

## **Conversion – From Contact to Commitment: The Irreducible Sequence of Exchange in Human Organization**

Gustavo Paulino de Sa Pereira

Discoverer of the Black Belt OS™

Affiliated with the Black Belt Group

[gustavogestorads@gmail.com](mailto:gustavogestorads@gmail.com) | [admin@blackbelttrafego.com.br](mailto:admin@blackbelttrafego.com.br)

<https://orcid.org/0009-0004-1385-4627>

Working Paper – Preprint Version: Part 7 of the Black Belt OS™ Collectanea (14 articles)

September 2025

---

### **ABSTRACT**

This article specifies Conversion as the fourth process of the Black Belt OS, a candidate universal structural law of human organization. While Attraction creates visibility and draws attention, Conversion transforms that attention into commitment. It is the structural moment when external interest becomes an internal bond, enabling durable exchange.

Conversion consists of five steps and fifteen irreducible actions: prospecting, connection, diagnosis, proposal, and decision. These actions form the universal sequence of exchange. Conversion is distinct from Attraction, which generates attention, and from Structured Admission, which formalizes entry after commitment. Sales, negotiation, or persuasion are contextual practices; Conversion is the structural law they enact.

Three properties define Conversion. First, irreducibility: all five steps and fifteen actions are indispensable, and omission produces dysfunction. Second, sequenced necessity: prospecting precedes connection, connection precedes diagnosis, diagnosis precedes proposal, and proposal precedes decision. Third, fractal manifestation: the sequence recurs across scales—from families forming bonds, to firms closing deals, to states forging treaties, to digital organizations onboarding contributors.

Theoretically, Conversion integrates literatures on marketing, negotiation, behavioral economics, and anthropology of exchange into a single grammar. Practically, it provides a diagnostic tool: dysfunctions such as failed deals, unmet expectations, or unstable commitments trace to failures in specific steps. Conversion is the structural law of exchange: the grammar by which commitments are forged and collectives endure.

**Keywords:** *Black Belt OS, conversion, commitment, exchange, structural processes, organizational theory, sociology.*

## 1. INTRODUCTION

Visibility alone does not sustain a collective. Attraction may secure attention, but without **commitment**, no organization can endure. Families, firms, states, and digital autonomous organizations alike must transform interest into agreements, outsiders into insiders, and attention into bonds. The process that makes this possible is **Conversion**, the fourth process of the Black Belt OS.

Articles 1–6 established the **macrostructure** (nine processes), the **microstructure** (forty-five steps and ninety-eight actions), the **supracontextual grammar**, and the specifications of

Implementation, People, and Attraction. This article focuses on **Process 4: Conversion**, which governs the **universal sequence of exchange**.

Conversion consists of **five steps and fifteen irreducible actions**: prospecting, connection, diagnosis, proposal, and decision. These steps form an inevitable order: without prospecting, there are no opportunities; without connection, no trust; without diagnosis, no fit; without proposal, no offer; without decision, no commitment.

Conversion is often conflated with contextual practices such as **sales, marketing, negotiation, or persuasion**, but these are forms, not the law itself. Conversion is also distinct from **Attraction** (which creates visibility) and from **Structured Admission** (which formalizes entry after decision). Conversion is the **structural bridge** between being seen and becoming bound.

The article develops five sets of propositions: universality, irreducibility, sequenced necessity, fractality, and falsifiability. It then discusses theoretical, practical, and interdisciplinary implications, positioning Conversion as the **structural law of exchange**.

The article proceeds as follows. Section 2 reviews theoretical foundations across marketing, negotiation, behavioral economics, and anthropology of exchange. Section 3 specifies the five steps and fifteen actions of Conversion. Section 4 develops testable propositions. Section 5 discusses implications for theory, practice, and research. Section 6 concludes by reaffirming Conversion as the process by which **commitments are forged and collectives persist**.

