The Next Stage:
A Causal Approach to Business

Unicist Contingency Rooms

Using functionalist principles to manage the root causes of urgent problems to build structural solutions

The Unicist Research Institute
Pioneers in Research since 1976

A Functionalist Approach to Businesses and the Root Causes of Their Problems

Businesses are adaptive entities whose results are feedback-dependent. Their success depends on the use of adaptive business functions that ensure their intrinsic functionality while having the adaptability to satisfy the needs of the market in which they operate.

Access

The discovery of unicist logic, which explains the functionality, dynamics, and evolution of things, enables the management of business process functionality. The unicist logical approach simplifies the design of the functionality of adaptive business processes, adaptive automation, and the development of solutions for the root causes of their problems.

Unicist logic has provided a functionalist model that allows for the explanation of business functionality, leading to the development of unicist functionalist principles and unicist binary actions to make it work.

The unicist functionalist principles assert that everything in the universe, as part of a system, operates with a purpose, an active and entropic function, and an energy conservation function. These unicist principles facilitate the management of business functions as adaptive systems and the development of unicist binary actions that ensure their effective operation.

This unicist logical approach also led to the development of Unicist AI, a rule-based intelligence, that allows for the design of adaptive automation, necessary for managing the functionality of business processes. We strongly recommend using the Unicist Virtual Advisor to access the know-how of the unicist approach.

Contents

About Functionalist Principles 04

Functionalist Technologies 05

Unicist Contingency Rooms 06

Binary Actions 07

Root Cause Management 08

Value Analysis 09

Unicist Functionalist Designer 10

About Functionalist Principles

12 Minutes Read

Binary actions are two synchronized actions that, on the one hand, open possibilities establishing a functional context and, on the other hand, close processes to generate results.

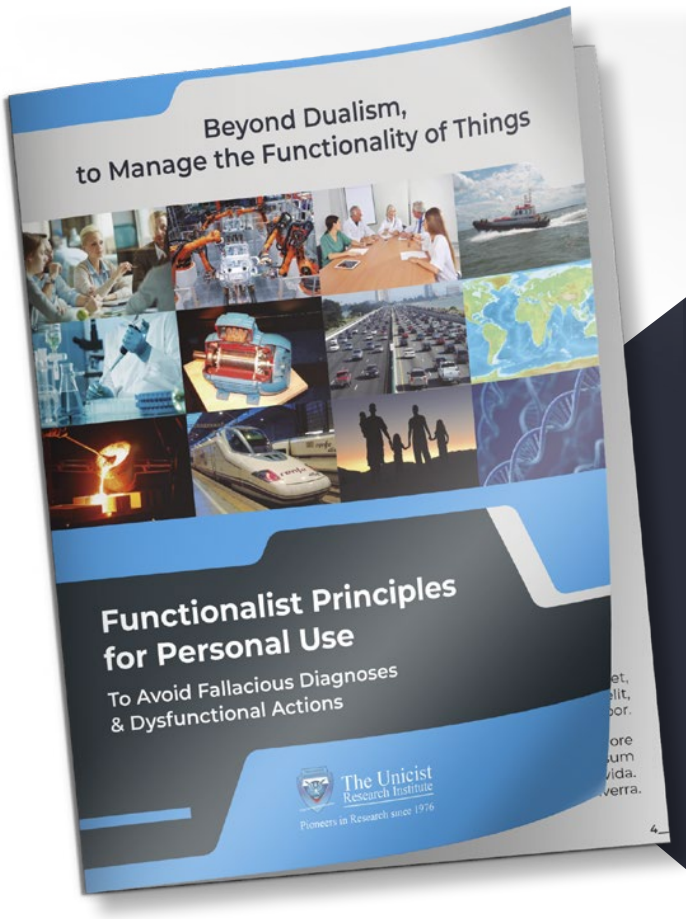
The knowledge of functionalist principles is like mathematics, which is universal but needs to be understood and managed at a personal level to accept its universal application.

The discovery of the functionalist principles of binary actions made the systematic design of synchronized binary actions possible, which simplified and ensured the results of business processes.

Functionalist principles define the unified field of things and why and how they work. The why is defined by their functionalist principles and the how is defined by their binary actions.

The functionalist principles define that there is nothing in the universe, which is part of a system, that does not work with a purpose, an active and entropic function, and an energy conservation function.

