categories, functionalities and relationships.

True
It is the situation in which the functional reality and its perception merge. From a transcendental point of view truth represents the absolute. The absolute implies the existence of the conjunction "and" with absence of the disjunction "or".

Type of thought
It describes the structure of the mental process to approach reality. There are four types of thought to approach reality: the operational, the analytic, the scientific and the conceptual.

Typology
It defines a particular characteristic of the collective unconsciousness of a culture, segment or individual, based on their ultimate purposes.

Unicist
It is an operational, scientific and philosophic approach to reality. It considers reality as a concept driven unified field.

Unicist anthropology
Unicist Anthropology is the approach to human behavior and the structural analysis of individuals' deeds in order to forecast their evolution.

Unicist dialectic
It is the description of human double dialectics. On one hand, there is the dialect of the central value and the antithetic value. And on the other hand, there is the dialectic of the central value and the homeostatic value. Instantly, both relations integrate themselves to achieve the purpose of the central value.

Unicist logic
A logical structure based on the conjunction "and" to apprehend complex realities. It excludes the disjunction "or".

Unicist ontological segmentation
It integrates the hard, functional, psychological, conceptual and lifestyle segmentation. It allows defining micro-segments in order to develop value propositions with critical mass.

Unicist ontology
It describes the concept (nature) of a given reality considering its functional unique structure. Although the ontology of a given reality is unique the perceptions within the structure might be multiple. These multiple perceptions define the credibility zone of the concept.

Unicist Standard
The Unicist Standard defines the ontogenetic maps that have to be followed in an adaptive system in order to structure it and achieve the results that have been defined as possible.

Unified field
It is a specific portion of a reality to be influenced that works as an open system and requires the definition of arbitrary limits to make it functional.

Utopia
It is an idea that seeks to improve a situation (a no-place en terms of its etymology).

Utopia point
It is the condition of a reality when it turns out to be absolute. On the utopia point reality ceases to exist.

Verbal function
From a semantic point of view, it is the function that defines the actions and establishes the utopias of a concept.

Vital functionality
It defines the final purpose of living beings.

Vocation
It is the identity of an individual to fulfill his life plan consciously.

About the Author

Peter Belohlavek was born on April 13, 1944 in Zilina, Slovakia. He is the creator of the Unicist Approach and the author of The Unicist Theory of Evolution.

He can only be defined by his work. That is why this brief is basically the description of his work beginning with the breakthroughs he introduced in sciences. His complexity science approach produced transversal consequences in all the sciences that deal with adaptive systems.

Scientific applications of the Unicist Theory of Evolution

In Scientific Research - 1980: Development of a unicist ontological methodology for complex systems research, substituting the systemic approach to research adaptive systems.

In Life Sciences - 1988: Discovery of the functional structure that regulates evolution and the unicist ontological structure of living beings as a unified field. **2006**: Discovery of the unicist ontological algorithm of evolution and involution. **2008:** Discovery of the two types of integration, complementation and supplementation, of elements in complex adaptive systems. **2012:** Discovery of the unicist ontology of biological entities. **2013:** Confirmation of the unicist ontology of viruses.

In Complexity Sciences - 1998: Development of the unicist ontology emulating the ontogenetic intelligence of nature. **2003:** Discovery of the anti-concepts that work as antimatter. **2006:** Development of objects to manage human adaptive systems emulating the structure of nature. **2011:** Discovery of the unicist ontology of complex adaptive systems.

In Information Sciences – 2002: Development of unicist ontogenetic based ontologies replacing the empirically structured ontologies.

In Future Research and Strategy - 1984: Modeling of the ontological structures that allow inferring the evolution developing the ontogenetic maps of human adaptive systems.

In Logic - 1986: Development and formalization of the integrative and the unicist logic. **2013:** Functionality of Dualistic Logic in complex environments. **2013:** Discovery of the structure of aprioristic fallacies.

In Anthropology - 1986: Discovery of the "invariables" of human behavior. **1997:** Discovery of the double dialectical behavior. **2008**: Discovery of the anthropological lifestyles. **2010:** Discovery of the institutional and social viruses. **2012:** Discovery of the integration of ontogeny and phylogeny. **2012:** Discovery of the stagnant survivors' role in societies. **2012:** Discovery of the unicist ontological structure of aptitudes, attitudes and intentions. **2013:** Development of the unicist ontology of cultural adaptiveness & over-adaptiveness.

In Economic Science - 1989: Discovery of the unicist ontological structure of Economics. **1998:** Discovery of the unicist ontological algorithm of the price elasticity of demand. **2004:** Discovery of the ontogenetic structure of economic models and their functionality. **2011:** Discovery of the ontology of currency and inflation. **2012:** Discovery of the ontology of the industrialization level. **2012:** Discovery of the unicist ontology of the overcoming of scarcity. **2012:** Pricing of Futures and Options. **2012:** Discovery of the unicist ontology of speculative manipulation.

