Managing Functionality in the 4th Industrial Revolution

Unicist Functionalist Technologies

Managing the functionality of business processes to increase energy efficiency by up to 30%

The Unicist Research Institute

Pioneers in Research since 1976

A Logical Approach to Abstractions to Ensure the Functionality of Solutions

The success of businesses or any adaptive process depends on the accuracy of the abstractions that have been made to define their functionality. Conscious abstract reasoning is required to go beyond the operationality to manage the functionality of solutions.

The discovery of the unicist logic, which explains the functionality of things, made the conscious approach to abstractions possible. The unicist logic provided the structure for abductive reasoning to explain the functionality and led to the development of the "functionalist principles" to manage the functionality of the real world.

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. These principles allow for managing the unified field of systems and developing the binary actions that make them work.

Access

This led to the development of the Unicist AI, which is a rule-based intelligence, that allows dealing with the abstractions needed to manage the functionality of things to generate accurate operational solutions.

The building of solutions is based on the use of functionalist design. It ensures results by developing pilot-test-driven reflection (action-reflection-action) to avoid fallacious diagnoses and dysfunctional actions.

Basic Discoveries to Manage the Functionality of Business Processes

Since 1976, The Unicist Research Institute has been focused on a functionalist approach to science to research the roots of evolution and their application in social, economic, and business environments.

The main basic discoveries applied to business are:

1 The discovery of the functionalist principles that define the functionality of business processes and work through synchronized binary actions to ensure the generation of value.

2 The emulation of the intelligence that underlies nature, by developing maximal and minimum strategies to ensure growth and results.

3 The discovery that human actions are driven by the concepts people have in their minds, which underlie buying arguments, allows increasing marketing effectiveness.

25 Minutes Read

4 The emulation of the organization of nature, based on the use of driving, catalyzing, inhibiting, entropy-inhibiting, and gravitational objects to increase energy efficiency and adaptability.

5 The development of the unicist logic that defines the functionality of things and gave birth to unicist AI to manage adaptive systems and environments.

Beyond Digitization & Automation: The Paradigm Shift of the 4IR

The paradigm shift is based on organizing by managing the functionality of businesses using business objects instead of managing the operationality based on processes and tasks, which was the case until the 3rd industrial revolution. It increases energy efficiency by up to 30% depending on the market and industry.

It has to be considered that all adaptive environments are organized by objects to ensure the adaptability of the systems. The organs of the human body are an example of the organization by objects in nature. Amazon and Google are examples of object-driven organizations.

Object-driven organization emulates the organization of nature. The first object-oriented programming language, Simula, was also driven by the emulation of nature.

The 4IR enhanced value generation. Digitization and automation without the use of business objects are part of the 3IR. The object-driven organization is the catalyst that is being introduced by the 4IR to open the possibilities for business adaptability and to enhance energy efficiency and customer orientation.

20 Minutes Read

The 4IR opened a new stage in a business organization based on the use of social, industrial, and business objects as autonomous interdependent entities to generate value in business. We suggest that you profit from this new stage.

Intelligent Business Objects are Cobots

Unicist business objects (UBO) are encapsulated adaptive systems that produce predefined results, which are defined by their concepts, that can be inserted into work processes to increase productivity, quality, and increase energy efficiency.

The use of unicist logic to define the synchronicity of processes and of unicist AI transforms business objects into collaborative robots (cobots).

The purpose of business objects is defined by the result they can produce. As objects, they have a concept, an added value, and quality assurance.

The organization by objects and roles is a model that, according to the predefined objectives, designs the necessary processes and uses business objects to produce the necessary results. Objects only exist within a process. When they are not part of a process, they are things.

Access

There are different types of objects according to their functionality:

⬡ Driving Objects: To drive processes

⬡ Entropy Inhibiting Objects: To inhibit the entropy of processes

⬡ Inhibiting Objects: To inhibit dysfunctional actions in a business

⬡ Catalyzing Objects: To open possibilities and accelerate processes

⬡ Gravitational Objects: To make the results of processes possible

The first three belong to the process of a system while the catalysts are part of the restricted context, and the gravitational objects belong to the wide context of a system.

