Unicist Solution Building Factories

Guidelines

Unicist Business Strategy Designer

The Unicist Research Institute
Pioneers in Complexity Science Research since 1976

Unicist Solution Building Factories

GUIDELINES

Unicist Business Strategy Designer

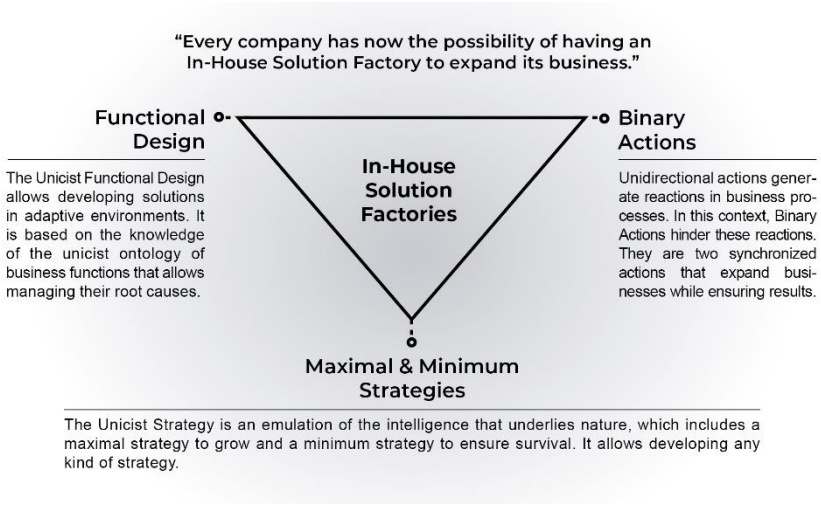
"Every company has now the possibility of having an In-House Solution Factory to expand its business."

This document is based on the researches led by Peter Belohlavek at The Unicist Research Institute.

To translate this document, we recommend using:

The Paradigm Shift of the Unicist Functionalist Approach

The core paradigm shifts in the field of the management of individual, social and business evolution are the functional design, the binary actions and the unicist strategy. It has to be considered that the unicist evolutionary approach is a constructivist approach.



- **Unicist Functional Design:** The input to any functional design is the conceptual structure of the functionality of the entity that is being designed. The output is the definition of the operational design that includes the definition of the binary actions and their synchronicity and the design of the business objects.
- **Unicist Binary Actions:** Binary actions are two synchronized actions that expand businesses while they ensure their results. They were developed to manage the evolution of adaptive environments by managing actions to install maximal strategies to grow and minimum strategies to ensure results.
- **Unicist Strategy:** The emulation of the intelligence of nature was the basis for the development of the Unicist Strategy and its applications to all the fields of human adaptive activities that require a strategic approach, which is based on the development of maximal strategies to grow and minimum strategies to survive.

Unicist Business Strategy Designer

Here you can find the guidelines of the Unicist Functional Designer (UFD) for strategy building processes, developed at The Unicist Research Institute.

On the one hand, this designer allows building maximal strategies to grow and minimum strategies to ensure results.

On the other hand, it allows establishing the strategic framework for surviving, defensive, dominant, and influential strategies. The output is a synchronized action plan based on binary actions.

The functionalist approach to business introduced a paradigm shift to manage them as adaptive environment to foster growth and ensure results.

Businesses have been considered until now as systemic environments where univocal cause-effect relationships sufficed to ensure the business. The speed of technological evolution, the 4IR triggered the need to increase adaptability and customer orientation to ensure growth and profitability.

You can access a guideline of the necessary protocols
to manage functional design at: www.unicist.net/engineering

Content

Unicist Functional Design

Adaptive systems and environments have open boundaries, and their elements are integrated by biunivocal interdependent relationships. Therefore, the use of a systemic approach to deal with them is dysfunctional. The management of adaptive systems requires using a strategic approach that allows designing them, defining their functional actions and monitoring their evolution.

The unicist functional design is based on the use of the ontogenetic maps that define the functionality of adaptive entities whatever their kind. The input to any functional 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 binary actions and their synchronicity and the design of the business objects.

The Fallacy of Operational Observations

Watching the sun travelling across the sky from sunrise to sunset is a typical observation of operational phenomena. People say that the sun is travelling across the sky which is, from a functional standpoint, false. People think that they are standing still on a place and that the sun is moving. https://www.youtube.com/watch?v=xs9hfF3UPQY

The paradox is that this phenomenon is basically the consequence of the rotation of earth, which happens roughly at 1,000 miles per hour, but people think that they are standing still, and the sun is surrounding the earth.

It is necessary to recall that Galileo was condemned because he made functionality supersede operationality. The functionality of things explains the operationality but not vice versa. A metaphor clarifies this:

The cost of a glass is in its solid;
its value is in its hollow.
Its cost has no value.
Its value has no cost.
But both of them are within the glass.

