Unicist Object Driven Technologies
for Business

Unicist TaaS

Technologies as a Service

The Unicist Technologies as a Service are available for:

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

The Unicist Research Institute
Pioneers in Complexity Science Research since 1976

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

These technologies are provided as a service (TaaS) and the solutions are developed as Outsourced Services and Think Tanks that are integrated with members of the client.

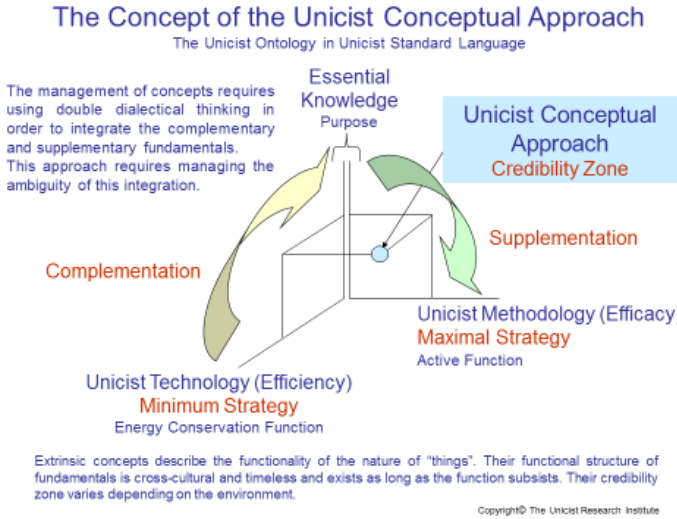
They develop the solutions based on the TaaS provided by The Unicist Research Institute. The IP of the final solution belongs to the client. Here you can access the concept of Technologies as a Service and the list of the main technologies.

Content

The Unicist Conceptual Approach to Businesses

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

This approach is based on integrating the essential knowledge of an activity and the environment, the use of a unicist methodology that sustains the efficacy of the business processes and the development of unicist object driven technologies that allow managing efficiency without losing the capacity to adapt.



The essential knowledge requires managing the concepts that underlie a business and its environment which allows defining the nature of the business. It requires managing the structure of concepts and being able to transform such concepts into actions.

The Unicist Methodology allows building the maximal strategy of the unicist conceptual approach. It sustains the efficacy of actions and

is based on using conceptual methods, having the necessary reliable knowledge and doing the corresponding destructive and non-destructive tests to confirm the functionality of such conceptual methods to expand the boundaries of a business.

The Unicist Technology allows achieving efficiency in businesses which sustains their minimum strategy. The unicist approach to efficiency includes installing a learning capacity in the business systems to make them adaptive to increase the accuracy of the focus of their actions. It also includes the use of an objects driven organization model to increase the level of reliability of the organization, save energy and catalyze the achievement of results.

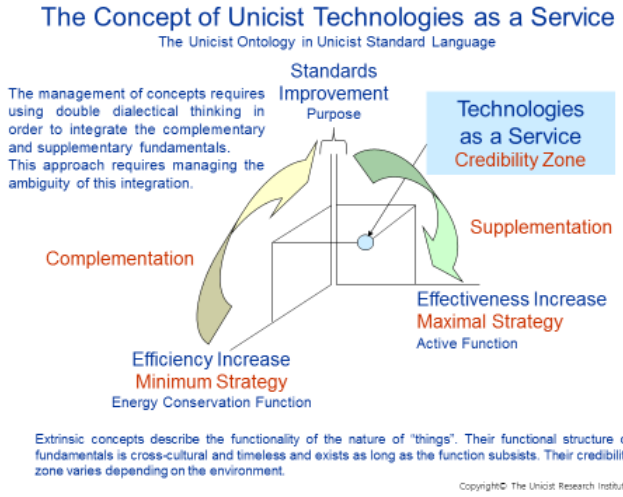
Part 1
Unicist Business Technologies as a Service

Unicist Business Technologies as a Service -TaaS

The concept of technologies as a service was developed to make unicist business technologies accessible to all companies, because there is no need to invest in technologies since they are paid by the results they produce.

Unicist business technologies have been developed to deal with the concepts of businesses emulating the organization of nature. These technologies are based on the management of the fundamentals of business, integrating this knowledge with the technical-analytical knowledge to upgrade and optimize business processes.

The unicist technologies were developed to manage the adaptive aspects of businesses where it is necessary to manage the fundamentals to produce results.

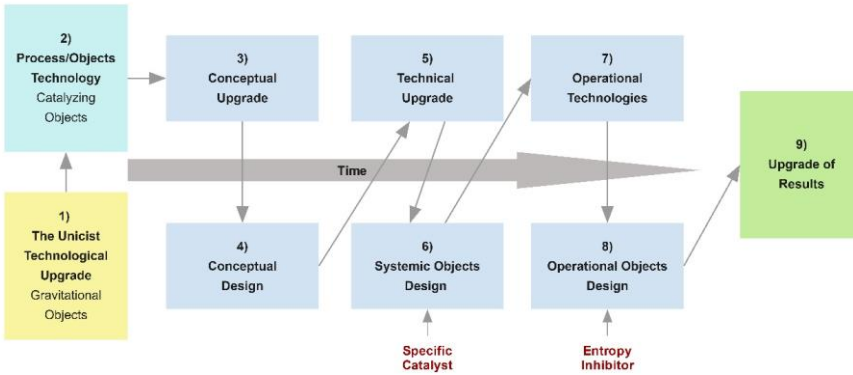


The purpose of TaaS is to improve the standards of an organization in order to expand the business by improving the results. The maximal strategy is given by the increase of the effectiveness of the organization, which requires upgrading the business processes. The minimum

strategy is given by the increase of efficiency, which is based on the optimization of the business processes.

The Conceptual Design of Unicist Technologies as a Service

The structure of the unicist technologies as a service is based on the ontogenetic map of the service itself and its context. The restricted context defines the catalyzing objects to accelerate the process and the wide context defines the gravitational objects that sustain the TaaS.



The structure is defined by:

1) The upgrade of the use of unicist technologies

The unicist technologies expanded the possibilities to deal with the adaptive aspects of businesses. The understanding of the scope of technologies that are available sustains the credibility of the specific technologies that are applied to each case.

