



The Unicist Research Institute  
Pioneers in Complexity Science Research since 1976

The 4<sup>th</sup> Industrial Revolution

# Unicist Cognitive Systems

To Manage the Unified Field of Business Functions



## Content

The Unicist Cognitive Systems are management systems that are installed as collaborative R&D projects with companies that begin with the installation of a prototype, developed at The Unicist Research Institute, which is transformed into a final system based on pilot testing processes.

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# The Context of Unicist Cognitive Systems

The 4th Industrial Revolution establishes the framework of the Unicist Cognitive Systems that manage the unified field of businesses. The context of such systems is defined by:

1) **4th Industrial Revolution**, integrating digital, physical and biological systems:

<https://youtu.be/Ko2esJeGsrI>

2) **Industry 4.0**, that introduces adaptiveness, productivity, quality, customer orientation and sustainability:

<https://youtu.be/oivUopv2xyw>

3) **First principles methods**, that allow dealing with fundamentals and root causes:

<https://youtu.be/NV3sBlRgzTI>

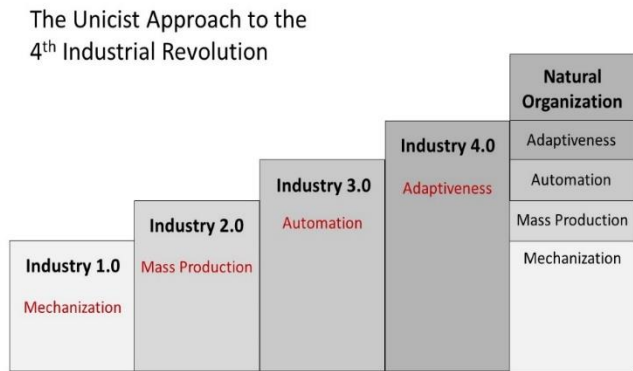
4) **Artificial intelligence**, that emulates human intelligence to build knowledge:

[https://youtu.be/Ls1\\_tqlpMww](https://youtu.be/Ls1_tqlpMww)

5) **Cognitive computing**, that allows transforming data into reliable knowledge:

[https://youtu.be/DF3CUra\\_sYg](https://youtu.be/DF3CUra_sYg)

The unicist paradigm shift was a precursor of this approach. It was driven by the discovery of the ontogenetic intelligence of nature and the functionality of human intelligence. These discoveries allowed managing the concepts and fundamentals of business functions and building the unicist artificial intelligence that made unicist cognitive systems possible.



## The Market

**Industry 4.0 Market worth 152.31 Billion USD by 2022**

<https://www.marketsandmarkets.com/PressReleases/industry-4.asp>

**Cognitive Analytics Market worth 10.95 Billion USD by 2022**

<https://www.marketsandmarkets.com/PressReleases/cognitive-analytics.asp>

## The Unicist Unified Field Method

The Unicist Cognitive Systems use the unified field methods to develop solutions. This method was developed to manage complex problems in adaptive systems which, by definition, have open boundaries to be adaptive.

The Unicist Unified Field Method is based on an Action-Reflection-Action process driven by pilot tests. This method was designed to deal with adaptive environments where the conceptual structures are known because they have been researched. These conceptual structures are an input to manage the unified field method.

The central steps of the method deal with making diagnoses, building solutions and developing pilot tests to confirm the functionality. The method uses the support of a Unicist Artificial Intelligence Module to monitor the learning process triggered by the pilot tests.