The cost of a process is given by its operation;
its value is given by its functionality.
Operation has no value.
Functionality has no cost.
But both of them are within the process.

Managing the Functionality of Adaptive Environments

The real world is an adaptive environment. All the environments or systems in the real world are adaptive. What varies is the speed of adaptiveness, which varies according to the intrinsic characteristic of the systems. Highly adaptive systems are those where the emergent results are fully dependent on the relationships and feedback from the environment.

These systems are complex and need to be managed understanding their functionality. The operational aspects just describe the consequences of the functionality of an adaptive system. Therefore, an operational description provides the information of the consequences of the functionality of a system.

This differentiation is irrelevant in systemic environments that have univocal cause-effect relationships between the elements that integrate them. But when dealing with adaptive environments, which have open boundaries, the “observation” of the processes generates fallacious conclusions. When the boundaries are open, the observers are part of the system.

To deal with adaptive environments it is needed to understand their functionality, which is based on their underlying concepts and fundamentals. Operationality is a consequence of the functionality of an adaptive system.

The Unicist Ontology Emulates the Ontogenetic Intelligence of Nature

The ontogenetic intelligence of nature regulates the evolution of living beings based on the existence of a purpose, an active and entropic principle to grow and an energy conservation principle to survive.

The unicist ontology describes the nature and functionality of reality by emulating the ontogenetic intelligence of nature. Therefore, there is an ontological logic to understand the nature of reality. This ontological logic was named Unicist Logic.

The structure of the intelligence that underlies nature allowed developing the unicist ontology that defines adaptive entities by their functionality. On the other hand, it allowed defining the ontogenetic maps of adaptive environments by transforming principles into the specific functions of adaptive systems.

Nature is not a question of opinion. From a functional point of view, the nature of a specific reality is unique. That is why there can only be “one” unicist ontology of the functionality of something.

The unicist ontology describes the nature and functionality of facts, ideas, individuals and things, regarded from their essential, causative / functional and operational aspects, erasing the existent barrier between the human arbitrary division of philosophy, science and action and defining concepts that integrate them in a unified field. In the short or long run, the actions of living beings and their deeds are consistent with their nature.

As it was mentioned, the ontogenetic intelligence of nature is defined by a purpose, an active principle and an energy conservation principle that are integrated in their oneness defining the functionality of the entity.

The active principle drives the evolution while the energy conservation principle sustains the purpose. The ontogenetic intelligence of an entity defines its intrinsic concept that regulates its evolution.

Inanimate adaptive systems also have concepts that define their functionality. These concepts are named extrinsic concepts because they depend on the functionality of the adaptive system in the environment.

The Unicist Ontology defines and describes the functionality of things and allows building the ontogenetic maps of adaptive systems and environments that make them manageable. Its knowledge is needed to deal with adaptive entities.

This development made complex adaptive systems reasonable, understandable, and predictable in those cases in which the conceptual structure that underlies their nature has been found.

The research on adaptive systems and environments began in the field of social, economic, and behavioral sciences. Then it evolved, driven by homologies with confirmed knowledge, towards life sciences and ended with physics to confirm the validity of the unified field.

In 2020, the research on the structure of the unicist ontology that defines the unified field of the functionality of the micro- and macrocosmos started and is expected to end before 2023.

Using Ontogenetic Maps to Manage Functionality

The unicist ontology of adaptive environments allowed defining their functional structure that defines their dynamics and evolution. This

functional structure was named ontogenetic map, which established the basics to understand the functionality of adaptive systems and environments.

The ontogenetic maps define the functional structure of the adaptive systems or environments they model. They define the functional structure of an entity, its dynamics, and its structural evolution.

The integration of the ontogenetic intelligence of nature, the anthropological invariables, and human ontointelligence using the unicist ontology, made the development of the ontogenetic maps possible. Ontogenetic maps are timeless and cross-cultural.

The ontogenetic maps are timeless meaning that they are valid as long as the function they represent exists. For example, the ontogenetic map of a lifeboat exists and remains unchanged as long as its function exists. Technologies change, cultural contexts are different, but the ontogenetic map of the lifeboat remains the same.

They are cross-cultural because their structure is based on the anthropological invariables, which makes them self-evident in any culture where the function they describe exists.

More than 5,000 researches were developed since 1976 to define the ontogenetic maps of adaptive systems and environments. These unicist ontological researches included the research of the ontological structures and the ontogenetic maps necessary to manage social, economic, and business behavior.

The Unicist Functional Designer
A Unicist Ontological Functionalist Tool

The Unicist Functional Designer is a solution factory to design actions in adaptive environments. It is based on a unicist ontological approach that allows managing the functionality and operation of adaptive systems.