2) The process and objects technologies

The object driven organization provided the framework to install objects into processes in order to accelerate them and increase their reli-

ability. The technology to build objects allows developing the objects that are necessary for each function.

3) Conceptual upgrade

The use of the ontogenetic maps of the different functions included in the business processes allows upgrading their effectiveness. The use of the ontogenetic map of the context of these processes is used to ensure their functionality.

4) Conceptual design

The conceptual design technology transforms ontogenetic maps into processes to provide the information that is needed to develop the procedures to provide a structural solution. The conceptual design defines what is possible to be achieved and how to do it.

5) Technical upgrade

The next step is based on the use of the most effective technical tools that are available in the market. The technical upgrade allows empowering the structural solutions provided by the unicist approach. It requires having the necessary technical resources to implement them.

6) Systemic objects design

After the technical tools are defined, it becomes necessary to define the system objects that will be used in the process. These objects are the ones that generate added value. For example, these objects transform segmentation into sales, knowledge into production, etc.

7) Operational technologies

After the systemic objects have been defined, it becomes necessary to define the operational technologies that will be used. These technologies define the operational processes that need to be installed to achieve the objectives.

8) Operational objects design

After the operational processes were defined, it is necessary to define and design the objects that will be used in the operational processes. The operational objects are the ones that deal with the output of the processes in order to generate value for the company.

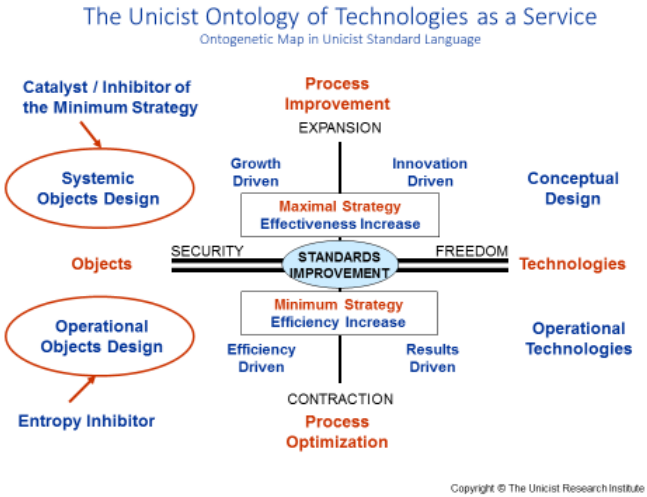
9) Upgrade of results

The final goal to be achieved by the process is to upgrade the quantitative and qualitative results of the company. The qualitative aspects deal with the long-term effects of the results that have been obtained.

The Segments of Unicist Technologies as a Service

The application of these technologies allowed defining the structural segments of their use. These segments are:

1) Results Driven Segment
2) Efficiency Driven Segment
3) Growth Driven Segment
4) Innovation Driven Segment



Results Driven Segment

This segment seeks short-term results to achieve conjunctural objectives. The final goal is to use the operational technologies to achieve objectives that are not being achieved. It uses the operational technologies that are provided without needing to structure them as a system. This segment tends to use the technologies using inhibiting business objects to avoid dysfunctional actions.

Efficiency Driven Segment

The objective of this segment is to increase the efficiency of a system in order to have a reliable environment for the operation. It is based on establishing a system that avoids risks and empowers the control of the actions. It uses the operational objects to ensure processes and save costs. This segment tends towards the use of driving, entropy inhibiting and inhibiting business objects.

Growth Driven Segment

The goal of this segment is to install a technology that upgrades the business processes to expand the boundaries of a function in order to grow. It uses a systemic approach in order to build business processes and it seeks expansion, building a control environment by using systemic objects. This segment tends toward the use of catalyzing, driving, entropy inhibiting and inhibiting business objects.

Innovation Driven Segment

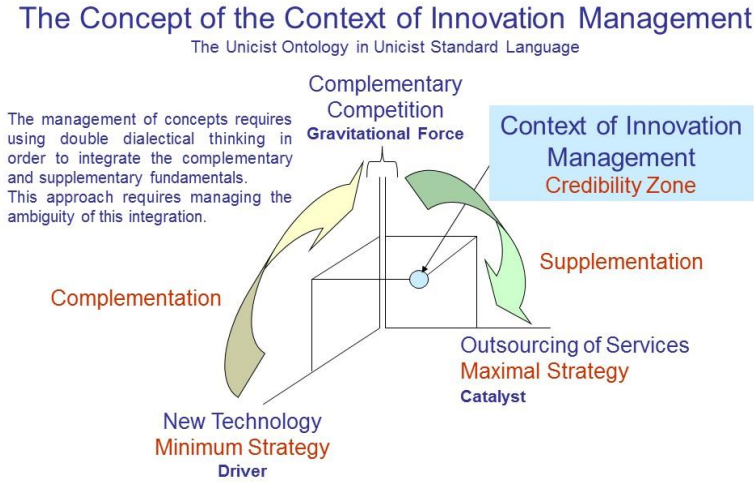
This segment is focused on empowering the adaptiveness of business processes using conceptual technologies to introduce flexibility without losing efficiency. It is focused on growth by the expansion of the boundaries of the activities. It is an effectiveness focused segment that seeks for results in the short and the long run. It uses all types of objects

to build up the business processes including the gravitational, catalyzing, driving and entropy inhibiting and inhibiting business objects.

The Implementation

The implementation of TaaS is based on the use of outsourcing processes that allow sustaining the necessary complementary competition to ensure the installation of new technologies. The apparent paradox is that the complementary competition with the existing technologies is what makes the use of new technologies possible.

The outsourcing of technologies as a service works as a catalyst of the innovation process, which hinders that the innovations become annulled by the establishment. This outsourcing might adopt multiple shapes, which include internal outsourcing within the company, for example by establishing a special operational unit, and external outsourcing. The type of outsourcing depends on the culture of the company.



Innovations through Technologies as a Service

The use of unicist technologies as a service is based on the fact that when a new technology appears it works as a competitor to the existing solutions. The success depends on the acceptance of the actual need of the technology. This competition might assume two different shapes:

a) It is considered as a supplementary competition, which implies that it is considered as being redundant with the existing solutions.

b) It is considered as a complementary competition, which implies that it is considered as being a complement for the existing solutions.

