

A person stands in a dark space, holding a large, glowing cylinder of light particles. The particles are bright and numerous, creating a dense, ethereal column of light that extends upwards into the dark background. The person is small and dark, standing on a small patch of light on the ground.

THE ALEMBIC

become an alchemist

Whether inside you or around you, there is always lead that could be gold. Alchemists do not simply adapt to what is undesirable or limited. Neither do they seek to escape or deny it. Rather, they transform it by understanding *why it is what it is* and what is needed for it to take a better form.

begin an **ADVENTURE**

Things often have more capacity to transform than we realize. This is the genius of alchemy—understanding how one thing can become something very different in the right conditions. Limitation can become advantage; an antagonist can become the perfect ally. Something ordinary may hold within it that which is surprising.

Nothing has to be the way it is. It could just as well be some other way.

All of us have remarkable gifts and abilities, only a tiny portion of which we express right now. And we have a few glitches that if removed would enable much more to happen in our lives. The greatest euphoria is the movement into our potential.

the ALEMBIC

20 PEOPLE BEGINNING THEIR JOURNEY IN 2020

who is it for?

The Alembic is for people who seek that which is unusual and provocative, yearn for places that inspire, embrace conversations that turn ordinary wisdom upside down, and feel the pull of hidden worlds. Those who make the journey view it as one of the most meaningful and exciting times of their life.

how is it structured?

Approximately 20 people explore the 13 elements of alchemical transformation on a nine-month journey that includes meeting three times in person. Some come from organizations in the Alembic Coterie that sponsor one leader each year. Others come on their own. Between onsites participants can access tools, conversations, and coaching as much or as little as they like—the Alembic is designed to accommodate really busy people.

what are the three onsite experiences like?

Our days together integrate potent experiences, organizational tools, treks on the land, scientific demonstrations, and intriguing conversation. During these times you interact with people as diverse as a Yaqui nagual, corporate intuitive, visionary artist, physicist, futurists and CEO innovators—all guided by a family doing transformative work in healthcare.

what are the dates?

Participants attend all three onsites.

JUNE 21-24, 2020 in Ponte Vedra, Florida

SEPTEMBER 20-23, 2020 in Santa Fe, New Mexico

JANUARY 24-27, 2021 in Boulder, Colorado



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the KAISERS

Sometimes we meet a person or encounter an idea that leaves us profoundly different. A limitation or old way of thinking dissolves. We take the leap for which we've waited. Or we open to the euphoria that comes from an encompassing realization of our role and purpose in the largest scheme of things. This is how people commonly describe their experience of the Kaisers.

As sister and brother they achieve a potent impact. And work with a coherence and integration sought in organizations. Their futuristic vision, intuitive perception, and enabling presence unleash enduring and seemingly impossible transformation. Many organizations are profoundly different today because of their influence, which can only be described as alchemical.

the ALEMBIC COTERIE

20 FOUNDING CEOS, INNOVATORS, TRANSFORMERS

An inner circle stands around the fire of the Alembic. Most are CEOs. Some are other remarkable innovators or luminaries. Like the lotus, they reach upward but are rooted in the mud of earth and water—the densities of the ordinary world. Light and power flow into them and radiate out to others.

what coterie members do

IGNITE THE FIRE IN OTHERS—going beyond their own growth to nurture others by enrolling one person each year in the Alembic. Often this person is a leader inside the organization, although some Coterie members reach beyond their organization. These new Alembic participants begin a nine-month journey that includes meeting three times in person. At the end of their journey, they help pass the flame to the next participant.

BUILD THEIR OWN FIRE—coming together once each year in an environment that is utterly novel and promotes understanding and interaction likely to occur nowhere else. It's a time of renewal and great leaps of imagination.

DATES AND LOCATION

OCTOBER 26-38 in Austin, Texas

BUILD ORGANIZATIONAL POTENTIAL—designing alchemical tools and mentoring those developing new skills. Often we co-create these tools in partnership with members of the Alembic Coterie based on their organizational needs. This returns value to their organization and contributes to the emerging field of alchemical leadership.



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selecting your PARTICIPANT

Potentiate exceptional people. In all people there is a gap between potential and expression. Growth is the process of continually closing this gap. If this happens rapidly, a person can do and be things they would not otherwise for many years. This is the greatest gift an organization can give its high performers—and itself.