## Main Markets (Generic)

• Automobile • Food • Mass consumption • Financial • Insurance • Sports and social institutions  
• Information Technology (IT) • High-Tech • Knowledge Businesses • Communications • Perishable goods • Mass media • Direct sales • Industrial commodities • Agribusiness • Healthcare  
• Pharmaceutical • Oil and Gas • Chemical • Paints • Education • Services • Commerce and distribution • Mining • Timber • Apparel • Passenger transportation –land, sea and air • Tourism • Cargo transportation • Professional services • e-market • Entertainment and show-business • Advertising • Gastronomic • Hotel-management • Credit card • Real estate • Fishing • Publishing • Industrial Equipment • Construction and Engineering • Bike, motorbike, scooter and moped • Sporting goods

## Country Archetypes Developed

• Algeria • Argentina • Australia • Austria • Belarus • Belgium • Bolivia • Brazil • Cambodia • Canada • Chile • China • Colombia • Costa Rica • Croatia • Cuba • Czech Republic • Denmark • Ecuador • Egypt • Finland • France • Georgia • Germany • Honduras • Hungary • India • Iran • Iraq • Ireland • Israel • Italy • Japan • Jordan • Libya • Malaysia • Mexico • Morocco • Netherlands • New Zealand • Nicaragua • Norway • Pakistan • Panama • Paraguay • Peru • Philippines • Poland • Portugal • Romania • Russia • Saudi Arabia • Serbia • Singapore • Slovakia • South Africa • Spain • Sweden • Switzerland • Syria • Thailand • Tunisia • Turkey • Ukraine • United Arab Emirates • United Kingdom • United States • Uruguay • Venezuela • Vietnam

# Unicist Business Diagnostics System

The Unicist Business Diagnostics System deals with the root causes of business functions and their processes. It is a cognitive system that uses unicist artificial intelligence and the fundamental structure of business functions to develop tested diagnoses. Unicist diagnoses are based on three central aspects: fundamental analysis, technical analysis and business objects.

Being the concepts and the fundamentals the drivers of business functions that define the root causes of their functionality, diagnoses begin by fundamental analysis (KNOW WHY) and end integrating it with technical analysis (KNOW HOW) to include the necessary action plans.

This approach begins with the understanding of the nature of the business, managing fundamental analysis, and ending with their operation, using technical analysis. Businesses, institutions and markets are considered as roles, "business objects", being evaluated by their "emergent" added value.



## Structural Solutions

The discovery of the intelligence that underlies nature allowed emulating it, emulating its organization and emulating its evolution.

This drove to the discovery of the structure and functionality of concepts and fundamentals that drive human behavior and underlie things, which define the root causes of adaptive environments.

This structure of concepts defines the DNA of organizations and adaptive systems that allowed managing the root causes of their functionality.

**Emulating reality based on the integration of the Know How and the Know Why of things.**

## Features

The Unicist Business Diagnostics System integrates, on the one hand, the diagnoses of the root causes that drive business functions and define their functionality which are given by the underlying concepts and fundamentals.

The knowledge base of fundamentals is integrated in the system. On the other hand, these fundamental diagnoses are integrated with technical analytical diagnoses based on the functionality of the operational processes. The system includes the diagnoses of the following aspects:

- Future Scenarios Forecast
- Market Scenarios Description
- Business Positioning Diagnosis
- Risk Diagnosis
- Brand Diagnosis
- Marketing Diagnosis
- Market Confrontation Diagnosis
- Organizational Diagnosis
- Industrial Diagnosis
- Financial Diagnosis
- People Management Diagnosis
- Leadership Diagnosis
- Growth Power Diagnosis
- Profitability Diagnosis
- Sustainability Diagnosis

Learn more:

[www.unicist.net/cognitive-systems/diagnostics](http://www.unicist.net/cognitive-systems/diagnostics)



# A Root Cause Mgmt. System to Generate Value

## Managing the root causes of business functions

This system is for companies that already have a process improvement approach. The Unicist Root Cause Management System is based on the concepts and fundamentals of business processes to manage the root causes of problems to build business solutions using business objects. It is developed as a participative R&D process based on solving urgent problems by building structural solutions.

The implementation of the system begins with the use of a prototype that is provided by The Unicist Research Institute that includes the Unicist AI Monitor to develop solutions that is transformed into a system through multiple pilot applications.

The participative R&D model that is used ensures the functionality and confidentiality of the solutions. This approach emulates the organization of nature by developing a maximal strategy to expand and a minimum strategy to ensure results.