## 2. THEORETICAL BACKGROUND

### 2.1 Marketing and sales

Marketing and sales literatures emphasize how organizations attract and secure customers (Kotler & Keller, 2016). Sales models often describe sequential steps—prospecting, presenting, handling objections, closing. While valuable, these frameworks are presented as **best practices** or **strategic choices**, not as **structural inevitabilities**. The OS clarifies that sales practices are contextual forms of the universal law of **Conversion**, which every durable collective enacts.

## 2.2 Negotiation and bargaining

Negotiation theory highlights how parties reach agreements under conditions of conflict or uncertainty. **Fisher, Ury, and Patton (1991)** emphasized interest-based negotiation; **Raiffa (1982)** formalized decision-analytic approaches. These perspectives illuminate the mechanics of exchange, yet treat them as **contingent strategies**. The OS positions negotiation as one of many contextual expressions of the structural sequence of Conversion: connection → diagnosis → proposal → decision.

## 2.3 Behavioral economics

Behavioral economics examines cognitive biases and heuristics in decision-making. **Kahneman and Tversky (1979)** identified loss aversion; **Thaler (1985)** described mental accounting; **Ariely (2008)** documented irrational predictabilities. These insights explain variations in how people make choices, but not the **structural steps** through which choices must be made. The OS specifies that regardless of bias, decision-making must follow the sequence of Conversion.

## 2.4 Anthropology of exchange

Anthropologists have long studied rituals of exchange. **Mauss (1925/1990)** described the gift as a universal structure of reciprocity. Exchange is not merely economic but social, moral, and

symbolic. These analyses affirm that commitment requires steps of offering, receiving, and deciding. The OS builds on this tradition by specifying the universal **five-step sequence** through which all commitments are forged.

## 2.5 The unresolved gap

Taken together, these literatures describe important aspects of exchange—sales practices, negotiation dynamics, cognitive biases, social rituals. Yet none identifies the **closed, minimal, and testable grammar** of Conversion. The Black Belt OS closes this gap by specifying Conversion as the fourth process of the law: a universal sequence of prospecting, connection, diagnosis, proposal, and decision, composed of fifteen irreducible actions. Every durable collective must enact these steps; omission or inversion produces dysfunction.

## 3. SPECIFICATION OF CONVERSION

Conversion is the **structural law of exchange**, transforming visibility into commitment. It consists of **five steps and fifteen irreducible actions**. Each step is indispensable, sequenced, and fractal; omission or inversion generates dysfunction.

### 3.1 Step 1 – Prospecting

Conversion begins with identifying and initiating potential exchanges.

- **Action 1.1:** Map potential counterparts.
- **Action 1.2:** Qualify interest and feasibility.
- **Action 1.3:** Prioritize opportunities for engagement.

### 3.2 Step 2 – Connection

Collectives must establish initial contact and trust.

- **Action 2.1:** Initiate communication.
- **Action 2.2:** Build rapport and credibility.
- **Action 2.3:** Clarify intent to explore exchange.

### 3.3 Step 3 – Diagnosis

The needs, expectations, and conditions of exchange must be clarified.

- **Action 3.1:** Identify the counterpart's needs and goals.
- **Action 3.2:** Assess fit with the collective's capabilities.
- **Action 3.3:** Align scope and feasibility of potential exchange.

### 3.4 Step 4 – Proposal

A concrete offer must be formulated.

- **Action 4.1:** Articulate terms of the exchange.
- **Action 4.2:** Present value proposition.
- **Action 4.3:** Invite consideration and response.

### 3.5 Step 5 – Decision

Commitment is reached through acceptance or rejection.

- **Action 5.1:** Negotiate adjustments and conditions.
- **Action 5.2:** Formalize agreement.
- **Action 5.3:** Establish next steps for enactment.