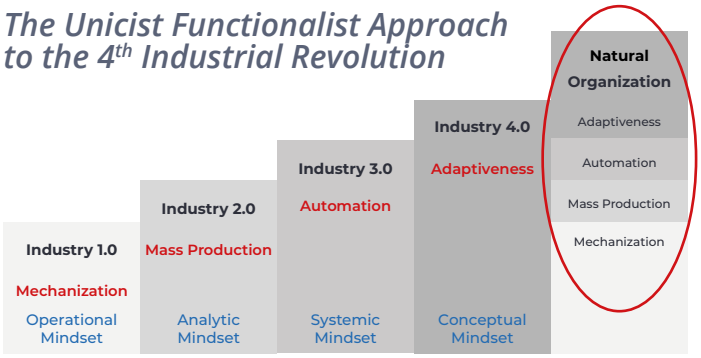
This defines the functional structure of things that works through synchronized binary actions and manages the functionality of any entity or process.



15 Minutes Read

Functionalist Technologies in the 4th Industrial Revolution

The Unicist Functionalist Approach to the 4th Industrial Revolution



Unicist contingency rooms were developed to solve business problems based on the knowledge of the functional structure of the processes.

They manage the root causes of urgent problems and use them to build structural solutions.

What are Contingency Rooms For?

Contingency rooms are necessary to research the root causes of problems and develop structural solutions. They apply to:

- Business Problem Solving
- Marketing Problem Solving
- Project Management Support
- Crisis Management
- Design and develop intelligent systems, cobots, and apps

How do they Work?

The unicist functionalist technologies manage the fundamentals of business processes using:

1. The functionalist principles of business processes to make them work
2. Synchronized binary actions and business objects to ensure results
3. Unicist functionalist design to build adaptive processes
4. Unicist AI to develop intelligent systems and automation

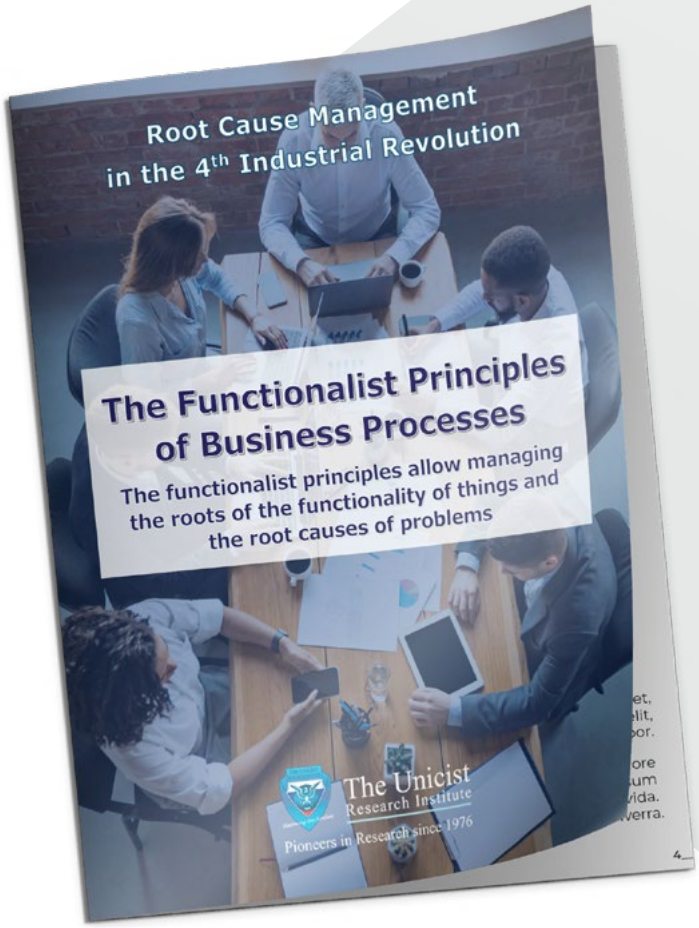
Unicist Contingency Rooms

Unicist contingency rooms are organizational units that transform urgent problems into structural solutions. These units are basically organized as transitory teams led by a coordinator, an ombudsperson, and a fallacy shooter.

Their final purpose is to solve an urgent problem. Their maximal strategy is to develop structural solutions while the minimum strategy is to solve urgent problems.

When they begin their teamwork, the leadership includes the participation of a coordinator, who assumes the responsibility for doing what is needed to find the solutions for the problem that needs to be solved, an ombudsman to represent the needs of the client and a fallacy shooter who ensures that the group manages valid knowledge.