Prototype driven Solutions

All business solutions are based on building, monitoring, and learning from proto-types until their functionality has been confirmed. *Access*
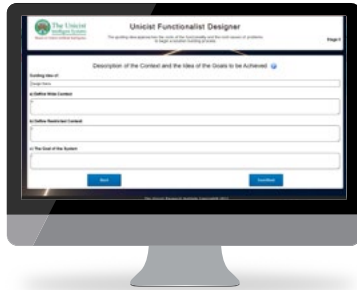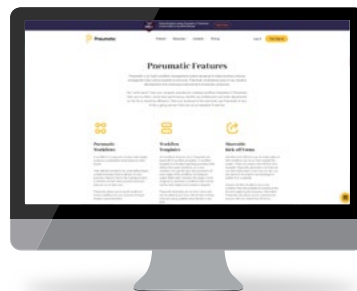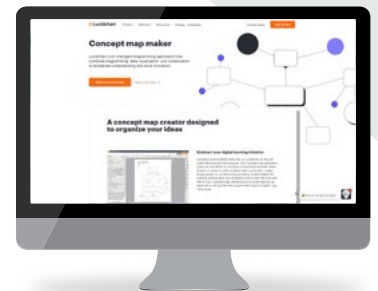

Unicist Functionalist Design Tool

The functionalist design is based on the use of functional-ist principles, binary actions, and catalysts.

Conceptual Mapping Tool

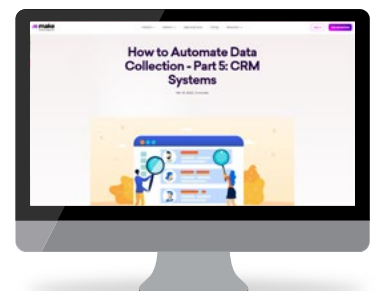The conceptual map is used to define the unified field of the solution that is being built.

Operational Task Building Tool

This tool is used to build the tasks of the operational pro-cesses of the prototype.

The Automation Tool

This tool is used to integrate the unified field of workflows and install automated processes.

Building of Unicist Business Cobots

When needed, the unicist logic and the unicist AI are used to develop cobots to increase efficiency.
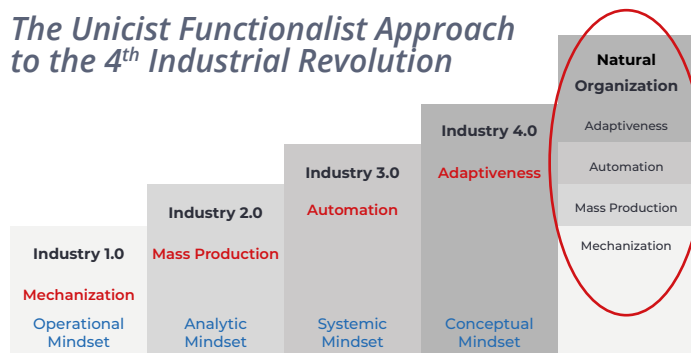
Technology Transfer Processes

The transfer of the technologies to develop solutions is made with the support of teaching cobots.

Adaptability & Customer Orientation in the 4ᵗʰ Industrial Revolution

The Unicist Functionalist Approach to the 4ᵗʰ Industrial Revolution

The 4ᵗʰ Industrial Revolution introduced the functionalist approach to businesses based on managing the functionality of their processes to make them adaptive and customer-centered.

It integrates the Internet of Things and the Intelligence of Things.

What for?

The functionalist technologies manage the functional structures of processes and their unified fields:

- To design and develop business strategies
- To define and manage marketing and sales processes
- To design organizational and business processes
- To foster talent development
- To develop intelligent systems and applications

How?

The unicist functionalist technologies manage the unified field and 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

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.

Contents

The Use of Functionalist Principles

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.

11 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.

15 Minutes Read

Business Value Propositions

Here you can find the value propositions that were designed to profit from the 4th Industrial Revolution using functionalist technologies. Functionalist technologies are materialized in the development of prototypes that make them work until they are transformed into a business standard.