### 3.6 Properties of Conversion

1. **Irreducibility** – All fifteen actions are indispensable; omission produces dysfunction (e.g., skipping diagnosis → misaligned commitments; skipping decision → paralysis).
2. **Sequenced necessity** – Prospecting precedes connection; connection precedes diagnosis; diagnosis precedes proposal; proposal precedes decision. Sequence cannot be inverted without collapse.
3. **Fractality** – Conversion recurs at multiple scales: individuals forming friendships, teams securing partnerships, firms closing sales, states forging treaties, DAOs onboarding contributors.

## 4. PROPOSITIONS

The specification of Conversion as the fourth process of the Black Belt OS generates **testable propositions**. These propositions distinguish Conversion from contextual practices (sales, marketing, negotiation) by embedding **criteria of universality, irreducibility, sequenced necessity, fractality, and falsifiability**.

### 4.1 Universality

Conversion is enacted in every durable collective.

- **Proposition 1a:** All durable collectives will exhibit evidence of prospecting, connection, diagnosis, proposal, and decision.
- **Proposition 1b:** Collectives that omit Conversion will fail to secure commitments and will collapse over time.

## 4.2 Irreducibility

The five steps and fifteen actions cannot be removed without dysfunction.

- **Proposition 2a:** Failure to prospect leads to lack of opportunities; failure to connect leads to absence of trust; failure to diagnose leads to misaligned commitments; failure to propose leads to ambiguity; failure to decide leads to paralysis.
- **Proposition 2b:** Redundancy tests (removal without dysfunction) will fail, confirming minimal sufficiency.

## 4.3 Sequenced necessity

Conversion follows inevitable order: prospecting → connection → diagnosis → proposal → decision.

- **Proposition 3a:** Inversions of steps (e.g., proposing before diagnosing) will generate predictable dysfunctions.
- **Proposition 3b:** While actions may overlap in practice, sequence cannot be inverted without collapse.

## 4.4 Fractality

Conversion recurs across scales and contexts.

- **Proposition 4a:** Prospecting, connection, diagnosis, proposal, and decision will be observable in families, teams, firms, states, and digital autonomous organizations.
- **Proposition 4b:** Absence or inversion at any scale will generate dysfunction at that level, regardless of culture or technology.



## 4.5 Falsifiability

The OS specifies criteria by which Conversion could be refuted.

- **Proposition 5a:** If a durable collective is shown to persist without one of the fifteen actions, the law would be disproven.
- **Proposition 5b:** If independent coders applying the catalogue fail to achieve  $\kappa \geq 0.80$  in identifying Conversion, the claim would be invalid.

## 5. DISCUSSION

### 5.1 Theoretical implications

The specification of Conversion reframes how organization theory understands exchange. Instead of being treated as sales techniques, negotiation strategies, or cultural rituals, Conversion is revealed as a **structural inevitability**. This integrates fragmented literatures: marketing and sales describe **prospecting and proposing**; negotiation theory emphasizes **connection and decision**; behavioral economics explains biases in **diagnosis and choice**; anthropology highlights the ritual dimension of **offer and acceptance**. The OS unifies these into a single **five-step sequence of commitment**.

This reframing advances theory by distinguishing **contextual forms** (e.g., persuasion methods, sales funnels, negotiation tactics) from the **structural grammar** (prospecting, connection, diagnosis, proposal, decision). Forms vary; the grammar does not.

### 5.2 Practical implications

For practitioners, Conversion provides a **diagnostic tool**.

- Dysfunction in **Prospecting** produces empty pipelines.
- Dysfunction in **Connection** erodes trust and credibility.
- Dysfunction in **Diagnosis** yields mismatched commitments.
- Dysfunction in **Proposal** causes ambiguity and stalled exchanges.
- Dysfunction in **Decision** leads to paralysis and instability.

Leaders can therefore locate dysfunction by asking: *Which step of Conversion failed?* Repairing at the structural level restores commitment, rather than addressing symptoms superficially.

### 5.3 Interdisciplinary implications

The Conversion process extends far beyond business transactions.