The binary actions that need to be developed at a contingency room begin by finding the necessary causes of problems to develop a structural solution while the second step is to find the triggering causes that generated the urgent problems to solve them.



11 Minutes Read

It has to be considered that when a structural solution is found, the problem ceases to exist. Therefore, contingency rooms generate significant added value in their organizations because they ensure the concept of "today better than yesterday" is measured in terms of results. Contingency rooms are based on the use of four basic unicist technologies:

- Managing the Root Causes of Problems
- Process Value Analysis
- Unicist Functionalist Design
- Binary Actions

The Use of Functional Principles and Binary Actions

The use of functionalist principles is based on installing binary actions, that are driven by the use of unicist AI and business cobots.

Binary actions are two synchronized actions that, on the one hand, open possibilities and, on the other hand, ensure the achievement of results.

The use of unicist functionalist design allows the development of the binary actions and business objects that are needed to empower business functions. Example:

The Functional Principle of Airplanes

The purpose of flying an airplane can be considered to move from one airport to another.

The active function is given by the propulsion and the energy conservation function is given by the lift provided by the wings.

The binary actions to make an airplane fly begin by producing the propulsion that generates the necessary speed of the airflow on the wings of the airplane to generate the lift.

Examples of Evident Binary Actions

- Learning + Teaching = Knowledge acquisition
- Productivity + Quality = Production
- Marketing + Selling = Generation of revenue
- Root Causes + Triggering Causes = Solutions
- Efficacy + Efficiency = Effectiveness
- Empathy + Sympathy = Influence building
- Participation + Power = Leadership
- Processes + Objects = Organization
- Desirability + Harmony = Aesthetics

Managing the Root Causes of Problems

12 Minutes Read

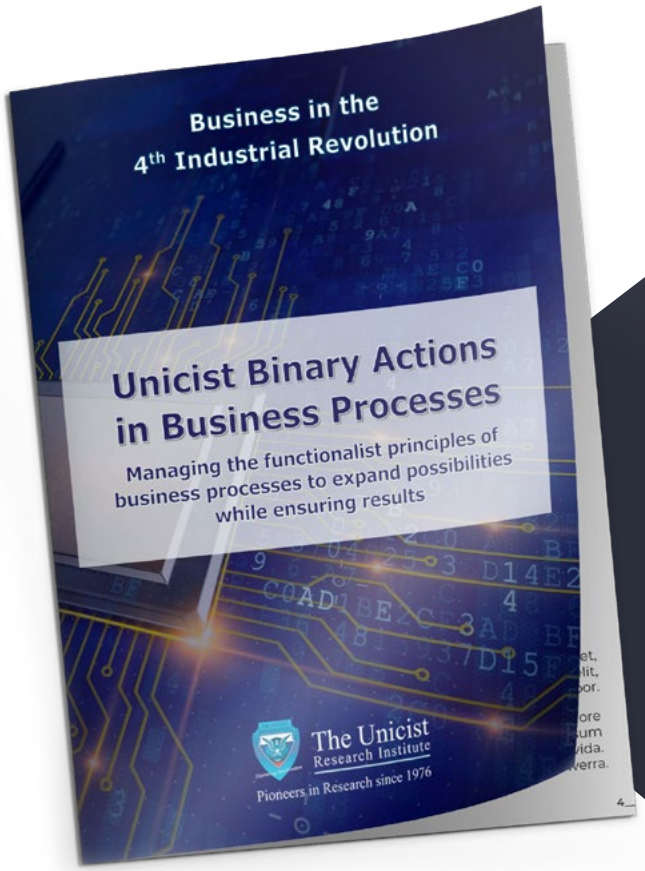
Functionalist design implies managing the functional structure of the solution, based on the ontogenetic map of the concepts that define the process and ending with the operational solution that can be managed by anyone without needing to know the concepts of what is being done. It uses binary actions to simplify this process.

The unicist logic allows managing the root causes and developing binary actions that manage maximal strategies to grow and minimum strategies to ensure results. It is the approach needed to manage adaptability in the 4th Industrial Revolution.

Functionalist design is also used to solve complex problems. The unicist approach to problem-solving defines three types of causes that are integrated into the concept of problem causality:

- ***Triggering causes:*** these define the operational causes that generate a problem.
- ***Root causes:*** that define the functional causes of the problem.
- ***Limit causes:*** that define the boundaries of what is possible to be achieved.