All collaborative projects are based on the use of the functionalist principles of the processes involved, the use of synchronized binary actions, and include the installation of a prototype that generates an initial positive cashflow for the companies.

The development of prototypes is based on a set of tools that includes functionalist design, conceptual mapping, task building, automation, logical rules, and pilot testing.
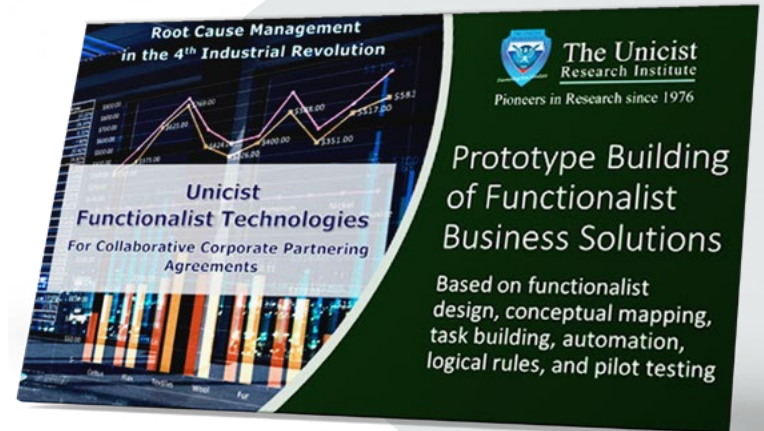
For Business Processes

- **Contingency Room Building:** To transform urgent problems into structural solutions. *Access*

- **Situation Room Building:** To manage structural problems, crises, and conflicts. *Access*

- **Business Growth Strategies Design:** To develop maximal and minimum strategies to grow and ensure results. *Access*

- **Installation of Functionalist Designers:** To manage the functionality of problems and solutions developing binary actions to make things work. *Access*

- **Business Cobots Building:** To install collaborative robots that manage intelligent adaptive automation of processes. *Access*

- **Installation of Distribution 4.0:** Integrating providers with distributors and customers to enhance complementation. *Access*

- **Installation of Object Driven Organization:** To increase the functionality, adaptability, and customer orientation of businesses. *Access*

- **In-House Coaching:** To support the finding of solutions to complex business problems. *Access*

- **Intelligent Systems Building:** To manage adaptive business environments using data-based AI and unicist AI. *Access*

For Marketing Processes

- **Commercial Catalysts Building:** To expand possibilities and accelerate buying processes. *Access*

- **Installation of Functionalist Designers:** To manage the functionality of problems and solutions developing binary actions to make things work. *Access*

- **Functionalist Object-Driven B2C Marketing:** Using segmented binary actions and catalyst to expand markets. *Access*

- **Functionalist Object-Driven B2B Marketing:** Using functionalist principles, binary actions, and objects to expand markets. *Access*

- **Installation of Marketing Cobots:** To work as intelligent systems integrated with CRM/CDP to generate leads. *Access*

- **Market Research:** To find and confirm the conceptual drivers of buying decisions to design marketing processes. *Access*

- **B2B Market Segmentation Building:** Using the functionalist principles and binary actions of buying arguments to segment B2B markets. *Access*

- **B2C Market Segmentation Building:** Using the functionalist principles and binary actions of buying arguments to segment B2C markets. *Access*

The installation of these technologies is based on collaborative partnering and generates an initial positive cashflow for the company. It includes technologies that might be protected by non-disclosure agreements.

All these technologies are supported by educational programs developed by the In-House Universities. *Access*

# The Basics of the Functionalist Principles Applied to Business

The functionalist principle defines 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.

These elements are integrated by the complementation and supplementation laws established by the unicist logic.

This structure works through unicist binary actions (UBA) that produce the functionality of any entity or process, whatever its kind.