## Structural Solutions

Unicist Root Cause Management introduced an approach to develop structural solutions for problems in adaptive environments.

It drives to research the fundamentals of efficacy and efficiency and find a solution that integrates the problems, their restricted context and their wide context.

Learn more:

[www.unicist.net/cognitive-systems/root-cause-management](http://www.unicist.net/cognitive-systems/root-cause-management)

## Features

The Unicist Root Cause Management System is a decision support system to develop solutions including both the triggering and the root causes. It includes:

- It begins with the use of a "Prototype" to search for root causes and manage Pilot Tests
- Unicist Knowledge Groups to research root causes
- Unicist AI Monitor to manage root causes.
- Avant Garde Groups to develop solutions.
- Pilot Testing System to manage the feedback and learn from the environment.
- Knowledge Management System to build and manage knowledge objects.
- Root Cause Library to access the ontogenetic maps of business functions.
- Unicist Corporate University working as a Teaching Hospital in Business.
- Unicist Coaching 4.0 to support the solution of complex adaptive problems.

**Based on the knowledge of the concepts and fundamentals of processes that define the root causes of business problems.**

# B2B Market Lab System to Grow and Generate Leads

## Using pilot tests to manage the unified field of marketing processes

The B2B Market Lab is for companies that already use automated CRM or cloud marketing solutions such as IBM, Salesforce, SAP, Adobe, etc. The Market Lab System deals with the root causes of commercial processes in B2B markets. It is a unicist cognitive system that uses fundamentals to empower the generation of sales and market growth.

It uses unicist artificial intelligence to learn from the pilot tests in the market and allows monitoring the commercial processes and developing marketing objects to accelerate buying processes. The Unicist Cognitive Systems for businesses were developed to manage monetization processes to foster growth and profitability.



### Marketing Objects

The influence on the root causes of buying processes requires the use of marketing objects in the commercial processes to ensure the critical mass that is necessary to trigger buyers' decisions.

It includes the development of the following marketing objects:

- 1) **Commercial Objects:** to sell ideas or products
- 2) **Semantic Objects:** that provide the necessary knowledge to understand the functionality of differentiations and innovations
- 3) **Branding Objects:** to install brand attributes
- 4) **Semiotic Objects:** to guide buying processes

### Features

The system is installed as a prototype that works on the cloud where the collaborative work of the Lab takes place. It includes the fundamentals of the market segments and of the marketing functions and processes, as well as all the modules of the system.

It uses the unicist artificial intelligence monitor to manage the feedback of the pilot tests of the marketing actions. This monitor is installed within the system after the first pilot tests proved their functionality.

The system includes the following modules:

- Marketing fundamentals management module
- The development of knowledge groups
- Pilot testing module
- Lead generation module
- Digital marketing management module
- Marketing objects builder to sustain and accelerate buying processes
- Unicist artificial intelligence module

**Based on the knowledge of the concepts buyers have, that drive their buying decisions.**

Learn more:

[www.unicist.net/cognitive-systems/market-lab](http://www.unicist.net/cognitive-systems/market-lab)

# B2C Market Lab System to Expand Markets

## Using pilot tests to manage the unified field of marketing processes

The B2C Market Lab is for companies that already use automated CRM or cloud marketing solutions such as IBM, Salesforce, SAP, Adobe, etc. The B2C Market Lab deals with the root causes of commercial processes. It uses the researches, made at The Unicist Research Institute, on the conceptual structure of markets and the concepts and fundamentals of the market segments to define the profiles of potential buyers and users. The Unicist Marketing is based on the use of marketing objects and unicist segmentation.

The unicist marketing approach is based on the unicist conceptual segmentation model that allows managing the influence of the Conceptual Short-Term Memory (CSTM) that triggers all buying processes.

In Unicist Marketing, each segment is considered a "Universe". This approach increases the marketing effectiveness, accelerates the buying processes and saves energy.



The Market Lab allows refining marketing processes, building marketing objects and developing pilot markets to promote growth and profitability.