Functionalist design requires an empathetic approach to the problem that is being managed to be able to emulate its functionality in mind.



10 Minutes Read

Unicist Functional Value Analysis

The goal of value analysis technology is to analyze the objects and elements included in a work process to define their added value to the final objective.

The unicist value analysis methodology defines the final objective of a process as the output of a “unified field” within which the different objects interact. This unified field is integrated by a purpose, an active function, and energy conservation.

The value analysis includes the analysis of:

- Utility
- Functionality
- Redundancy
- Opportunity at each step in the process

The processing time is also assessed as an indicator of the productivity process. The value analysis includes the analysis of the technologies used as well as the possible or necessary automation levels

Unicist Functionalist Design

The Unicist Functionalist Designer is based on the use of ontogenetic maps that define the functionality of the business process. The input to the system is the conceptual structure of the functionality of the business processes and the output is the design of binary actions.

The Unicist Project Manager is part of the unicist logical tool and is the place where the unicist binary actions are defined and designed.

These binary actions are based on the diagnosis of what is necessary to be done to generate predefined results.

Functionalist design requires teamwork that includes members who have sound knowledge of the field and others who have experience in the field. These groups include a coordinator, an ombudsperson, and a fallacy shooter.

The Unicist Functionalist Designer

The Unicist Functionalist Designers are tools to develop the participative design in adaptive environments to empower the functionality of business processes. They are based on a unicist ontological approach that allows managing the functionality and operation of adaptive systems.

Roles in Functionalist Design Groups

The participative process includes three roles to simplify and accelerate the design processes:

1. ***A coordinator*** to organize the development of the design processes.
2. ***An ombudsperson*** who is responsible for ensuring the benefits for custom ers and users.
3. ***A fallacy-shooter*** who is responsible for ensuring the testing processes.

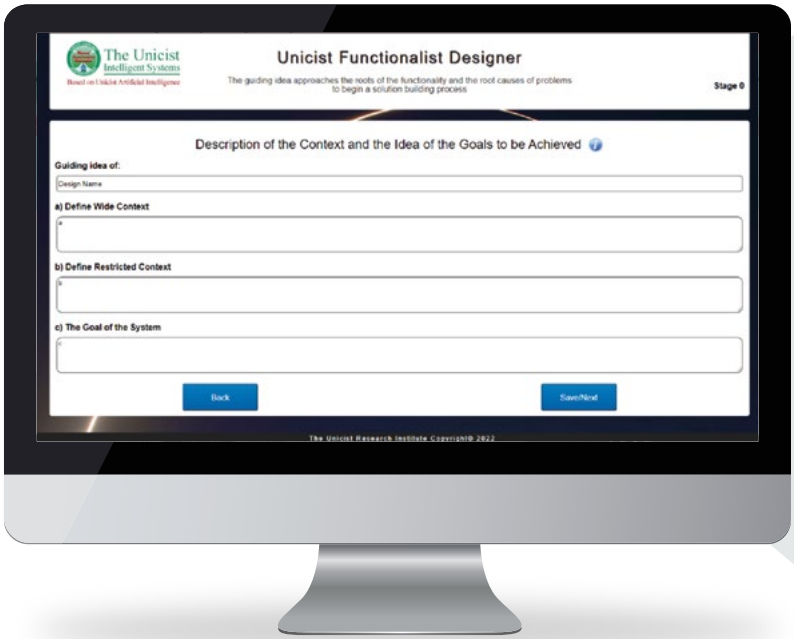
The Functionalist Design Process

The input to any functionalist design is the conceptual structure of the functionality of the entity that is being designed and the output is the definition of the operational design that includes the definition of the necessary binary actions. The process includes the following modules:

Input Module

The unicist functionalist designer is a tool to design solutions based on the management of the requirements of a solution, the roots of its functionality, and the root causes in the case of problem-solving.