The unicist ontological approach is based on the emulation of the intelligence of nature. It allows designing maximal strategies to generate growth and minimum strategies to ensure results in adaptive environments.

The concept of the Unicist Functional Designer (UFD) applied to business has been used for more than 30 years by developing solutions based on the ontogenetic maps of the business functions to design the processes, actions and business objects that allow producing the results that have been defined as being possible to be achieved.

The Unicist Business Strategy Designer is a unicist ontological tool that can be easily applied to any design in the social, economic, and personal fields.

Adaptive systems and environments have open boundaries and cannot be managed as systemic environments. Their management requires using a strategic approach that allows designing them, defining their functional actions, and monitoring their evolution.

The Unicist Functional Designer is based on the use of the ontogenetic maps that define the functionality of adaptive entities whatever their kind.

The input to the system is the conceptual structure of the functionality of an entity and the output is the definition of the conceptual design,

the definition of the binary actions and their synchronicity and the design of business objects.

The functional design process includes the possibility to basically define two types of actions:

1) Actions to upgrade the functionality of an entity to position it at an influential level in the “credibility zone” established by the environment.
2) Actions to influence the environment to achieve the goals that have been established as possible.

The UFD is based on the emulation of the nature of adaptive entities. It is defined by the ontogenetic map that defines the unicist ontological structure of its functionality.

Licenses

Functional Design: A Back2Back Teamwork

Complex problem solving requires an extreme focus on the concepts of solutions and the development of pilot tests until the functionality of the solutions has been confirmed.

It requires working in the field of what is possible to be achieved and developing the actions that ensure the results that need to be produced.

It implies learning from the pilot tests, which requires a "back2back" attitude among the members of the UFD-Groups. This attitude empowers the development of fully reliable solutions in complex adaptive environments.

The Members of the Groups

The members of the design group that participate in the development of solutions as well as the members of the testing group that test the solutions also assume a differentiated responsibility within the group, taking one of the following roles:

I) **The Coordinator** 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 being possible to be achieved. The participants also have full responsibility for the results after they agreed that such results are possible.

II) **The "Fallacy-Shooter"** 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.

III) **The "Ombudsman"** is responsible for monitoring the value generation of the design 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.

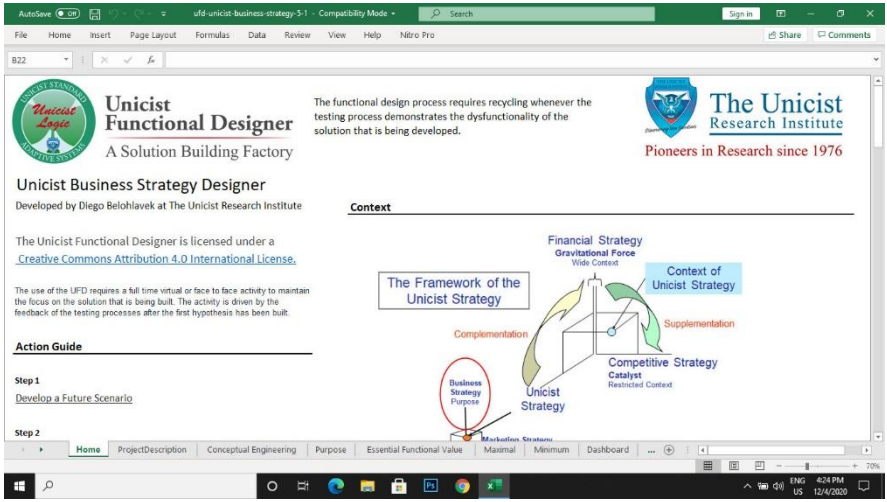
On the following pages you will find a guide to use the Unicist Functional Designer.

Step 1: Develop a Future Scenario

It has to be considered that the design of a strategy begins by establishing the future scenario of the field where the hypothetical solution needs to be built. It is necessary to find the trends that need to be followed and define the goals that can be achieved.

The development of an integrated strategy requires integrating the business strategy with the design of the financial, competitive, marketing and organizational strategies.

The business strategy is the driver of the unicist strategy that needs to be based on the wide context of the financial possibilities and opportunities and the restricted context of the competitive possibilities and opportunities.