It is based on the fact that the concepts people have define the nature and the root causes of their actions and that the buying-decision processes are triggered by the conceptual short-term memory (CSTM).

The expansion of segments is a core aspect of the Lab. It is based on the use of research methods that allow managing the latent needs of the market and access the urgent ones.

Learn more:

[www.unicist.net/cognitive-systems/market-lab-b2c](http://www.unicist.net/cognitive-systems/market-lab-b2c)

## Features

Unicist Root Cause Marketing is an object driven approach that uses the conceptual segmentations to define segmented actions considering each segment as a market. It was developed at The Unicist Research Institute to manage the root causes of buying processes.

Buying decisions are driven by the concepts individuals have. That is why buying decisions are driven by the instantaneous actions of the Conceptual Short-Term Memory that use the information stored as a concept in the long-term memory.

The system includes the following modules:

- Marketing fundamentals management module
- The development of knowledge groups
- Pilot testing module
- Profiling module
- Digital marketing management module
- Marketing objects builder to sustain and accelerate buying processes
- Unicist artificial intelligence module

**Based on the knowledge of the concepts buyers have, that drive their buying decisions.**



# The Unicist Business Strategy System

This system is for companies that already have a strategy planning system. Unicist Strategies are value adding approaches that manage the root causes of businesses to foster growth. The development of the unicist strategy system is a participative R&D process that ensures the functionality and confidentiality of the solutions.

It is supported by the Unicist AI Monitor and includes:

- 1) The design of a strategy that is possible to be achieved based on the available resources. This strategy includes a maximal strategy to grow and a minimum strategy to ensure results.
- 2) The definition of a market strategy to grow based on the ontogenetic maps of the business functions involved.
- 3) The design of the architecture that is needed to ensure the achievement of results.
- 4) The definition of a financial strategy that ensures business growth.
- 5) The development of pilot tests of the functionality of the actions in the environment.



## Unicist Business Intelligence

The Unicist Approach to business intelligence is based on the use of unicist technologies that allow defining the information that is necessary to build competitive intelligence, critical intelligence and structural intelligence and building the context of businesses.

This system deals with the management of businesses considered as unified fields with their markets.

**Based on the development of maximal strategies to grow and minimum strategies to ensure results.**

Learn more:

[www.unicist.net/cognitive-systems/strategy](http://www.unicist.net/cognitive-systems/strategy)

## Features

The Unicist Business Strategy System develops reliable strategies based on the knowledge of the ontogenetic maps of the business functions involved and the development of maximal and minimum strategies.

The core features of the system are:

- It begins with the use of a "Prototype" to develop strategies and monitor Pilot Tests.
- Unicist AI Monitor to manage the root causes of strategies.
- It uses a business intelligence monitor to provide reliable information.
- It includes a future scenario building method.
- It uses a Unicist Marketing Strategy Monitor to expand markets.
- It uses a Unicist Financial Strategy Monitor to manage business growth.
- It uses a Root Cause Management Monitor to develop the business and IT architecture to build an object driven organization.
- It includes the Unicist Corporate University working as a teaching hospital in business.

## Unicist In-House Coaching System

This system is for companies that use external coaching services. Unicist coaching deals with the root causes of business processes. The 4th Industrial Revolution opened a new stage in management. The unicist coaching approach gives this role back to the managers who are the natural leaders and coaches of the people they lead. This empowers competitive advantage and organizational synergy.

The implementation of this process is developed as a participative R&D project to ensure the functionality of the system to foster personal and organizational development. The final features of the system depend on the business and the environment. It begins with the use of a prototype provided by The Unicist Research Institute that includes a Unicist Artificial Intelligence Monitor to deal with the solution of complex problems.



### Features

The coaching system is based on unicist concepts and fundamentals that define the root causes of problems and are the root drivers of solutions. It includes a project manager to organize the different stages to build solutions. This system includes the Unicist AI Monitor to define the solutions of the problems that are being managed.