The Functional Structure of Things
Ontogenetic Map in Unicist Standard Language
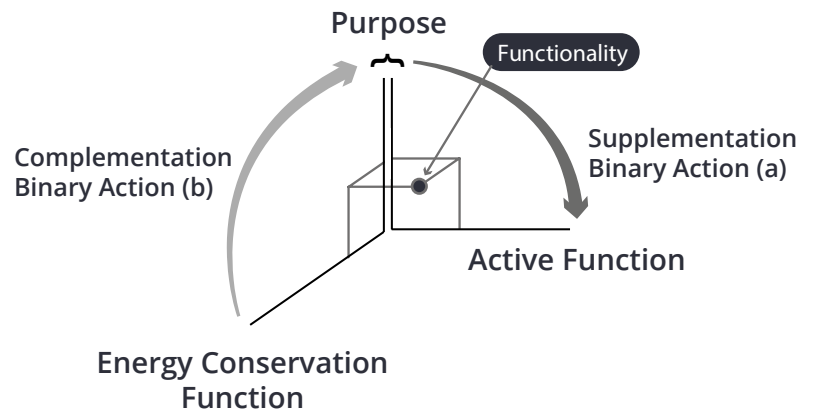
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The research of functionalist principles is based on the use of unicist ontological reverse engineering of facts to find their functional structures.

This approach is based on the discovery of the intelligence that underlies nature that defines the principles of its functionality and led to the development of the unicist logic that allows managing the intelligence that deals with the functionality of "things".

It is based on the use of functional knowledge to manage the real world that integrates the know-how and the know-why of "things".

12 Minutes Read

Mathematics of the Functionalist Principles

The mathematics validates the use of functionalist principles. It is provided by the mathematics of the unicist logic that allows measuring the functionality of things. It allows measuring the intrinsic functionality of things and credibility of things in the environment.

There are functionalist principles that define the intrinsic functionality of things and explain how they work and functionalist principles that define the extrinsic functionality of things that explain their use value in the environment. The mathematics of intrinsic functions defines their possibility of working and the mathematic of extrinsic functions defines the possibilities of their use.

The Unicist Functionalist Principle
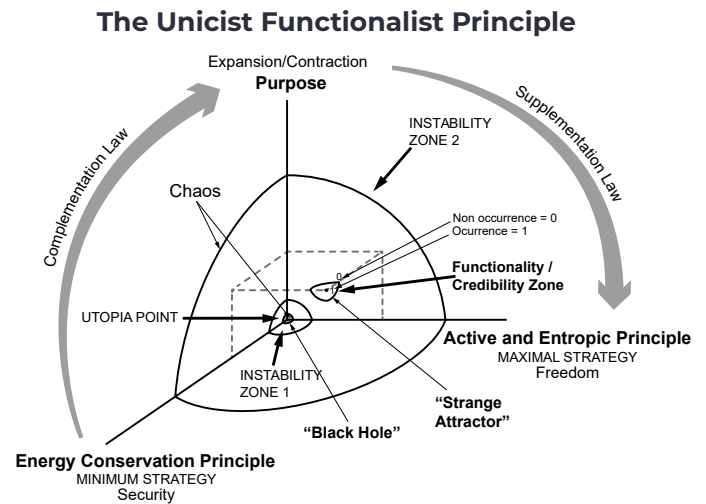
As it can be seen on the description of the functionalist principle, it is composed by the conjunction of a purpose (P), an active and entropic function (AF) and an energy conservation function (ECF).

This implies that the mathematics that defines the functionality of something requires the multiplication of the values of P, AF and ECF. The value of the functionality of things varies between 1 and 0.

Intrinsic Functionalist Principle (IFP) = P*AF*ECF

This defines the different values of each element of the triadic structure of a functionalist principle. The values of the elements are defined by the value generated by the operational components of things.

The instability zones 1 and 2 define the influence of the wide context, which works as a gravitational force (GF) that makes things possible. The displacement of the functionality or credibility zone is influenced by the restricted context, which works as a catalyst (C) to open possibilities and accelerate processes.

Functionality = GF*C*IFP/EFP

Mathematics to measure Functionality
Measure of the Functionality of ………………………

	Substitute	Wide Context	Restricted Context	Function	
					Concept of the system that transforms qualitative and quantitative indicators into mathematical algorithms.
0					**1 Indicator**
					2
.25					**3 Indicator**
					4
.50					**5 Indicator**
					6
.75					**7 Indicator**
					8
1.					**9 Indicator**

Substitute	
Wide Context	
Restricted Context	
Function	

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

Functionalist Business Solutions

- Business Situation Rooms

- Unicist Contingency Rooms

- Functionalist Design

- Functionalist Business Education

Unicist Business Situation Rooms

Unicist Situation Rooms were designed to develop solutions for structural problems. These situation rooms are a functionalist approach to problems by managing the unified field of business processes.