When it is considered as being supplementary, there is no possibility of introducing the technology unless the existing technology generates dysfunctional results. In this case, the people who operate the existing technology feel threatened and their responses are necessarily driven by innovation blindness. This drives to a supplementary competition, which drives to the destruction of any innovation.

New technologies become functional when they are considered as complementary with the existing solutions. This drives to a complementary competition, which drives the organization to “acquire” the new technologies in order to avoid the dependence from an external source. This competition is what makes the introduction of new technologies possible.

Outsourcing

Technologies as a service uses the outsourcing of services, where the new technologies are applied, as the way to introduce the innovation. This outsourcing transforms the complementary competition into a functional driver to introduce the technology.

Any new technology implies a change of processes that requires a change of roles that drives towards a change of habits. This is a process that requires time. The outsourcing process is what gives the organization the necessary time to manage the change of habits.

This outsourcing process is different from the traditional processes where all the operation and costs are transferred to the outsourcee. In this case, the operation remains in the company and what is transferred is the responsibility for defining the processes and objects that are used.

Think Tanks

The strategy to define the outsourcing process and the monitoring of the TaaS are defined by think tanks. The think tanks begin by defining the conceptual design of the process, which is agreed with the company in order to ensure the possibility of achieving the necessary results.

After the conceptual design has been agreed they define the strategy, the business processes and the business objects that will be used.

These think tanks are integrated with members of the companies in order to accelerate the learning process of the new technologies. Nevertheless, the responsibility for the definition of the operational aspects of the think tanks remains with the technology provider.

The company has the “veto right” for all the decisions of the think tanks. This “veto right” is exerted by executives who do not participate in the think tanks but approve their resolutions.

Unicist Coaching

The coaching services provide the necessary conceptual knowledge that allows managing the fundamentals of the technologies to ensure the achievement of the business goals that have been established.

The unicist business coaches provide the necessary support by using the Conceptual Design System to guide the coachees in the process of using the technologies and managing the necessary business objects to achieve the planned results.

Main Unicist Business Technologies as a Service (TaaS)

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

These technologies are provided as a service (TaaS) and the solutions are developed by the clients or by Think Tanks that are integrated with members of the client.

They develop the solutions based on the TaaS provided by The Unicist Research Institute. They work as prototypers that allow building prototypes that end up in a final solution.

The IP of the final solution belongs to the client. Here you can access a list of the core technologies (in alphabetical order).

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

Management & Business Architecture

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

- **Object Driven Organization**
  It is the organization model that emulates the organization of nature by installing objects in the business processes to catalyze their functionality and save energy.

- **Object Driven Continuous Improvement**
  Unicist continuous improvement is based on organizing by business objects and improving the objects that are installed in the processes in order to maximize results and minimize change resistance.

- **Unicist Business Objects Building**
  This technology allows building business objects as adaptive systems like operational, functional, systemic or cognitive objects to drive, catalyze or inhibit business processes.

- **Unicist Business Process Design**
  This technology uses an action-reflection-action process to define the concepts of the process, and the destructive and non-destructive tests to confirm their functionality. It includes the use of the unicist extreme design methodology.

- **Adaptive Business Architecture**
  This technology provides the tools and methods to transform business strategies into object driven architectures and business processes.

- **Family Business Organization**
  This technology provides the framework to develop expansive family business organizations increasing the value generation and reducing costs.

- **Functional Role Design**
  Human roles work as objects inserted in the businesses processes. This technology provides the fundamentals that allow building functional roles in businesses.

- **Patient Centered Management**
  It is an object driven organization model that simplifies and empowers the patient centricity of healthcare organizations to improve their quality of services.

- **Personalized Organization**
  This technology has been developed to organize the efficacy and efficiency of roles, workstations and business processes. It includes the technology for workstation and role design.

- **Unicist Adaptive Project Management**
  This technology allows managing complex projects which require having plans A, B, C and D in order to ensure the results to be produced.

- **Unicist Scorecard**
  This is a performance management technology that allows measuring the fundamentals included in the concepts of each function in order to improve the results produced.

Marketing & Market Segmentation

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

- **Object Driven Marketing**
  This technology emulates the nature of buying processes by using the necessary objects to influence buyers according to the stage of the process they are in.

- **Commercial Objects Building**
  These objects are built to foster the buying of an idea, a service or a product. They are integrated in adaptive automation processes or in handcrafted processes.

- **Pilot Testing Technology**
  It uses “Japanese Parks” to establish the starting point of processes, destructive tests to confirm the limits of a hypothetical knowledge and non-destructive tests to validate the functionality of actions after the limits were defined.

- **Unicist Market Lab**
  The Unicist Market Lab is a technology that integrates conceptual analysis, market segmentation and profile building, with pilot markets to confirm the validity of commercial processes or to build new commercial solutions.

- **Adaptive CRM for B2B Markets**
  It includes adaptive interfaces to manage the relationship building process for new customers and the existing client base in order to empower the value adding process based on the use of business profiles.

- **Adaptive CRM for B2C Markets**
  It is based on the use of unicist segmentation and customer profiles, establishing adaptive automated processes to drive and catalyze buying processes.

- **Global/Local Virtual Marketplaces**
  This unicist technology provides the fundamentals, processes and objects to develop virtual marketplaces both for B2B and B2C businesses according to the fundamental structures of the specific markets.

- **Institutional Distribution**
  This technology was designed to develop institutional distribution channels where the members of the distribution channel are part of the organization like business confederations and institutional franchises.

- **Semantic Objects Building**
  These semantic objects have been developed to deal with innovation marketing where the market needs to acquire a new knowledge before a value proposition can be made.

- **Semiotic Objects Building**
  These semiotic objects were designed to guide processes. They are used both in organizational and commercial processes.

- **Social/Business Critical Mass Building**
  This technology allows the development of maximal strategies in businesses. In all these cases, in which it is necessary to go beyond the present boundaries of the business, there is a need to have a critical mass to influence the environment.

- **Subliminal Communication Building**
  This technology gives access to the building of functional, non-manipulative, subliminal communication to sustain the commercial aspects that tend to be denied. It is a basic condition for installing commercial catalysts.

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

Information Technology

- **Automation & Adaptive Business Robots**
  These robots allow managing adaptive automation processes in order to transform operational or administrative systems into adaptive systems or build adaptive automated processes.