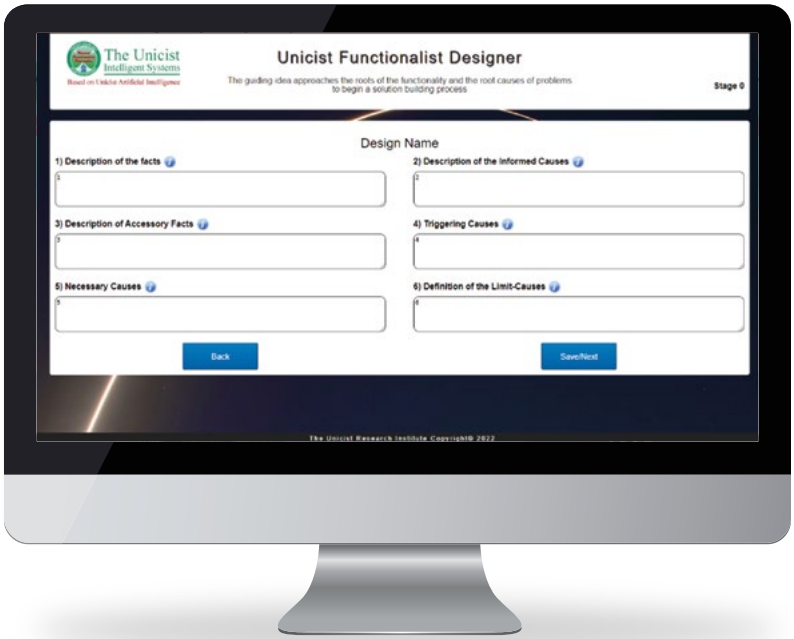
The design work begins by defining the wide context that influences the system and the restricted context that catalyzes its functionality. When the design of a specific solution occurs in a field where the functionalist structure of the category of the solution has been researched it is necessary to use the ontogenetic map of the functionalist principles.



When it is a new category of system it is necessary to research the functionalist principle which takes time and therefore requires developing a solution using palliative solutions. In this case, the design in itself is part of the research project to find the functionalist principles.

Diagnostics Module

When the design includes the solution of a problem, it is necessary to develop a research work that includes all aspects that begin with the description of the facts and end with the definition of the solution and its test. This is the case in 90% of the design processes including the design of innovative solutions.



It is necessary to have sound knowledge of the field that is being approached and in the case of innovations, it is necessary to have the concept of the solution. In the case of innovation, the initial objective is to begin by designing a prototype. If there already exists a prototype there is no need for dealing with problem-solving.

Solution Design Process

There are different levels of complexity of problems. Three dimensions define their complexity:

1. The level of dependence on the feedback from the environment, which is defined by the credibility and influence a solution has. The more dependent, the higher the level of complexity.
2. The size of the solution that is being built. The larger the scope of activities included in a solution the higher the level of complexity.
3. The level of adaptability of the solution, which defines the intrinsic complexity of its functionality.

The Functionalist Designer manages three levels of complexity which are integrated into one system. It is necessary to minimize the design effort by making solutions as simple as possible maximizing the influence on the environment to minimize the costs. The levels are:

1. Level 1 of complexity, where the solution does not depend on the feedback from the environment. The solution only needs to ensure its intrinsic functionality.
2. Level 2 of complexity, where the solution needs to be adaptive to the environment and has no intrinsic complexity.
3. Level 3 of complexity, where the solution needs to be adaptive and has and is complex in its intrinsic functionality.

Comparison with First Principles

Aspect	First Principles	Functionalist Principles
Purpose	Structural Solutions	Structural Solutions
Structure	Undefined	Triadic (*)
Initial Approach	Reverse Engineering	Ontological Reverse Engineering
The structure of solutions	Based on Cause-effect Actions	Based on Binary Cause-effect Actions
Solution Building	Abductive Reasoning	Conceptual Engineering & Abductive Reasoning
Analytical Method	Root Cause Management	Unicist Logic Driven Root Cause Mgmt.
Testing	Pilot Testing	Pilot/Destructive Testing

(*) Defined by a Purpose, an Active Function, and an Energy Conservation Function.

Comparison with Design Thinking

Aspect	Design Thinking	Functionalist Design
Purpose	Develop Solutions	Develop Solutions based on Root Causes
Structure	Undefined	Triadic (*)
Initial Approach	Empathic	Ontological Reverse Engineering
The Structure of Solutions	Based on Cause-effect Actions	Based on Binary Cause-effect Actions
Solution Building	Abductive Reasoning	Conceptual Engineering & Abductive Reasoning
Analytical Method	Inductive and Deductive	Unicist Logic Driven
Testing	Pilot Testing	Pilot Testing & Destructive Testing