They were developed to manage structural problems, conflicts, and crises. Their approach is based on the functionalist principles that allow managing the root causes of problems and their context to ensure the functionality of the solution that is being built.

Situation rooms are based on 4 integrated functions:

1 The development of future scenarios

2 The use of Contingency Rooms to build solutions

3 The use of Business Intelligence

4 The use of Unicist Strategy sustained by a business compass

15 Minutes Read

Their actions in situation rooms are triggered by data or by events. On the one hand, BI is the tool that synthesizes the information that triggers the actions of situation rooms, and on the other hand, dysfunctional events might also trigger actions if these events imply a structural conflict or a crisis.

Unicist situation rooms manage the functionalist principles of business function in plain language and based on predictors and indicators. This allows accessing the root causes or problems to develop a solution and, if they cannot be managed, establish palliatives that provide a provisional solution until the problem can be solved.

The monitoring function of situation rooms is based on the use of the functionalist structure of the different business functions based on indicators and predictors that define their functionality.

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, and ombudsperson and a fallacy shooter.

Their final purpose is to solve an urgent problem. Their maximal strategy is to develop the structural solutions while the minimum strategy is to solve the 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 in order to develop a structural solution while the second step is to find the triggering causes that generated the urgent problems in order to solve them.

10 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" 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

Unicist Functionalist Design

Functionalist design deals with the functionality of processes and allows managing the functionalist principles of business processes to simplify the solutions and improve the generation of value and diminish costs.

The development of the unicist logic allowed managing the intrinsic functionality and the use value of things and gave birth to the Unicist AI that emulates the intelligence of nature and human intelligence.

The unicist functionalist design was developed to enhance the functionality of business processes. The unicist functionalist design is developed in participative solution-factories to design in adaptive environments.

This approach manages the functionality, dynamics and evolution of business functions and processes and is necessary to:

- Develop the functionalist design of adaptive business processes

- Design business strategies

- Design and implement binary actions to ensure results

- Design and develop intelligent business cobots

- Design and develop intelligent systems and applications

- Design and manage R&D processes of products, devices, and processes

- Develop business objects and catalysts to manage processes

- Design market expansion processes

- Manage process improvement, innovations, and changes

12 Minutes Read

- Design software that includes intelligent functions

The functionalist design process begins with the existence of a solution that needs to be built and ends with the installation of the solution.

Unicist Functionalist Education

The Unicist Reflection Driven Education model allows accessing the functionalist principles to manage businesses as adaptive systems and deal with the root causes of problems to build structural solutions.

Functionalist business education is a superior education model for professionals who decided to go beyond the operational approach to business and manage their functionality.

Functionalist education became necessary due to the 4th Industrial Revolution that is introducing a new stage in the social world that deals with the empowerment of adaptability, which requires managing the functionalist principles to deal with the functionality of social, economic, business, and personal environments.

Access

Unicist Reflection Driven Education in the 4IR

The unicist education model is based on five pillars:

1. A learning context is required before a learning process begins. Learning processes in adults require the existence of a real problem to be solved.

2. An adaptive learning contract that defines the guiding idea of the learning process and the conditions of the teaching and learning activities.

3. The development of business residencies, which are homologous to medical residencies, where the unicist reflection methodology is used to develop solutions.

4. The use of learning objects that allow managing the personalized learning program of participants.

5. The professor's role that is focused on ensuring the development of solutions while driving learning activities.

Basic Business Technologies

- Binary Actions

- Business Cobots

- Unicist AI

Binary Actions Building

Unicist Binary Actions are based on the functionality of processes and are composed by two synchronized actions where the first one opens possibilities and the second one ensures results.

The management of adaptive environments requires developing two actions that aim at the same purpose:

1 one action to influence the context

2 and a second action to achieve results

The definition and use of specific binary actions require having in mind the concepts and the generic binary actions and their synchronicity.