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

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

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

Innovation & Change Management

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

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

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

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

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

People Management – Human Resources

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

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

- **Object Driven Knowledge Management**
  This technology allows building a knowledge objects base that structures the existing knowledge of a company and allows acquiring new knowledge while avoiding its loss.

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

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

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

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

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

Business Strategy

- **Country Future Scenario Building**
  This technology provides the fundamentals to build future scenarios in order to better adapt the businesses to the environment.

- **Fundamental Analysis for Banks**
  This technology provides a logical approach to the fundamentals of businesses that allow diagnosing and forecasting their evolution and managing risks.

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

- **Object Driven Diagnostics**
  Unicist business diagnostics analyzes the functionality of the fundamentals of business processes to define what is possible

to be achieved and build reliable diagnoses by integrating fundamental analysis with technical analysis.

- **Object Driven Negotiation**
  It is based on using unicist objects to drive and catalyze negotiation processes, minimizing the conflicts and optimizing the results. This negotiation technology has been developed for value adding negotiations.

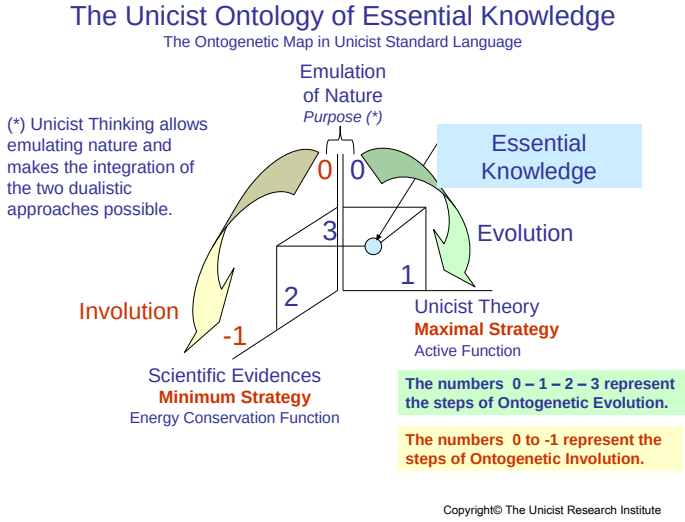
- **Pilot Testing Technology**
  It uses “Japanese Parks” to establish the starting point of processes, destructive tests to confirm the limits of a hypothetical knowledge and non-destructive tests to validate the functionality of actions after the limits were defined.

Part 2
Unicist Object Driven Technologies

About the Unicist Conceptual Approach

The unicist conceptual approach allowed transforming the essential knowledge of businesses into reasonable, understandable and provable knowledge. This is a scientific approach to organizational behavior and business processes in order to manage them based on the knowledge of their fundamentals and the technical (systemic) knowledge.

The discovery of the ontogenetic intelligence of nature made the emulation of nature possible. It allowed managing the dynamics of businesses as adaptive systems.



The unicist conceptual approach is driven by the emulation of nature. This implies a structural approach to businesses responding to their nature. The concepts of businesses define their fundamentals which drive their actions.

The Unicist Theory provided the framework to deal with complex adaptive systems. It is based on a unicist ontological approach that

describes the nature of adaptive systems based on the unicist ontology that emulates the ontogenetic intelligence of nature.

The knowledge that is produced using the unicist theory is reliable due to the integration of fundamental knowledge and technical-analytical knowledge and the use of destructive and non-destructive tests.

The evidences of the Unicist Theory sustain the validity of the theory. This theory is applicable to all those adaptive environments and entities in which it is possible to confirm the validity of the knowledge of their essential structures.

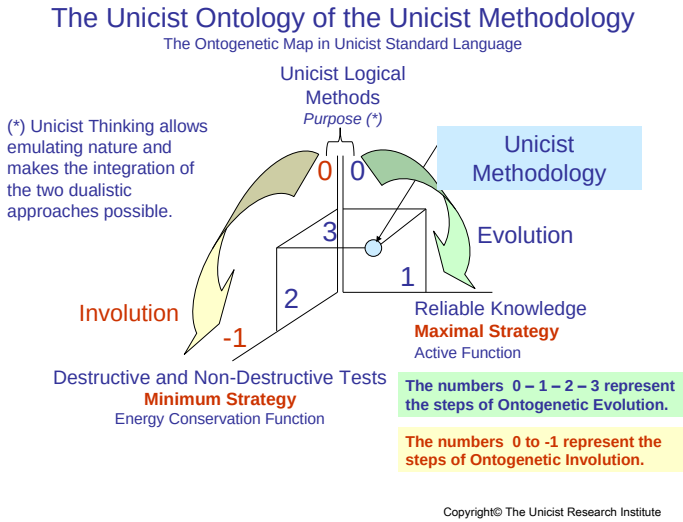
The use of the unicist conceptual approach to businesses allows going beyond empiricism and utilizing on the one hand, a logical methodology to develop maximal strategies and, on the other hand, object driven technologies to manage minimum strategies.

About the Unicist Methodology

The unicist methodology is based on the use of logical methods that are defined by the ontogenetic maps of the business functions. These ontogenetic maps define the fundamentals of these functions and the steps for their construction and integration.

The construction of business solutions using the unicist methodology requires beginning with the development of maximal strategies, which allow expanding the boundaries of the functionality, and completing the construction with the building of minimum strategies, which sustain the “survival” of the functions.

This methodology is based on having the necessary reliable knowledge that allows building these solutions. Reliable knowledge is defined by the integration of technical-analytical knowledge (systemic) and the knowledge of the fundamentals (conceptual).



The use of destructive and non-destructive tests is the way to confirm the functionality of the knowledge and sustain the logical method to build solutions.

The destructive tests provide the limits of the functionality of a specific knowledge while the non-destructive tests define the validity of this knowledge in order to structure solutions.

The destructive and non-destructive tests are the catalyst of the unicist logical approach to business.