In Political Science - 1990: Development of the ontological algorithm and the ontogenesis and phylogeny of ideologies and their functionality. **2013:** Development of the unicist ontology of Social, Economic and Political Democracy.

In Social Sciences - 1993: Discovery of the collective unconscious and the unicist archetypes of cultures. **2012:** Discovery of the role of stagnant survivor elites in the stagnation of segments or cultures.

In Linguistics – 2004: Discovery of the unicist ontological algorithms of natural, ambiguous and figurative languages and the unicist ontology of words.

In Mathematics - 1996: Development of the conceptual basis of interdependent, dependent and independent variables.

In Philosophy - 1994: Development of the unicist ontology integrating philosophy, science and action in a unified field. **1997:** Refutation of Hegel's and Marx's dialectics and the formulation of the laws of the double dialectics.

In History - 2000: Development of a historical analysis methodology based on the unicist double dialectics.

In Cognitive Science - 2001: Development of a methodology to construct knowledge with existing information through an integrative logic. **2002:** Development of the unicist reflection methodology to deal with the nature of reality. **2006**: Discovery of the object driven organization of mental processes and the development of cognitive objects. **2008:** Development of the ontological algorithms of fundamental analysis. **2013:** Development of the unicist ontology of erudition and wisdom (observers vs. participants).

In Education - 1979: Discovery of the ontogenetic algorithms of learning which has given scientific sustainability, amongst others, to Piaget.

In Psychology - 1984: Discovery of human ontointelligence to deal with adaptive systems. **2003:** Discovery of the unicist ontological structure of fallacies, the functionality of anti-intelligence and anti-intuition. **2004:** Discovery of the double dialectical thinking process. **2005:** Discovery of the unicist ontology and evolution laws of human essential complexes. **2011:** Discovery of the ontology of conscious behavior. **2012:** Discovery of the ontology of complementation of thinking processes. **2012:** Discovery of the unicist ontology of psychopathy.

In Semiology - 2012: Discovery of the unicist ontology of semiosis as a complex adaptive system.

He is the founder of The Unicist Research Institute (TURI), a global research organization specialized in complexity sciences focused on the research of the evolution of complex adaptive systems.

TURI has a business arm, the Unicist Confederation, which provides ontology based and object driven technologies for businesses, and an academic arm, The Unicist Corporate University, which develops business residencies to learn to manage diagnoses, strategies, scenario building and business modeling.

The trigger for his turning point

In 1975, being an executive at Siemens, he was kidnapped by the leftist guerrilla. After the kidnapping, he was pursued by rightist military forces because of being a possible freedom-fighter. These extreme experiences changed the goals of his life forever and drove him to develop works that allowed dealing with the complexity of human adaptive systems.

His works

He is the creator and developer of The Unicist Theory, which is based upon his discovery of the Ontogenetic Intelligence of Nature. Both, his discovery and models are the basis of natural laws to explain evolution.

His basic background is in Economic Sciences. He developed research and studies in the fields of Management, Anthropology, Economy, Education, Epistemology, Psychology, Sociology and Life Sciences. He dedicated his life to the research in complexity sciences, focused on the research of evolution in the fields of Human Behavior, Economy, Social Behavior and Management.

His work includes universal matters such us the Ontology of Evolution, The Ontogenetic Intelligence of Nature, the Structure of Concepts, the Laws of Evolution, the Structure of Logical Thinking and the structure of Ethical Intelligence. Until July 2012, he has developed more than 4,400 researches.

Peter Belohlavek's research works include: Basic Research, Conceptual Developments, Scientific Developments, and Development of Cultural Archetypes. The work included the development of a standard. The Unicist Standard developed defined the structure of procedures and norms to manage the unicist ontological methods.

Main companies that participated in the research

The main companies that participated in the research, development and became users of the Unicist Object Driven Business Technologies are:

ABB, A. G. Mc. Kee & Co., American Express, Apple Computers, Autolatina (Ford-Volkswagen), BankBoston, BASF, Bayer, Brahma, Ciba Geigy, Cigna, Citibank, Coca Cola, Colgate Palmolive, Deutsche Bank, Diners Club, Federación Patronal de Cafeteros de Colombia, Glasurit, Hewlett Packard, IBM, ING, Johnson & Son, Lloyd´s Bank, Massey Ferguson, Merck, Monsanto, Parexel, Pirelli, Renault, Sandoz, Shell, Sisa (Citicorp), Telefónica, TGS, Worthington, Xerox, YPF (Repsol).