10 Minutes Read

The Functionality of Binary Actions

Unicist binary actions (UBA) are needed to develop solutions in adaptive environments. Their main applications are:

Binary Actions to Catalyze Processes

The catalyzing binary actions cover the latent needs of the environment and of the people involved.

Binary Actions to Expand Boundaries

These binary actions are based on the catalyst that has been introduced and their actions need to fit into the expansive functions of the concept of an activity.

Binary Actions to Ensure Results

To ensure results the binary actions of the minimum strategy need to manage the urgent needs of the adaptive environment that is being managed.

Intelligent Business Cobots Building

Business cobots are collaborative robots that are based on human-robot interaction to complement human actions. In business, there are two possible uses:

1 As part of a backward integration, to sustain decision processes.

2 As part of a forward integration, to transform decisions into actions.

The business application of Cobots became possible due to the development of fundamentals-based AI and the binary actions that ensure the generation of results. Cobots are based on functional rules to build empirical solutions.

Cobots provide a safe framework to generate value in adaptive environments. They are now the next standard of the object-driven organization that became necessary to manage this stage. It is also needed in all types of telework processes including telemedicine.

Based on their functionality, there are four types of cobots:

Operational Cobots

Operational cobots are designed to sustain specific operational action in business processes.

Knowledge Cobots

Knowledge cobots are designed to sustain management processes of any kind to ensure the accuracy of decisions.

Efficiency Cobots

Efficiency cobots are designed to complement and support the efficiency of processes.

Efficacy Cobots

Efficacy cobots provide knowledge to sustain decisions, and adaptive automation to make them work.

8 Minutes Read

Unicist AI & Intelligent Automation

The installation of binary actions in automation processes requires using unicist AI to manage adaptability and synchronicity. Unicist AI is based on the unicist logic that was developed emulating the intelligence that underlies nature and human intelligence.
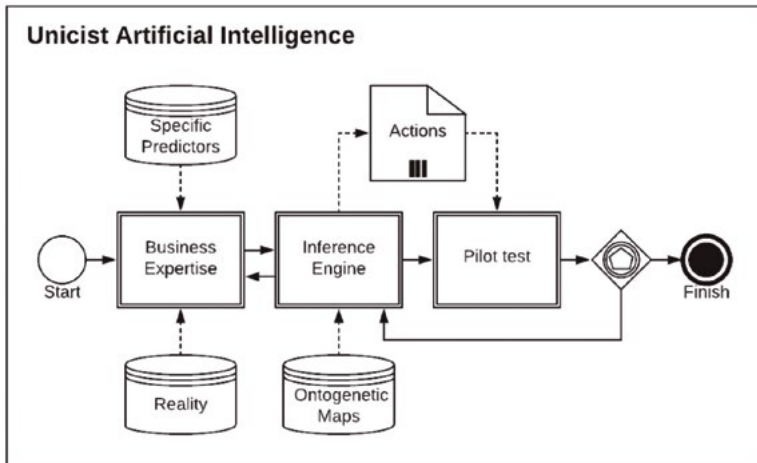
Unicist AI is based on the rules of the unicist logic that deals with the functionality of things. It is a fundamentals-based AI that allows managing the functionality of processes of any kind and building intelligent systems and cobots. When necessary, these cobots are installed in mobile applications.

The Use of Rules and Predictors

Fundamentals-based AI provides the meaning of data, its integration with data-based AI allows managing processes using adaptive automation.

Fundamentals-based AI uses indicators and predictors both to monitor the functionality of processes and as an input to the inference engine.

It uses the rules of the unicist logic and allows developing solutions and learning from the pilot tests of their implementation until their functionality has been confirmed. Fundamentals-based AI allows automating the use of binary actions, catalysts, business objects, and marketing objects to develop processes of any kind.

Access

Basic Marketing Technologies

- Functionalist Marketing
- Commercial Binary Actions
- Marketing Catalysts

Functionalist Marketing Design

The concepts people have in their minds define the roots of their buying decisions. Functionalist marketing is based on managing the root causes of buying processes in B2B and B2C markets. It is based on the following technologies:

- **Synchronized binary actions** allow accessing the roots of buying decisions.