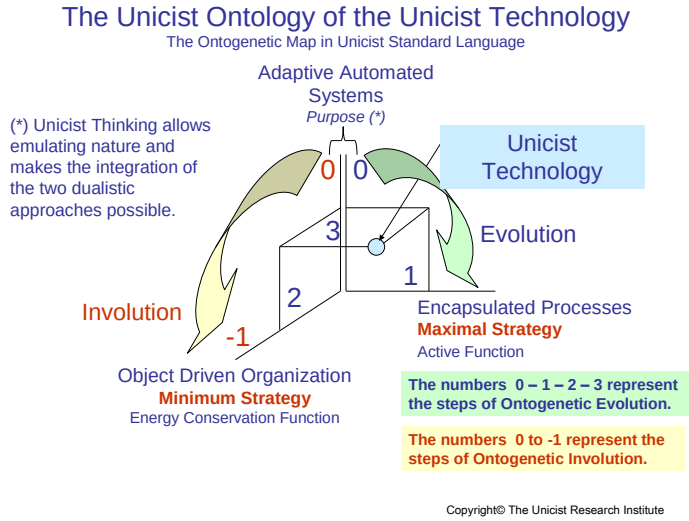
But it needs to be considered that while the existence of these tests accelerates the development of solutions that emulate the organization of nature, their inexistence inhibits the development of such solutions.

The logical methods define the steps that need to be followed, the functionalities of each entity that is being organized and the thresholds that need to be achieved by each function.

About the Unicist Technologies

Unicist technologies are provided as adaptive automated systems based on encapsulated business processes and the use of object driven organization. These technologies provide the system that sustains the efficiency of businesses in adaptive environments.

These technologies transform the conceptual methods into systems in order to simplify the processes following the nature of each function.



The processes that are encapsulated are built and tested using the necessary destructive and non-destructive tests in order to become fully reliable. They include a quality assurance entity that allows confirming their functionality and the necessary alternative actions when the changes in the environment exceed the possibilities of their adaptiveness.

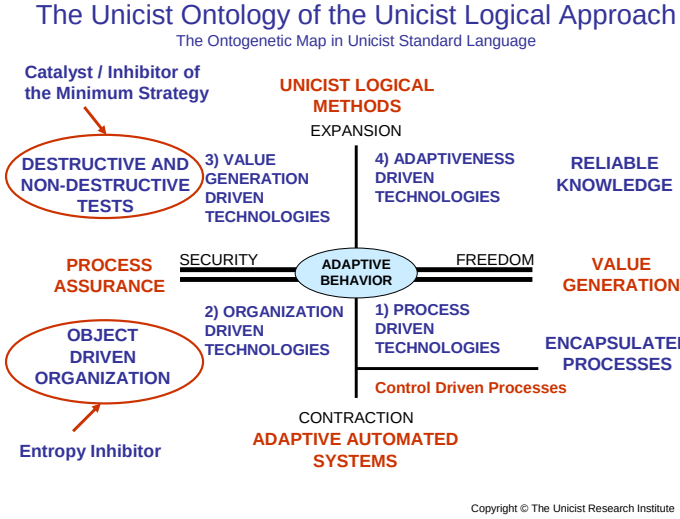
The use of the Object driven Organization sustains the functionality of the adaptive automated systems. It requires using all the types of objects to sustain the process:

1) Gravitational objects
2) Catalyzing objects
3) Entropy inhibiting objects
4) Driving objects
5) Inhibiting objects

Multiple objects were developed to be included as part of the unicist technologies. (see Part 3)

Levels of the Unicist Technologies

The level of adaptive technologies used in a business defines its level of adaptiveness and its capacity to grow. The higher the level of adaptiveness, the higher the capacity to grow and to generate profits in an environment.



Five levels of unicist technologies for businesses have been defined:

0) Control driven processes
1) Process driven technologies

2) Organization driven technologies
3) Value generation driven technologies
4) Adaptiveness driven technologies

Level 0) Control driven processes

Control driven logical approaches are based on the establishment of business processes that follow the needs of the goals to be achieved but are not based on the nature of the processes or the environment.

This approach ensures the results based on controlling processes and incentives. It does not allow developing maximal and minimum strategies and is based on a hierarchical business architecture.

Level 1) Process driven technologies

This is actually the first level of unicist logical technologies for business. It requires organizing processes based on their concepts, which allows encapsulating such processes while sustaining their adaptiveness.

Process driven logical approaches are based on the use of the unicist scorecard to measure the results of each process in order to confirm its functionality.

The adaptiveness of these technologies is focused on the functionality of individual processes.

Level 2) Organization driven technologies

This level includes the preceding level. It is based on the use of the unicist objects driven organization model which includes unicist objects of any kind and the organization of roles in order to define the responsibilities to achieve results.

It includes the use of the unicist scorecard to measure the functionality of the roles included in the organization. This level of technology allows short-term planning.

The adaptiveness of these technologies is focused on the functionality of the roles of an organization.

Level 3) Value generation driven technologies

This level includes the preceding level. It is focused on the generation of value based on the strict use of destructive and non destructive tests and the use of a continuous improvement technology.

This level of technology manages the dynamics of the processes based on the functionality of the concepts of the business and not only of the processes or roles.

The unicist scorecard measures the functionality of the business including customers / clients, shareholders and stakeholders. This level of technology allows middle-term planning.

The adaptiveness of these technologies is focused on the value generation of an organization.

Level 4) Adaptiveness driven technologies

This level includes the preceding level. It is based on a dynamic approach to the environment and the use of the fundamental and technical knowledge to improve the adaptive aspects of the processes and the use of the logical methods to empower their adaptiveness.

Adaptiveness is driven by a continuous learning process of the organization which requires having adaptive automated systems.

As adaptiveness improves the focus of actions, these organizations have a significant capacity to grow and generate results simultaneously.