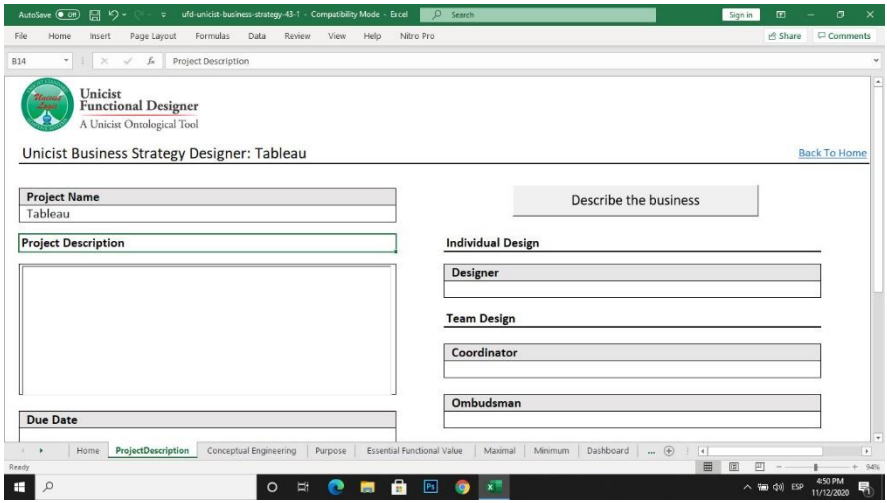
Step 2: Define the Project

The UFD begins by defining the project. The definition of the project includes the purpose and a generic description of the activity. The unicist design method has been developed to work in teams because they allow empowering the complementation capacity and thus simplifies the development of adaptive actions.

The ombudsman/woman writes the first proposal of the project.

In teamwork, the ombudsmen/women are the drivers of the design, the coordinators are responsible for guiding the necessary actions and the fallacy-shooters are the ones who ensure the quality through the pilot tests to achieve the results and the destructive tests that ensure the functionality by extending the use of the solution to adjacent fields.

It is necessary to clarify that the participants of the project need to have real experience in the project and be users of the solution that is being designed.

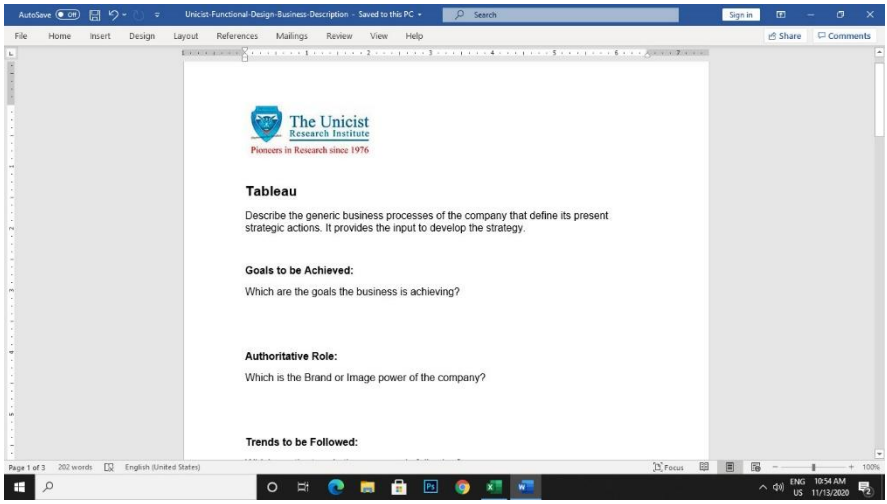


Step 3: Describe the Starting Point

The starting point is the description of the functionality of the elements that are part of the project. This description establishes the starting point.

The coordinator is responsible for developing this description.

The development of this description is guided by questions that clarify the functionality of the operational aspects of the different fundamentals that are included in the project.



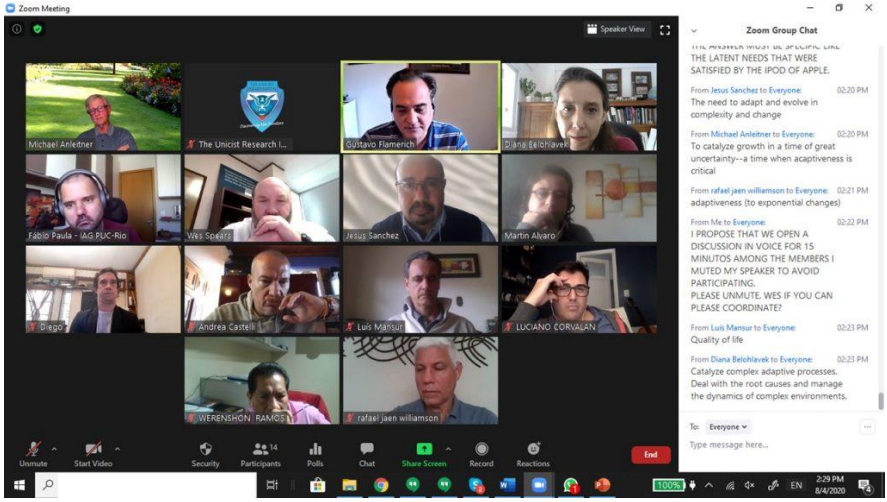
Step 4: Prepare the Team

It is necessary to establish the guiding idea of the design that needs to be developed. This requires developing an educational program that is based on reflection sessions that allow the participants to grasp the guiding idea of the functionality of the process that needs to be defined.