- **The use of marketing catalysts** expands possibilities and accelerates buying decisions.

- **The use of marketing objects** simplifies marketing actions.

- The anticipation and **management of objections** accelerate buying decisions.

- **Functionalist design** manages the roots of buying decisions.
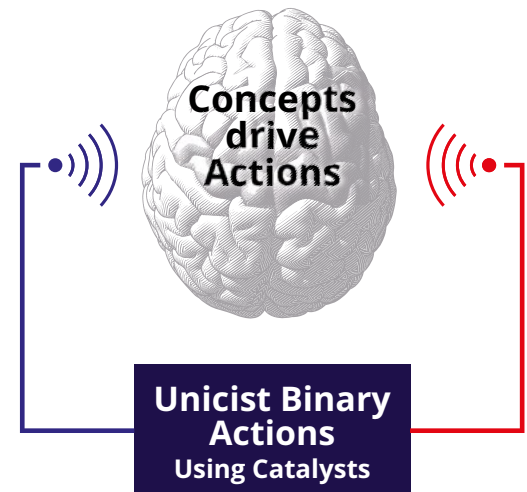
Binary Actions match Buying Arguments

Human actions are driven by the concepts people have in their minds, and so are buying decisions.

Commercial binary actions are two synchronized actions that are developed to accelerate buying processes by managing actions to install maximal strategies to grow and minimum strategies to ensure results.

The selling arguments, which are a complement of the buying arguments, are defined according to the concept the potential buyers have.

Binary Actions work in the mind of potential buyers.

11 Minutes Read

Binary Actions to Influence People

Buying decisions are driven by the concepts people have in their minds, which define the buying arguments. This applies in different ways to B2B and B2C markets.

The marketing process is addressed using synchronized binary actions that, on the one hand, open possibilities, and on the other hand, close marketing processes. They need to include catalysts to ensure results.

The Use of Binary Actions

The functionality of the unicist binary actions (UBAs) allows grasping the different types of UBAs. It has to be considered that, depending on the product or service, the UBAs might be universal or need to be segmented.

UBAs Type 1: To Catalyze Marketing Process

These UBAs 1 are the initial stage of any influential action in the market.

UBAs Type 2: To Expand the Boundaries to Foster Growth

The UBAs 2 deal with the maximal strategy that drives the expansion of the boundaries of the possibilities for the potential customers.

UBAs Type 3: To Ensure Results

The UBAs 3 deal with the minimum strategy to ensure results.

UBAs Type 4: To Influence Buying Arguments

The UBAs 4 are the synthesis of the integration of the context with the maximal strategies and the minimum strategies described before.

10 Minutes Read

Marketing Catalyst Building

100% of the business models of expansive businesses are based on binary actions that include the use of catalysts. The discovery of the functionalist structure of binary actions allowed for the systematic design of synchronized binary actions that include catalysts, which simplified and ensured the results of business processes. There are three types of commercial catalysts: Sales catalysts, marketing catalysts, and alliance-building catalysts.

Sales Catalysts
to Match Buying Arguments

The objective of the design of sales catalysts is to accelerate buying decisions in B2B and B2C markets.

Marketing Catalysts
to expand the Boundaries

Behavioral catalysts are needed in B2B / B2C markets to ensure the sustainability of marketing processes. The acceleration of the processes they produce depends on the specificity of the catalysts.

Building Alliances
based on the Use of Catalysts

The building of alliances to expand B2B / B2C markets was simplified by the use of catalysts that allow establishing a common ground that builds a new entity that works as a business in itself.

10 Minutes Read

Some of the companies that use business objects and catalysts are: Airbus, Amazon, Apple, BBC, Boeing, Dassault Systemes, Dupont, Ericsson, Facebook, General Electric, Google, Hilton, Honda, Hyundai, LinkedIn, Lufthansa, Mapfre, Mayo Clinic, Michelin, Novartis, Open Text, P&G, Pfizer, SAP, Siemens, Tata Motors, Toyota, Unilever, Walmart, Walt Disney World and Youtube.