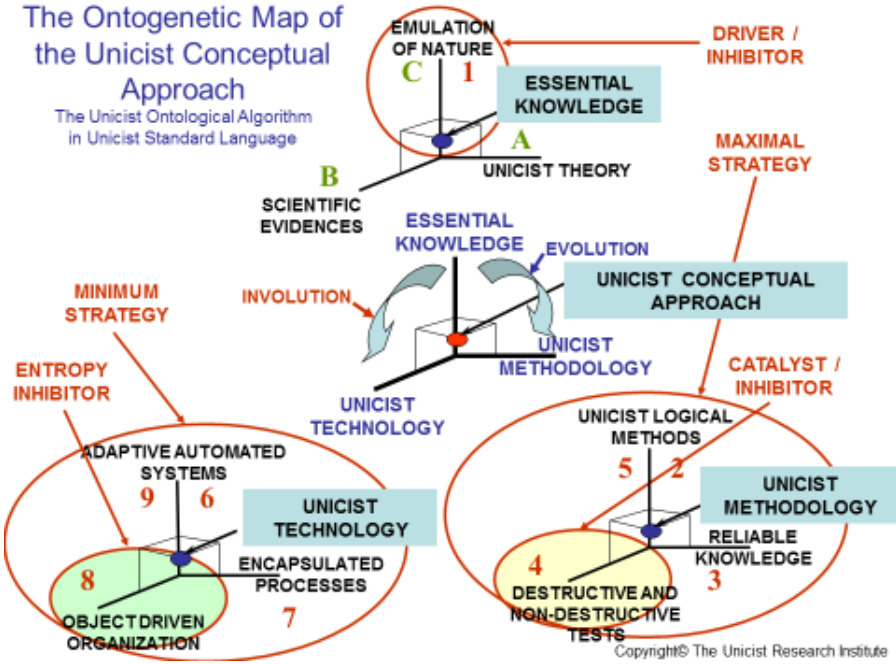
Their unicist scorecard manages businesses as a unified field which allows long-term planning.

The adaptiveness of these technologies is focused on the functionality of a company as a unit.

Conclusion: Unicist Object Driven Technologies

The Unicist Object Driven Technologies provide the framework that allows institutions and companies to organize growth measured both in terms of market share and profits.

It is build upon the functions, roles and objects defined using the unicist logical methods. It allows building a business architecture that follows the lowest energy consuming actions of nature.



The use of destructive and non-destructive tests is the catalyst of the development of object driven technologies while the object driven organization inhibits the entropy of this model by introducing unicist objects.

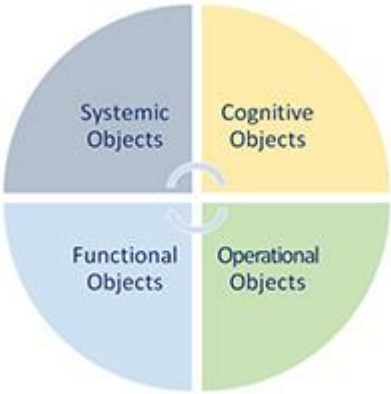
Unicist objects are adaptive systems in themselves that guide the processes minimizing the energy consumed and increasing the results obtained.

The introduction of unicist technologies drives towards an upgrade and simplification of a business. The unicist technologies drive towards simplicity in businesses.

Part 3
Unicist Business Objects

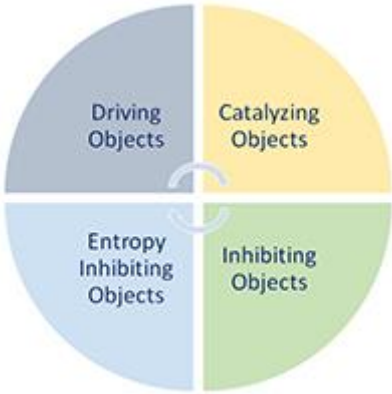
The Nature of Objects

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



Functional Objects

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



Behavioral Objects

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

Commercial Objects

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

Semantic Objects

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

Semiotic Objects

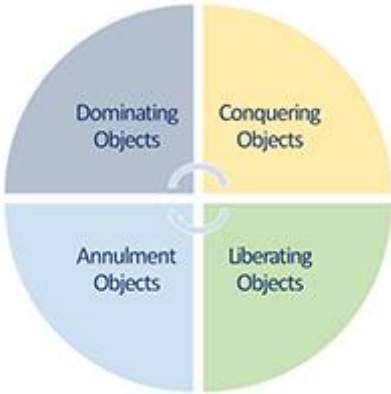
These objects guide the actions of individuals in order to establish a functional pathway.

Institutionalization Objects

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

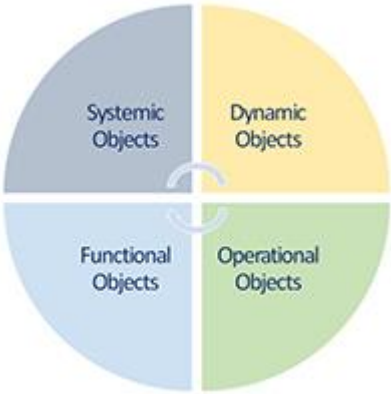
Strategy Building Objects

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



Business Architecture Objects

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

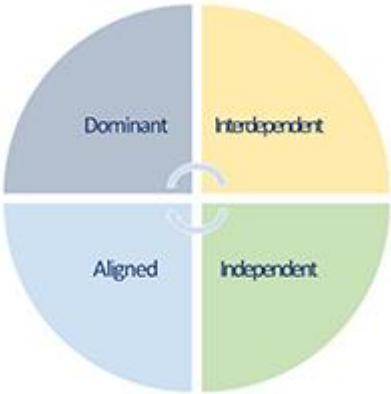


Institutional Roles / Objects

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

Cultural Roles / Objects

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



Personal Roles / Objects

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

Systemic Objects

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

Functional Objects

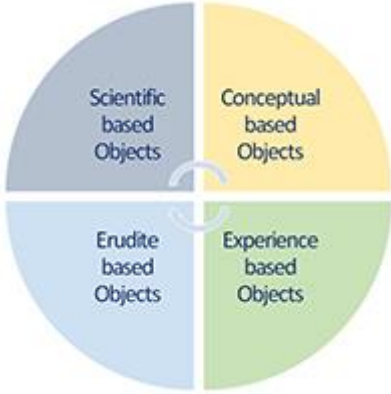
These objects integrate other objects in order to make them work as a systemic process.