The preparation process is based on the documents that include the description of the ontogenetic maps that are provided with the UFD and includes the description of the system or environment that is being designed.

As all the members have sound operational experience in the field, what needs to be done is an ontological reverse engineering process to help them to infer the functionality.

To participate in the design group, all participants need to have the concept of the work that needs to be done.

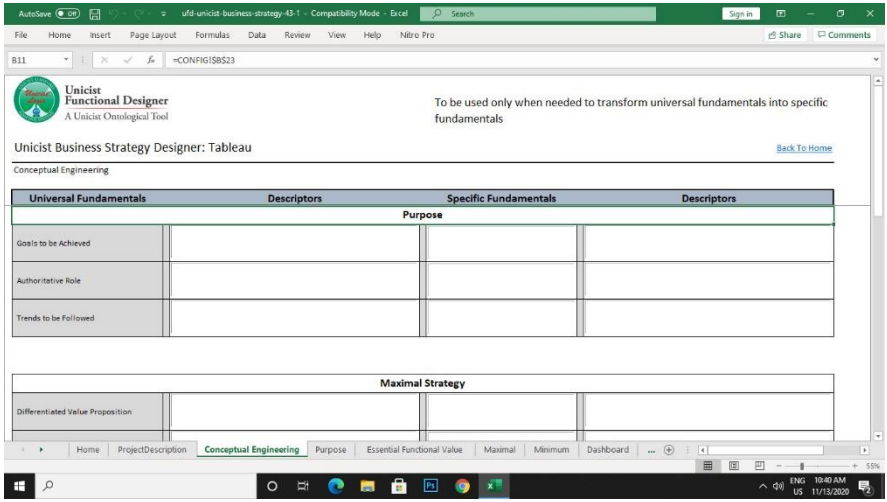


Step 5: Transform Universal Fundamentals into Specific Fundamentals

This step consists in transforming the universal fundamentals that have been provided by the UFD into specific fundamentals.

It requires defining the descriptors of the universal fundamentals that allow inferring the specific fundamentals and then defining their descriptors.

The descriptors are operational aspects that define the operation of the fundamentals.



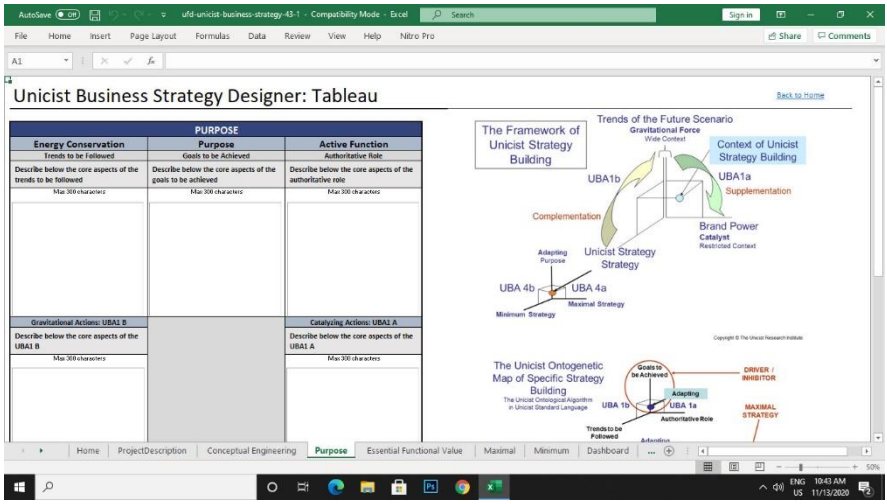
Step 6: Design the Final Purpose

The design of the final purpose implies integrating it with the gravitational force and the catalyst that sustain the functionality of the adaptive entity that is being designed.

This purpose is redundant with the gravitational fundamental and its active function is redundant with the catalyst.

This requires developing the deepest aspects that sustain the functionality of the system that is being designed.

The design ends when the binary actions, objects and results have been defined and can be built to make them operational. Binary actions are synchronized actions that, on the one hand, develop an action that deals with expansion and, on the other hand, develop an action that deals with the energy conservation.