- **Families**: friendships and marriages follow prospecting, connection, diagnosis, proposal, and decision.
- **States**: treaties and alliances proceed through the same five-step sequence.
- **Religions**: rituals of initiation convert seekers into adherents through staged commitment.
- **DAOs**: smart contracts and governance votes enact conversion digitally.

Across contexts, Conversion is **fractal**: the same grammar of exchange recurs wherever durable commitments are forged.

### 5.4 Anticipated critiques and responses

Expected critiques include:

- **Tautology** → countered by explicit falsifiability tests (Section 4).

- **Redundancy with Attraction or Admission** → countered by boundary: Attraction creates attention, Conversion secures commitment, Admission formalizes entry.
- **Cultural bias** → countered by functional equivalence: forms differ (dowries, contracts, handshake deals), but the sequence is universal.
- **Oversimplification** → countered by analogy: five steps of Conversion are like five stages of cell division—minimal, not simplistic.

## 5.5 Summary of contributions

Conversion contributes by:

1. Establishing a **structural ontology of exchange**.
2. Providing a **diagnostic grammar** for locating dysfunction in commitments.
3. Integrating fragmented literatures into a unified sequence.
4. Demonstrating **fractal manifestation** across disciplines and contexts.

## 6. CONCLUSION

This article specified **Conversion** as the fourth process of the Black Belt OS, the candidate **universal structural law of human organization**. Building on the macro (Article 1), micro (Article 2), grammar (Article 3), and the specifications of Implementation (Article 4), People (Article 5), and Attraction (Article 6), we demonstrated that Conversion governs the **structural law of exchange**.

Conversion consists of **five steps and fifteen irreducible actions**: prospecting, connection, diagnosis, proposal, and decision. These steps are **irreducible** (each indispensable), **sequenced**

(ordered inevitably), and **fractal** (recurring across scales from families to corporations to states and DAOs).

The contributions are threefold. Theoretically, Conversion integrates fragmented literatures on marketing, negotiation, behavioral economics, and anthropology of exchange into a **structural ontology of commitment**. Practically, it provides a **diagnostic tool**: dysfunctions such as failed deals, misaligned expectations, or unstable commitments can be traced to failures in specific steps. Interdisciplinarily, Conversion demonstrates **functional equivalence** across contexts, revealing how commitments are forged universally despite differences in form.

The OS remains **falseable**: it can be disproven by showing a durable collective that persists without one of the fifteen actions, by demonstrating functional inversion without collapse, or by coder convergence below  $\kappa = 0.80$ . Until such disproof, Conversion stands as the **structural law of exchange**.

Future research must empirically test Conversion across cultures and contexts, from household negotiations to global treaties, from commercial sales to digital commitments in DAOs. Practitioners must employ Conversion diagnostically, distinguishing between contextual practices (sales tactics, persuasion techniques) and the universal sequence of commitment.

The unavoidable conclusion is that **every durable collective must prospect, connect, diagnose, propose, and decide**. Conversion is the bridge between **being seen (Attraction)** and **becoming bound (Admission)**—the process by which commitments are forged and collective life becomes possible.

## REFERENCES

- Ariely, D. (2008). *Predictably irrational: The hidden forces that shape our decisions*. HarperCollins.
- Fisher, R., Ury, W., & Patton, B. (1991). *Getting to yes: Negotiating agreement without giving in* (2nd ed.). Penguin.
- Kahneman, D., & Tversky, A. (1979). Prospect theory: An analysis of decision under risk. *Econometrica*, 47(2), 263–291. <https://doi.org/10.2307/1914185>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Mauss, M. (1990). *The gift: The form and reason for exchange in archaic societies* (W. D. Halls, Trans.). W. W. Norton. (Original work published 1925)
- Raiffa, H. (1982). *The art and science of negotiation*. Harvard University Press.
- Thaler, R. (1985). Mental accounting and consumer choice. *Marketing Science*, 4(3), 199–214. <https://doi.org/10.1287/mksc.4.3.199>