Operational Objects

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

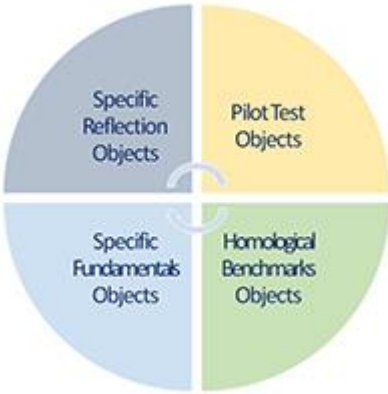
Cognitive Objects

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



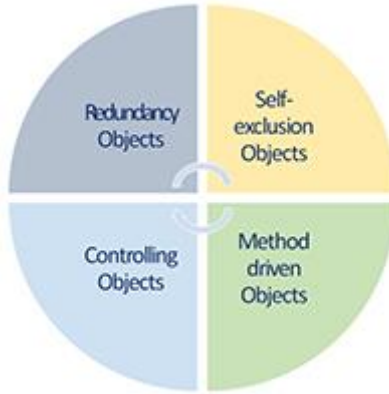
Dynamic Learning Objects

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



Quality Assurance Objects

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



Leadership Roles / Objects

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

Negotiation Roles / Objects

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

Image Building Objects

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

Annex
The Concept of Unicist Think Tanks

Unicist Think Tanks

The Unicist Think Tanks are integrated by people who develop upgrades in effectiveness in complex environments. This implies an expansion of the traditional scope of activities of think tanks. What the Unicist Think Tanks have in common with the traditional model is that they deal with solutions for complex adaptive environments.

The Difference with Traditional Think Tanks

1) They are solution providers who assume the responsibility to increase the effectiveness of the specific environment that is being managed, developing the necessary innovation strategy and the quality assurance of the solution. They are not idea incubators.

2) They deal with the nature of things, which means that they manage the concepts that underlie reality that allow defining the functionality and credibility of facts, the possibilities for evolution and the objects that are involved in the process. They are not applicable to partisan think tanks that need to work within the limits of predefined ideologies.

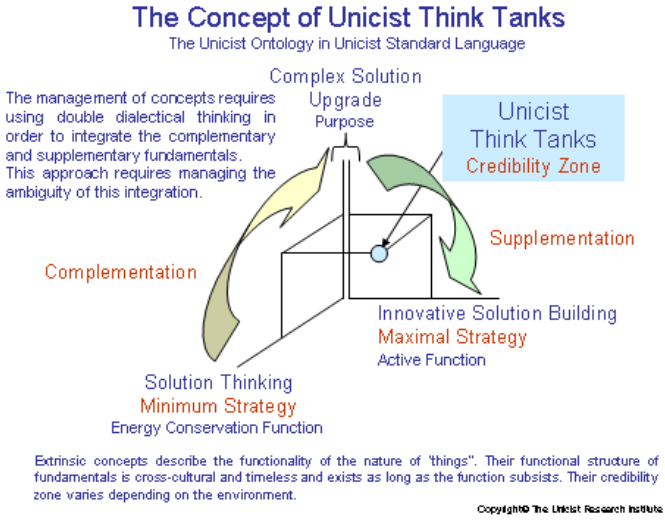
3) Their activity is based on the conjunction of ideas, using the unicist debate method and the "Q" method and not on the use of the power of the confrontation of ideas. Their work is based on the conjunction "AND" and not on the disjunction "OR". It is the most powerful "confrontation" based on "confrontation avoidance".

4) The unicist think tanks are based on the discussion of the foundations and justifications of the arguments, which implies using the pragmatic, structural and functionalist framework of the unicist approach. This approach subordinates the dualistic

empirical approach, which is only acceptable when dealing with the operational aspects of the solutions that are developed.

The Concept of Unicist Think Tanks

A Unicist Think Tank (UTT) is a group of people who are building a solution to upgrade the functionality of a complex adaptive environment by developing innovative solutions in a solution thinking environment.



The origin of the UTT was given by the development of multiple researches in the field of complex adaptive systems in order to find the underlying conceptual structures that allowed making the conceptual design of the solutions. It has to be considered that the core characteristic of the research in complex adaptive environments is that it has to happen in real action without having the possibility of making artificial experiences.

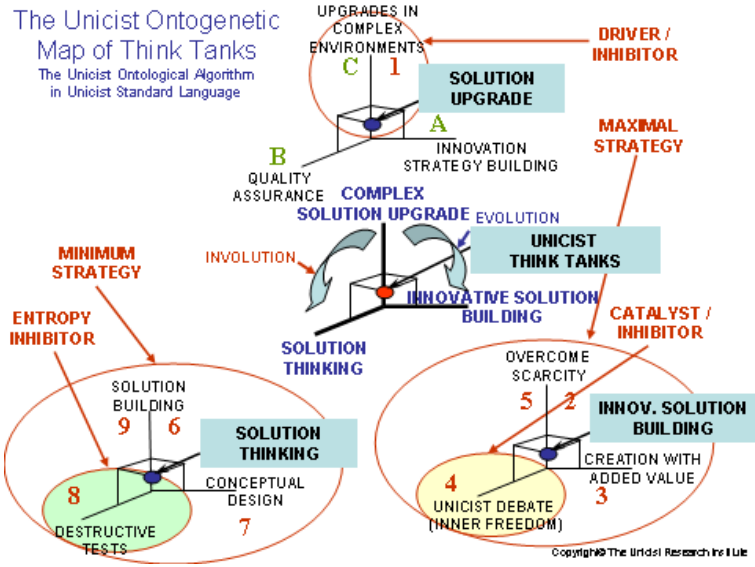
The Ontogenetic Map of the Unicist Think Tanks

The driver of a UTT is given by a need to upgrade the functionality of a complex adaptive environment. It might be a natural entity or a human complex adaptive system. The need drives the building of a Think Tank which requires:

- At least one member who has the fundamental knowledge of the activity.
- Two members who have a solid technical knowledge.
- Several members with empirical knowledge of the activity.

It has to be considered if the need is extreme in order to minimize the innovation resistance and which could be the quality assurance system that ensures the functionality of the solution.

When these conditions are given, there is a possibility to begin with the activity of the UTT.



Maximal Strategy

The first step in the development of the activity is the clarification of which is the "scarcity" that needs to be overcome. The existence of a problem of scarcity implies that when the think tank finished its work, the scarcity has been overcome.

Therefore, the definition of scarcity requires knowing the concept of what is being dealt with in order to define if a solution is possible. For this reason, the beginning of the activity consists in confirming the concept of the solution that is being built and the hypothesis that this solution is possible to be achieved.

The real action begins with the creation of a solution that generates the necessary added value. Creation is an activity that requires having sound fundamental and technical knowledge in a specific field.