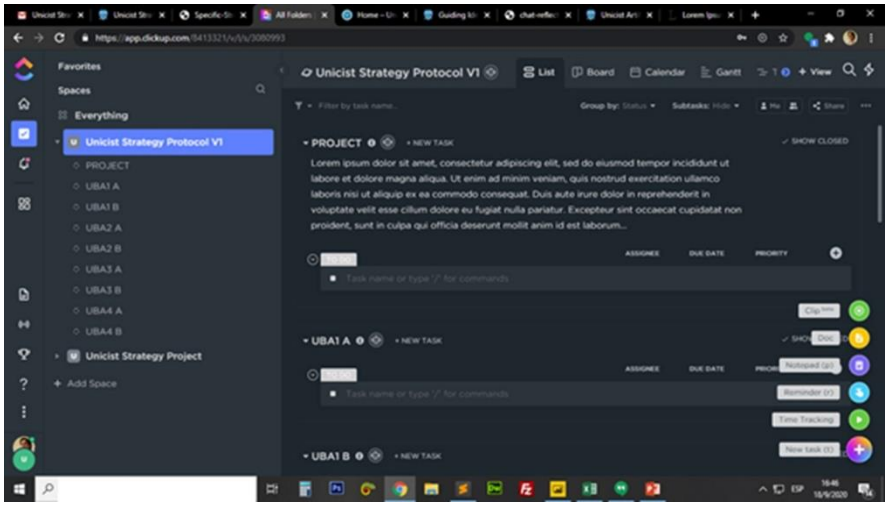


Step 7: Use a Project Manager as a Solution Factory

The UFD is integrated with a project manager to monitor the building of the binary actions, processes and objects that are integrated in the design. This allows monitoring the design of UBA1, UBA2, UBA3 and UBA4 and the building of gravitational, catalyzing, driving, inhibiting and entropy inhibiting objects.

This process includes the monitoring of the design of physical elements when tangible adaptive systems are being designed.

When the participants of the design group do not have the expertise in the field of the actions and objects that need to be built, the creation of a parallel group might become necessary.

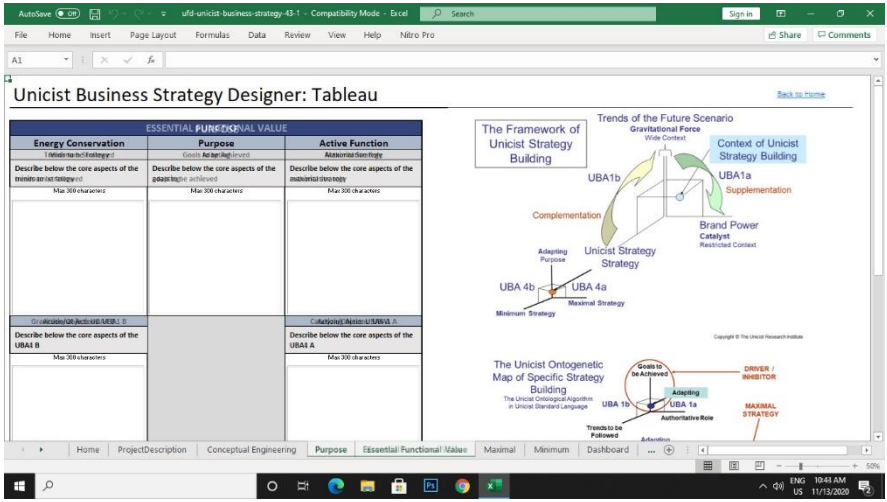


Step 8: Define the Essential Function

When the complexity of what is being designed is not extreme, the design only requires defining the essential function that drives to the final purpose that was described before. This is the case when the external environment can be strongly influenced and there are no interdependent autonomous entities that are part of the final design.

This process requires using the specific fundamentals that have been defined and their indicators to establish the essential structure of the solution that includes the purpose, the active function and the energy conservation function to finally define the binary actions UBA4a and UBA4b, which might or not include the use of business objects.

The building of these UBAs and objects is managed using the project management system.

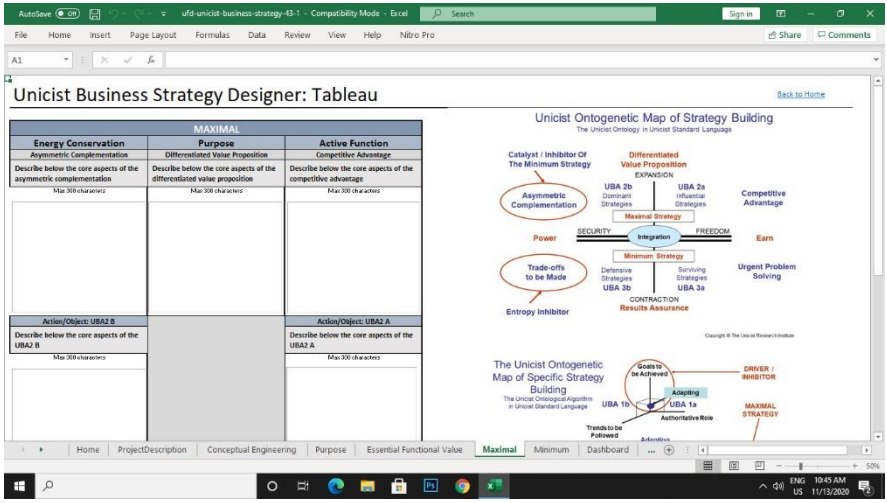


Step 9: Design the Maximal Strategy

The design of the maximal strategy is based on its specific fundamentals and the use of the information provided in the preparation program.