Its features can be defined as:

- The core of the "coaching processes" is the solution of specific problems.
- The coachee and the coach manage, collaboratively, the Unicist System 4.0 to manage the root causes of the business problems. This system includes a problem-solving platform, an artificial intelligence monitor, the Unicist 5-Why Method and the "Q" Method.
- In order to ensure the functionality of coaching as a knowledge provider and a catalyst, the work of a "unicist coach" has to be an online activity.
- Coaching sessions should be organized to occur every fortnight.
- Access to a continuous counseling system.

### Empowering Solution Building

The Unicist Coaching System is a cognitive system with artificial intelligence that was conceived to empower the efficacy of organizations, groups and individuals when managing complex problems. It integrates the needs of the business, the projects and the people.

It is focused on working exclusively on complex problems that need to be solved in which people require a backup.

The coachee and the coach manage, collaboratively, the Unicist System 4.0 that is a Cognitive System that allows finding the root causes of the business problems and defining and testing their solutions.

Learn more:

[www.unicist.net/cognitive-systems/unicist-coaching](http://www.unicist.net/cognitive-systems/unicist-coaching)

**Giving the coaching role back to the managers who are the natural leaders of the people they lead.**

# In-House Unicist University for Managers & High Potentials

The Unicist In-House University is for companies that already have a Corporate University. It deals with the fundamentals of business functions to manage the root causes of business problems. It is a Unicist Cognitive System to support the learning process to manage the adaptive aspects of businesses, which require using a strategic approach to manage their dynamics and evolution.

The educational system gives access to the knowledge of the concepts that underlie business functions and define the ontogenetic maps that describe the root causes of their functionality. The educational approach is based on developing the solutions of complex problems and using pilot tests to monitor their functionality.



## Features

The Unicist Education is focused on managers and high potentials to deal with the adaptive aspects of business management. It works as a Teaching Hospital in Business. This implies that real solutions are developed with each participant. This process is sustained by the use of the Unicist AI Monitor that allows emulating solutions.

The university is focused on a strategic approach to adaptive business functions. Some of the programs that might be included are:

- Business Strategies
- Marketing Strategies
- Business and IT Architecture
- Conceptual Design
- Leadership Strategies
- Negotiation Strategies
- Personal Strategies
- Entrepreneurial Strategies
- Competitive Strategies

## Teaching Hospitals in Business

These In-House Universities are installed as a niche activity in existing educational programs. They are installed as a system that is developed as a participative R&D process to ensure the functionality of the in-house university.

They work as Unicist Teaching Hospitals in Business that provide participants with a strategic approach to adaptive business functions, a conceptual approach to manage their root causes and the support of intelligent systems.

Learn more:

[www.unicist.net/cognitive-systems/unicist-education](http://www.unicist.net/cognitive-systems/unicist-education)

Reflection allows emulating in mind the functionality of actions to ensure the achievement of results.



## About The Unicist Research Institute



The Unicist Research Institute (TURI) has been, since 1976, a world leading research boutique specialized in the research of the roots of evolution, beginning with Natural Sciences and ending with Social Sciences. The unicist pragmatism, the structuralism based on unicist ontologies and the functionalism driven by concepts were developed at TURI to research the field of complex adaptive systems.

More than 5,000 unicist ontological researches were developed since 1976 in the field of basic sciences, life sciences and individual, institutional and social evolution. The main countries that originated these researches were: US, DE, UK, FR, JP, SE, CA, CH, IN, BR, AR, CAT, RU, CN, AU. TURI's Future Research Laboratory has completed the research of 70 countries' archetypes.

It has an academic arm, the Unicist Corporate University, and a business arm, the Unicist Confederation. In the business world, TURI developed Unicist Cognitive Systems with unicist artificial intelligence. These systems are based on the structures of concepts and fundamentals, which define the unified field of business functions that allow managing the root-causes of problems and the root-drivers of solutions.

Learn more: [www.unicist.org/turi.pdf](http://www.unicist.org/turi.pdf)

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