Grow people in place without promoting them to new organizational positions. Sometimes the most exceptional people in the organization are perfectly placed—right where they are. Promoting them to a higher-level position removes them from where they are most effective and adds significant cost. Intelligent organizations creatively honor their most valued employees.

Retain superstars. Organizations acknowledge their top people through recognition and compensation. But superstars often leave organizations not because of a lack of recognition of what they have done, but a lack of opportunity for who they can become.

Rejuvenate. Our most potent people need the richest spaces for regeneration. Impactful leaders don't burn out because there is too much to do—they burn out for lack of powerful spaces to support them.

Create a Small Circle. By being with people who are extraordinary, we become more extraordinary ourselves. The magic of the Alembic is not solely a result of the provocative content, but the acceleration from being with other remarkable people. This concentration rarely exists in a single organization.

Big Leaps. Great shifts can occur in an instant. They don't always require great effort or time and often wait only for a single ingredient or missing insight.

Reinvention. People are often held hostage by their history—and the assumption that how they have been in the past is how they are most likely to be in the future. The Alembic is an opportunity for reinvention—to illuminate the possibility of new roles, fresh characteristics, and expanded contribution.

the **13 ELEMENTS**

The 13 elements described on the following pages are basic alchemical processes available to leaders. They permit the transformation of people and organizations. The elements are practical strategies tested throughout the ages in the crucible of real-world experience.

journey into the 13 elements of transformation . . .