Therefore, only the participants who have that knowledge can participate in the creation. This requires building a group, within the think tank, that develops the activity. The formulation of a creative solution is responsibility of the coordinator of the think tanks.

The work of the full think tank begins after the creative solution has been finished. This work is based on debating and upgrading the solution that has been proposed. This activity generates alternative solutions that are discussed in the group. This activity is based on the use of the unicist debate technology that allows building superior solutions by avoiding meaningless confrontations.

Unicist Debates

They are debates based on the conjunction "and" and not on the disjunction "or".

There are four principles implicit:

1) *Assuming that our fellow is right*
2) *Assuming that one might not have all the elements of a certain reality*
3) *Accepting that the participants' knowledge must include experiencing*
4) *Accepting the oneness of a given functional reality*

When those debating disagree, a higher level of knowledge must be achieved. At this level the disagreeing affirmations are partially true but integrated.

Thus debate happens while a reality is being constructed.

The depth of the knowledge of participants and their humbleness defines the limits of the possibilities of a Unicist approach to debates.

The confirmation of the solution

The last stage implies the confirmation of the concept of the solution that has been developed.

Confirming the conceptual solution

The unicist debates end when the conceptual solution has been defined. Conceptual solutions allow going beyond the existing boundaries of a solution without changing the nature of what is being done. They need to be transformed into a conceptual design that defines the process.

The end of this stage implies the beginning of the development of the minimum strategies that transform the conceptual solution into a process that ensures the solution.

The Minimum Strategy

This stage of the activity is fully focused on solution thinking in order to build a solution that is the complement needed to develop the upgrade. The first step of the minimum strategy is being able to share the conceptual solution that has been defined. This solution needs to be used to develop the conceptual design of the solution.

The development of the conceptual design, that defines the process of the solution, uses the unicist conceptual design methodology which might include or not the use of the conceptual design system.

The process developed enters a testing process based on destructive tests. This means that the process has to be functional and the boundaries of its applications have to be extended until the process does not work anymore. This allows defining the sensitivity of the process that allow defining the scope of its functionality.

When these tests generate acceptable results, the final solution that upgrades a process can be developed and the beginning of the final stage of the innovation strategy and the quality assurance can be designed.

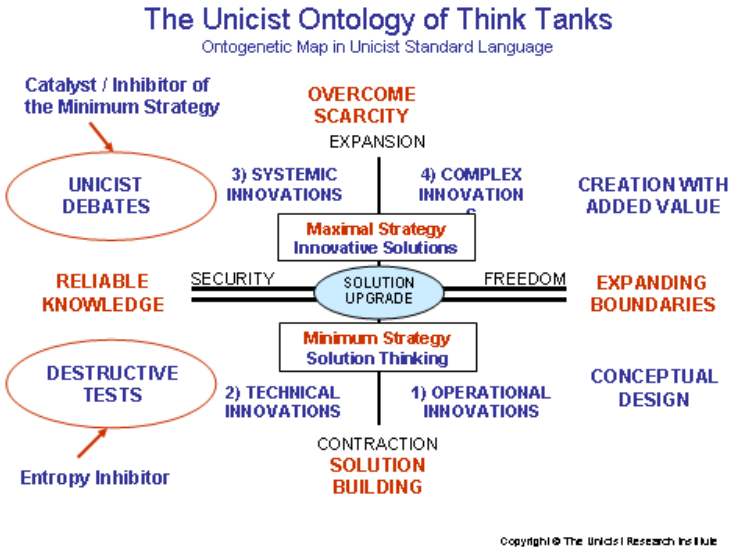
If these tests fail, the conceptual design must be remade. If after this remake the process still fails, it is necessary to restart the whole project from scratch.

Levels of Unicist Think Tanks

The unicist think tanks were developed to deal with complex adaptive environment. Nevertheless, the solution's upgrade has different levels of complexity, which implies different approaches to the problem. Four levels of solutions have been categorized.

1) Operational innovations

2) Technical innovations
3) Systemic innovations
4) Complex innovations



1) Operational innovations

The basic level of think tanks' activity is developing upgrades for operational solutions. The core of this activity is developing a conceptual design that allows expanding the operational boundaries of the solution and developing the necessary destructive tests.

2) Technical innovations

This level is based on upgrading the technologies that are used in a process. This activity requires including new technologies that are functional to upgrade the process. After this process has been finished, the process of the preceding level has to be applied.

3) Systemic innovations

This process implies redefining the objects that are included in a process. This activity requires creating new objects and confirming their functionality. This requires the use of unicist debates in order to ensure the "peopleware" of the solution. After this process has been finished the process of the preceding level has to be applied.

4) Complex innovations

This process requires expanding the boundaries of the upgrade that is being built. The expansion of the boundaries needs to be focused on solving an existing problem. The core of this process is confirming that the solution is possible, feasible and implementable. After this process has been finished the process of the preceding level has to be applied.

The Leaders of the Think Tanks

The leaders of the Think Tanks are people who have the capacity to enter in unknown fields in order to discover their nature and also have the capacity to apprehend complex environments and transform them into systemic systems.

The roles of the leaders are:

I) The Coordinator, who is responsible for guiding the group towards the objectives that have been defined.

The coordinator has the full responsibility for the diagnoses and for achieving the results that have been defined as possible to be achieved. The participants of the think tank also have full responsibility for the results after they agreed that such results were possible.

II) The "Fallacy-Shooter", who is responsible for assuring the quality of the foundations and justifications in the decision making processes.

The "Fallacy-Shooter" is the person responsible for guiding the action-reflection-action process in order to improve the accuracy of the diagnoses and of the work processes. This guidance is based on the development of destructive tests to confirm the limits of the validity of knowledge and non-destructive tests to confirm its functionality.

III) The "Ombudsman", who is responsible for monitoring the value generation of the R&D processes.

The "Ombudsman" is responsible for monitoring that the proposals respond to the functional needs of the solutions that are required; s/he guarantees results. The ombudsman represents the "user" and is responsible for generating value to the environment.

We assume that you are not aware of the unicist approach to complexity. If you were, please leave the explanation that follows aside.

The Unicist Research Institute was the pioneer in complexity science research and became a private global decentralized leading research organization in the field of human adaptive systems.
http://www.unicist.org/turi.pdf