Annex:
The Universal use of Functionalist Principles

The research at The Unicist Research Institute allowed finding the functionalist principles of the functions included in social, economic, business, and personal processes.

This information allows for managing the unified field of these functions defining what is possible to be achieved and making it work.

This approach is based on the use of functionalist knowledge to manage the real world that integrates the know-how and the know-why of things.
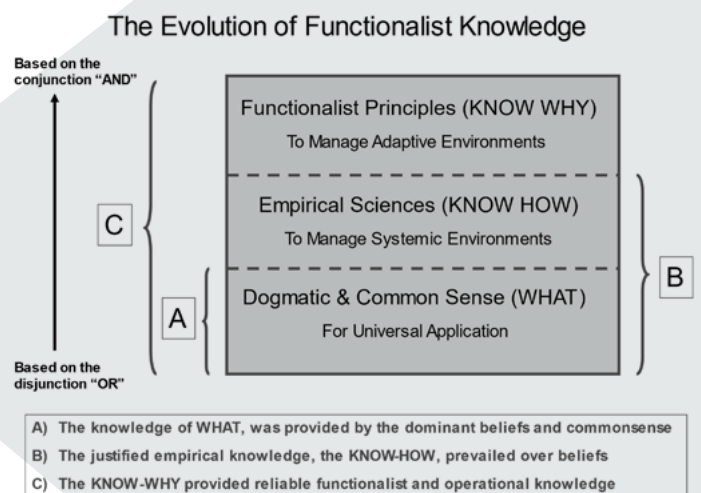
52 Minutes Read

Unicist Functionalist Knowledge
To Manage the Root Causes of Problems

The unicist functionalist knowledge allows for managing the root causes of problems. Functionalist knowledge deals with the functionalist principles of things that define their functional structures.

Functionalist knowledge describes and defines the functionalist principles that drive things and the binary actions that make them work. It defines the functional structure of things and the root causes of the problems that may exist.

Functionalist knowledge requires integrating the know-how of solutions with the know-why that is defined by the functionalist principles of the solutions, using the necessary reasoning patterns to develop functional solutions.

The Evolution of Functionalist Knowledge

Based on the conjunction "AND"

Functionalist Principles (KNOW WHY)
To Manage Adaptive Environments

Empirical Sciences (KNOW HOW)
To Manage Systemic Environments

Dogmatic & Common Sense (WHAT)
For Universal Application

Based on the disjunction "OR"

A) The knowledge of WHAT, was provided by the dominant beliefs and commonsense
B) The justified empirical knowledge, the KNOW-HOW, prevailed over beliefs
C) The KNOW-WHY provided reliable functionalist and operational knowledge

Levels of knowledge

There are different levels of knowledge that have different uses:

1. Dogmatic knowledge that establishes the subjective limits of actions. Commonsense knowledge is a type of dogmatic knowledge.

2. Empirical knowledge that deals with the know-how of things

3. Conceptual knowledge that deals with the functionalist principles of things and provides the know-why of their functionality.

Functionalist knowledge integrates these three levels of knowledge. It is the knowledge that defines and describes the functionality of things based on their functionalist principles.

It establishes the bridge between empirical knowledge and metaphysical principles.

The Knowledge Base for Functionalist Design

The Unicist Library is provided to manage functionalist design to build solutions for the adaptive aspects of businesses. It provides information on the functionalist principles in unicist standard language (USL). It is a functionalist knowledge base that provides the functionalist principles to design business solutions and the necessary binary actions to make them work.

These libraries, which are provided to companies, include the knowledge base of the specific functionalist principles and binary actions that are being installed in companies and access to more than 100 consultation books and 3,000 articles on functionalist knowledge.

This knowledge base was developed at The Unicist Research Institute, based on the more than 5,000 research works that were developed since 1976 to find the concepts and fundamentals that define the functionalist principles in the field of social, economic, and business applications.

The use of functionalist principles structures the timing, synchronicity, and accuracy of business processes. The library also provides information on the catalysts that are needed to expand possibilities and achieve the critical mass and speed that is required to adapt to the environment.

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*