Main Markets

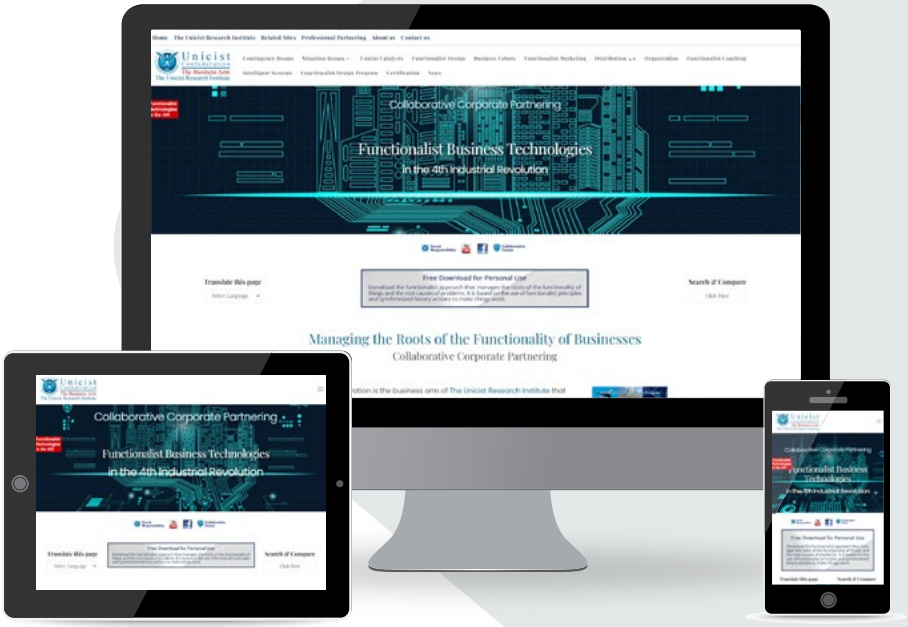
• Automobile • Food • Mass consumption • Financial • Insurance • Sports and social institutions • Information Technology (IT) • High-Tech • Knowledge Businesses • Communications • Perishable goods • Mass media • Direct sales • Industrial commodities • Agribusiness • Healthcare • Pharmaceutical • Oil and Gas • Chemical • Paints • Fashion • 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 • Hospitality • 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.

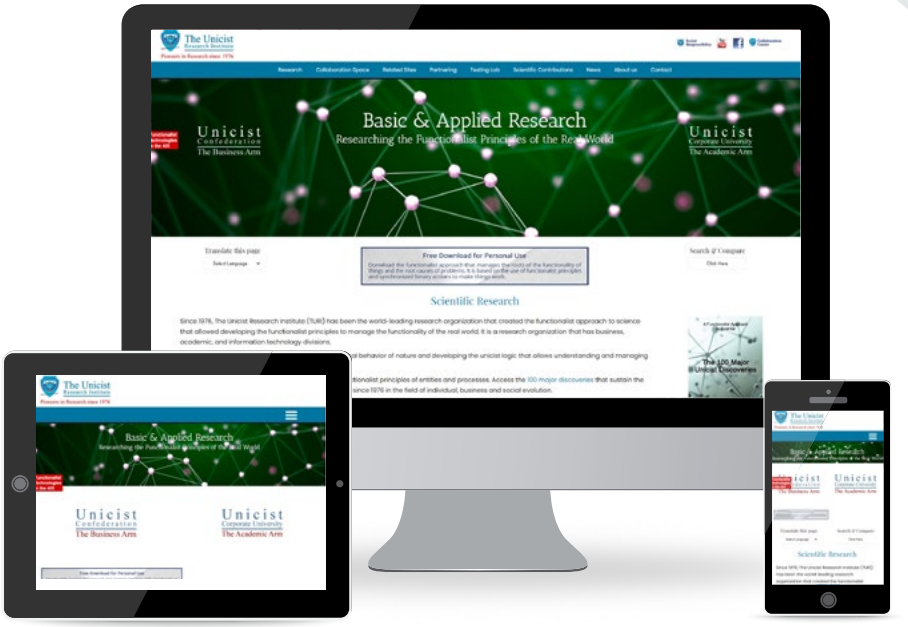
Learn about the Business Arm

The business arm is organized as a Confederation of partners and academic associates to develop collaborative corporate partnering with companies. ***Access***



Learn about The Unicist Research Institute

Since 1976, The Unicist Research Institute has been the world-leading research organization that developed and introduced the functionalist principles of the real world to manage root causes. ***Access***



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