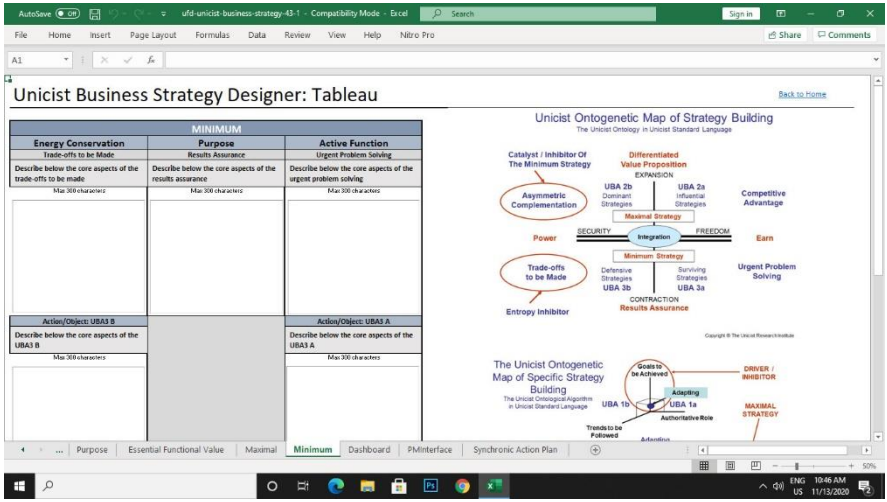
These documents include the use of the universal binary actions, which correspond to the category of what is being designed, and require being transformed into specific actions that include, or not, busines objects.

This transformation of the universal binary actions into specific binary actions, the corresponding business objects and the necessary pilot tests and destructive tests are managed by the project manager.



Step 10: Design the Minimum Strategy

The design of the minimum strategy implies following the same steps defined to build the maximal strategy (see step 10).

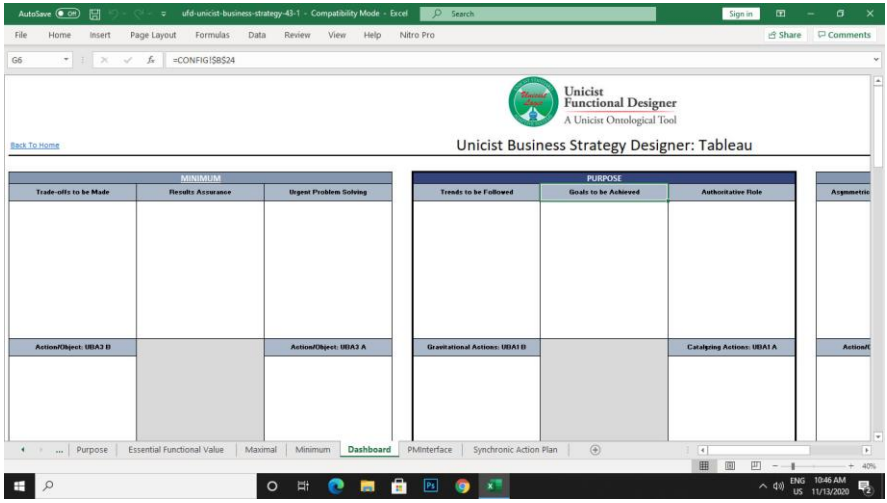


Step 11: Emulate the Final Picture

The dashboard of the designer describes the unified field of an adaptive entity, function, or process. It is a mental emulation of the process that allows confirming the availability of the necessary resources that makes the functionality possible.

It includes a structural description of the functionality of the adaptive entity that is being designed, which allows having the mental emulation to define the necessary actions of an adaptive entity.

The dashboard of the UFD allows monitoring the evolution of the design process. It allows having the picture of the unified field of the solution that is being designed.