Globalization & Main cultural archetypes of countries

The unicist ontological approach to globalization is synthesized in Peter Belohlavek's research works and publications and in the development of his global activities since 1964:

Unicist Country Future Research - The Power of Nations - Unicist Anthropology - Unicist Country Archetypes - The Nature of Diplomatic Power - The Nature of Dissuasion Power - The Nature of Economic Power - The Nature of Ideologies - The Nature of Social Pow-

er Globalization: The New Tower of Babel? - Fundamentalism: The Ethic of Survivors.

Main archetypes

Argentina, Australia, Belgium, Brazil, Canada Chile, China, Colombia, Costa Rica, England, Finland, France, Germany, Holland, India, Israel, Korean Republic, Mexico, New Zealand, Italy, Japan, Norway, Peru, Poland, Russia, Saudi Arabia, Slovakia, Spain, Sweden, Switzerland, Uruguay, USA, Venezuela.

Researches in the field of social behavior

Abstracts of the main discoveries in social behavior:

• The Unicist Ontology of the Collective Unconscious • The Unicist Ontology of Democracy • The Unicist Ontology of Economic Behavior • The Unicist Ontology of Economic Growth • The Unicist Ontology of Fundamentalism • The Unicist Ontology of Fundamentalists • The Unicist Ontology of Historical Evolution • The Unicist Ontology of Ideologies • The Unicist Ontology of Lifestyles • The Unicist Ontology of the State-Nation • The Unicist approach to Scenario Building • The Unicist Ontology of a Country's Social Scenario • The Unicist Ontology of a Country's Economic Scenario • The Unicist Ontology of a Country's Political Scenario • The Unicist Ontology of Expansive and Contractive State Actions • Unicist Ontological drivers of the Evolution of Countries • The Unicist Ontology of the Operational Power of Nations • The Unicist Ontology of countries' cultural change • Unicist Anthropology • The Unicist Ontology of Globalization and Sustainable Development • The Unicist Ontology of the Social Power of Nations • The Unicist Ontology of the Unicist Anthropology • The Unicist Ontology of Social Myths • The Unicist Ontology of the Power of Diplomacy • The Unicist Ontology of the Dissuasion Power of Nations • The Unicist Ontology of Countries' Archetypes • The Uni-

cist Ontology of the Power of Nations • The Unicist Ontology of Social and Individual Ideologies.

Researches in the field of institutions and businesses

Abstracts on the main discoveries in the field of businesses and institutions:

• The Unicist Ontogenetic Algorithm • The Ontology of Institutions • The Ontology of Enterprises • The Ontology of Entrepreneurs • The Taxonomy of Organizational Design • The Unicist Design Methodology: Unicist XD • The Unicist Ontology of Intellectual Capital • The Building of Human Capital: an ontological approach • The Unicist Ontology of Marketing Mix • The Unicist Ontology of Family Businesses • The Unicist Ontology of Object Driven Value Generation • The Unicist Ontology of Cognitive Objects • Unicist Ontology of In-Company Corporate Universities • The Unicist Ontology of Objects • The Unicist Ontology of Functional Objects • The Unicist Ontology of Operational Objects • The Unicist Ontology of Systemic Objects • The Unicist Ontology of Adaptive Systems for Work • The Unicist Ontology of Business Hackers • The Unicist Ontology of Business Process Modeling • The Unicist Ontology of Business Viruses • The Unicist Ontology of Diagnoses • The Unicist Ontology of the Factor Zero • The Unicist Ontology of Quality Assurance • The Unicist Ontology of a Commercial Catalyst • The Unicist Ontology of Functional Segmentation • The Unicist Ontology of Market Segmentation • The Unicist Ontology of Natural Organization • The Unicist Ontology of Human Process Catalysts • The Unicist Ontology of Client Centered Management • The Unicist Ontology of Innovation • The Unicist Ontology of Insourcing • The Unicist Ontology of Outsourcing • The Unicist Ontology of Research • The Unicist Ontology of Economic Growth • The Unicist Ontology of Business Synergy • The Unicist Ontology of Object Driven Management • The Unicist Ontology of the Object Driven Organization • The Unicist Ontology of Business Objects Design • The Unicist Ontology of Or-

ganizational Design • The Unicist Ontology of the Organizational Immune System • The Unicist Ontology of Proactive Responsibility • Ontological reverse engineering approach • The Unicist Ontology of Social Viruses at Work • The Unicist Standard for Business Objects Design.