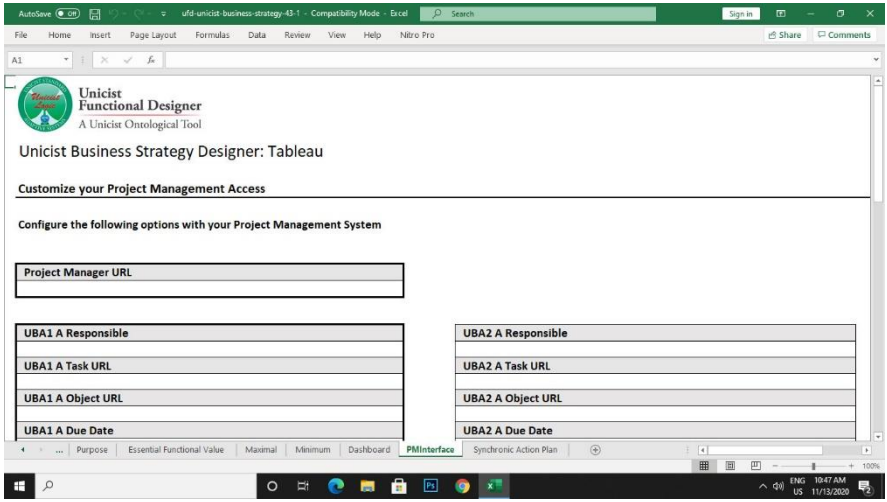


Step 12: Organize the Design Process

The unicist functional design process has been developed to manage adaptive systems and complex problems. It requires having the necessary time to design a solution that includes:

1) The development of pilot tests and their redesign until they work
2) The development of destructive tests to extend their use to ensure their functionality in evolving environments.

Therefore, it is necessary to establish a structured action plan defining the responsibility of the participants in a way that the actions can be monitored to ensure the achievement of the solution within the time framework that has been established.

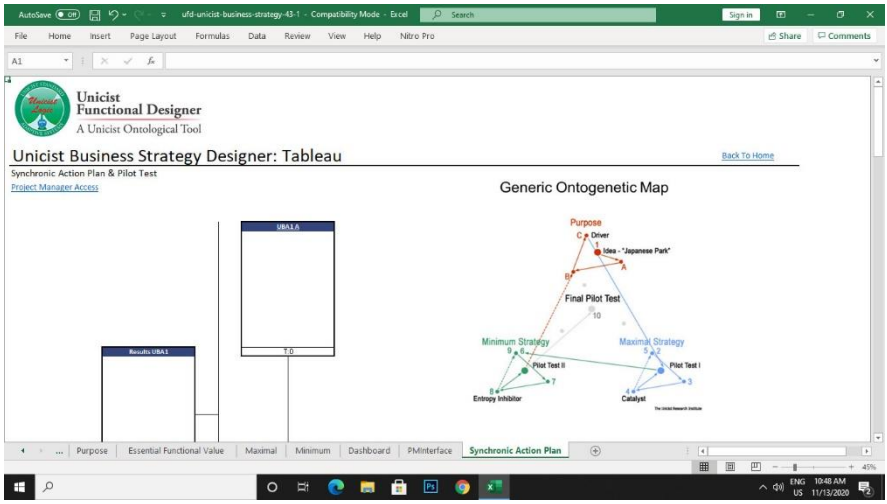


Step 13: Develop the Synchronized Action Plan

The objective of a design is to produce an adaptive solution that generates value in the environment. This result can only be achieved if the synchronicity of the binary actions is functional. Shortcuts or disregarding the synchronicity of actions drives towards failure.

In this process, the ombudsman/woman is responsible for monitoring the synchronized action plan and confirming its functionality.

As the destructive tests have already been done, there can be no issues with the functionality of the solution.



Step 14: Define the Operational Design

The operational design of adaptive entities is based on defining the business objects and processes, and their functionality.

It requires defining:

1) The output and the input of the system
2) The objects that integrate the system
3) The functionality of the different objects that integrate the system
4) The operational processes that are part of the system and their functionality
5) The quality assurance of the objects and processes that ensure the final output
6) The environment necessary to ensure the functionality of the system

The operational design of an adaptive entity defines the map of the actions that are needed to develop solutions in adaptive environments.

Peter Belohlavek is the creator of the unicist evolutionary approach that was applied to social, economic, and business evolution. He was born on April 13, 1944 in Zilina, Slovakia. He is a complexity science researcher dedicated to the study of the evolution of adaptive systems and environments and the founder of The Unicist Research Institute and The Unicist School.

He discovered the ontogenetic intelligence of nature, that defines the root-causes of evolution, and ontointelligence, that defines the root causes of human intelligence.

These discoveries were the basis for the development of the unicist logic and the unicist evolutionary approach, that integrates abductive, inductive, and deductive reasoning. It allows managing the root causes of adaptive environments to build value adding strategies. These researches made the development of the unicist artificial intelligence possible.
https://www.unicist.org/pdf/peter-belohlavek-brief.pdf

The Unicist Research Institute (TURI) is a world leader in its segment. Since 1976, it has been specialized in complexity sciences applied to the research on the roots of evolution and its application to social, institutional, business, and individual evolution. TURI has a business arm, an academic arm, and a social arm. www.unicist.org