Researches in the field of individual behavior

Abstracts of the main discoveries in individual behavior:

• The Unicist Ontology of Ontointelligence • The Unicist Ontology of Fallacies • The Unicist Ontology of the Ethical Intelligence • The Unicist Ontology of Anti-intelligence • The Unicist Ontology of Research • Innovation Blindness • Unicist Thinking: the Double Dialectical Thinking • The Discovery of the Relation between Complexity Management and Human Fears • The Unicist Ontology of Universal Strategy • The Unicist Ontology of the Adults' Learning Context • The Unicist Ontology of Language • The Unicist Ontology of the Use of Words in the Building of Minimum and Maximal Strategies • The Unicist Ontology of Stagnant Survivors • The Unicist Ontology of Human Essential Complexes • The Unicist Ontology of Oedipus Complex and the Evolution of Species • The Unicist Ontology of Ambiguous Language • The Unicist Ontology of Languages as Reasoning Structures • The Unicist Ontology of Anti-intuition • The Unicist Ontology of Human Learning • The Unicist Taxonomy of Complex Problem Solving • The Ontogenesis of Ethical Intelligence • The Unicist Ontology of Innovation • The basics of Learning New Skills to Solve Complex Problems • The Unicist Ontology of Superiority Complexes • The Unicist Ontology of Fundamental and Technical Analysis • The Unicist Ontology of Time Management and Time Drivers • The Unicist Ontology of Decision Making • The Unicist Ontology of Leadership • The Unicist Ontology of Messages • The Unicist Ontology of Perception Fallacies • The Unicist Ontology of Reading the Nature of Reality • The Unicist Ontology of Reflec-

tion • The Unicist Ontology of Words' Functionality • The Unicist Ontology of Ambiguous Perception.

Books published in English

1. Australia's archetype
2. Brazil's archetype
3. Butterfly Companies & their cure
4. Complexity Science: Unicist Research & Design of Human Complex Adaptive Systems
5. Design of complex systems research
6. Development of Consciousness through Action
7. Dualistic Logic vs. Unicist Logic
8. France's archetype
9. Fundamentalism
10. Germany's archetype
11. Globalization: the new tower of Babel?
12. Growth Crisis 2008-2010
13. Influencing Nature
14. Innovation
15. Institutionalization
16. Introduction to the nature of perception and credibility
17. Introduction to the unicist ontology of evolution
18. Introduction to Unicist Business Therapeutics
19. Introduction to Unicist Diagnostics
20. Introduction to Unicist Econometrics
21. Introduction to Unicist Market Segmentation
22. Introduction to Unicist Object Driven Entrepreneuring
23. Introduction to unicist thinking
24. Knowledge, the competitive advantage
25. Mind Traps that hinder personal evolution
26. Natural Organization of Outsourcing and Insourcing
27. Ontointelligence
28. Peopleware: The Integrator of Hardware and Software
29. Real Diagnostics vs. Paradoxical Diagnostics
30. RobotThinking
31. Social Critical Mass in Business
32. Sweden's archetype
33. The Book of Diplomacy
34. The Ethic of Foundations
35. The Nature of Big Change Management
36. The Nature of Democracy

74. Unicist Country Scenario Building: Ontology based Country Scenario Building
75. Unicist Future Research
76. Unicist Logic and its mathematics
77. Unicist Marketing Mix
78. Unicist Marketing: Ontology based and Object driven Marketing
79. Unicist Mechanics & Quantum Mechanics
80. Unicist Mechanics: Business Application
81. Unicist Object Driven Diagnostics
82. Unicist Object Driven Learning
83. Unicist Object Driven Management
84. Unicist Object Driven Marketing
85. Unicist Object Driven Negotiation
86. Unicist Object driven Strategy
87. Unicist Ontogenetic Algorithms to solve business problems
88. Unicist Ontogenetic Intelligence of Nature
89. Unicist Ontology of Evolution For All
90. Unicist Ontology of History: Unicist Methodology for Historical Research
91. Unicist Ontology of Language
92. Unicist Ontology to deal with Adaptive Systems
93. Unicist Organization: Object Driven Design
94. Unicist Organization: Ontology based and Object driven Organization
95. Unicist Organizational Cybernetics
96. Unicist Personalized Education
97. Unicist R&D of Adaptive Systems in Business
98. Unicist Reflection to focus on solutions
99. Unicist Reflection: The path towards strategy
100. Unicist Standard for Adaptive System's Pilot Testing
101. Unicist Standard for Business Benchmarking
102. Unicist Standard for Business Growth
103. Unicist Standard for Business Objects Building
104. Unicist Standard for Critical Mass Building
105. Unicist Standard for Human Adaptive Behavior
106. Unicist Standard for Ontological Business Diagnostics
107. Unicist Standard for Ontological Business Modeling
108. Unicist Standard for Ontological Change Management
109. Unicist Standard for Ontological Leadership
110. Unicist Standard for Ontological Scenario Building
111. Unicist Standard for the Ontological R&D of Adaptive Systems
112. Unicist Standard Language
113. Unicist Standard Language: To design, build and manage Human Adaptive Systems

114.Unicist Standard to deal with the Ontology of Learning
115.Unicist Standard to deal with the Ontology of Personal Evolution
116.Unicist Standard to Manage the Ontology of Businesses
117.Unicist Standard to Research the Ontology of Human Adaptive Systems
118.Unicist Thinking
119.Unicist Negotiation Strategy