KNOW

*what is really going on with
people*

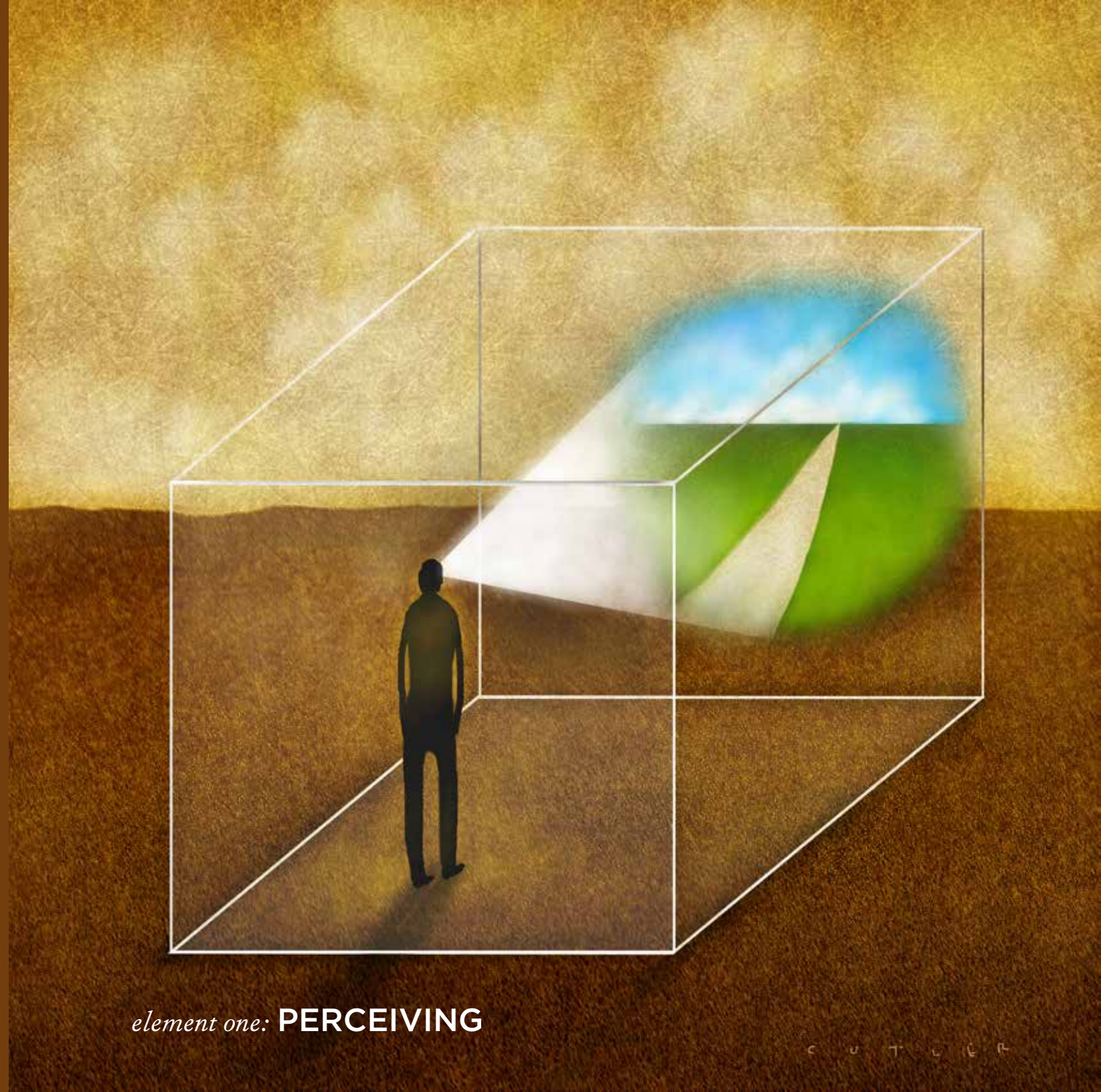
ANTICIPATE

likely future events

RECOGNIZE

opportunity or threat early

element one: **PERCEIVING**



DESIGN SPACES

to create desired effects

CONNECT

*powerfully and quickly with
others*

ATTRACT

what you need



element two: **RESONATING**

UNLEARN

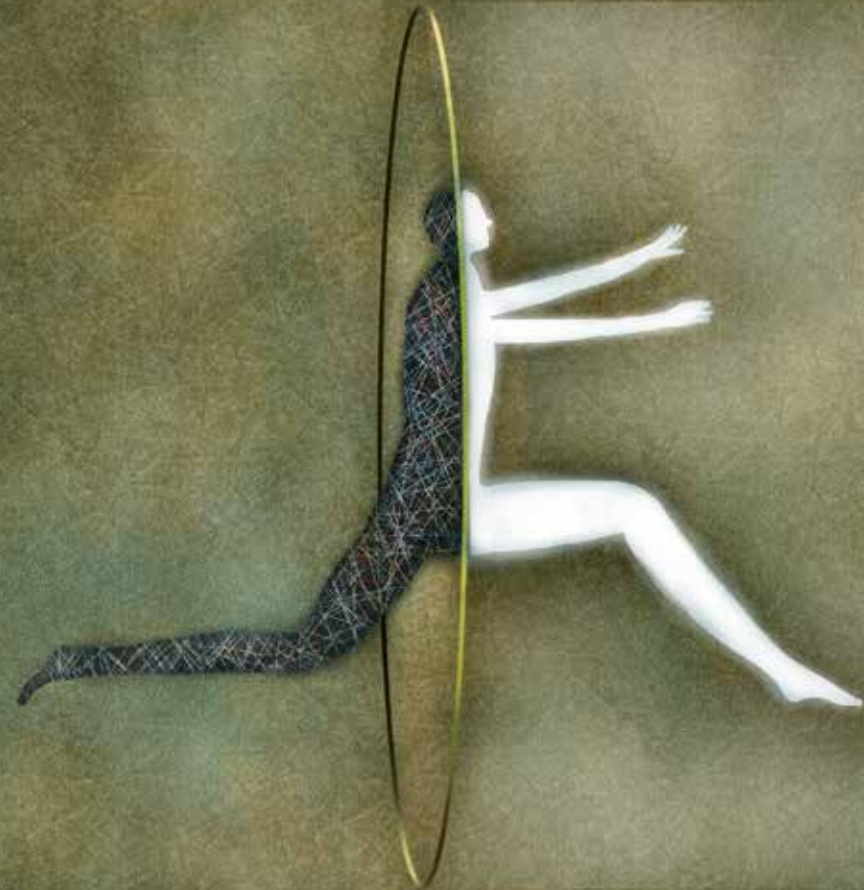
what limits you most

RELEASE

what no longer serves you

CLARIFY

your mental models



element three: **PURIFYING**

BUILD HABITATS

*that help create what you
desire*

CREATE

*the perfect sequence to build
big things*

DESIGN

your own life stage



element four: **STAGING**

BREAK THROUGH

*by concentrating adequate
resources*

REMOVE

whatever dilutes your potency

CREATE

*greater internal discipline
and rigor*



RAPIDLY BUILD

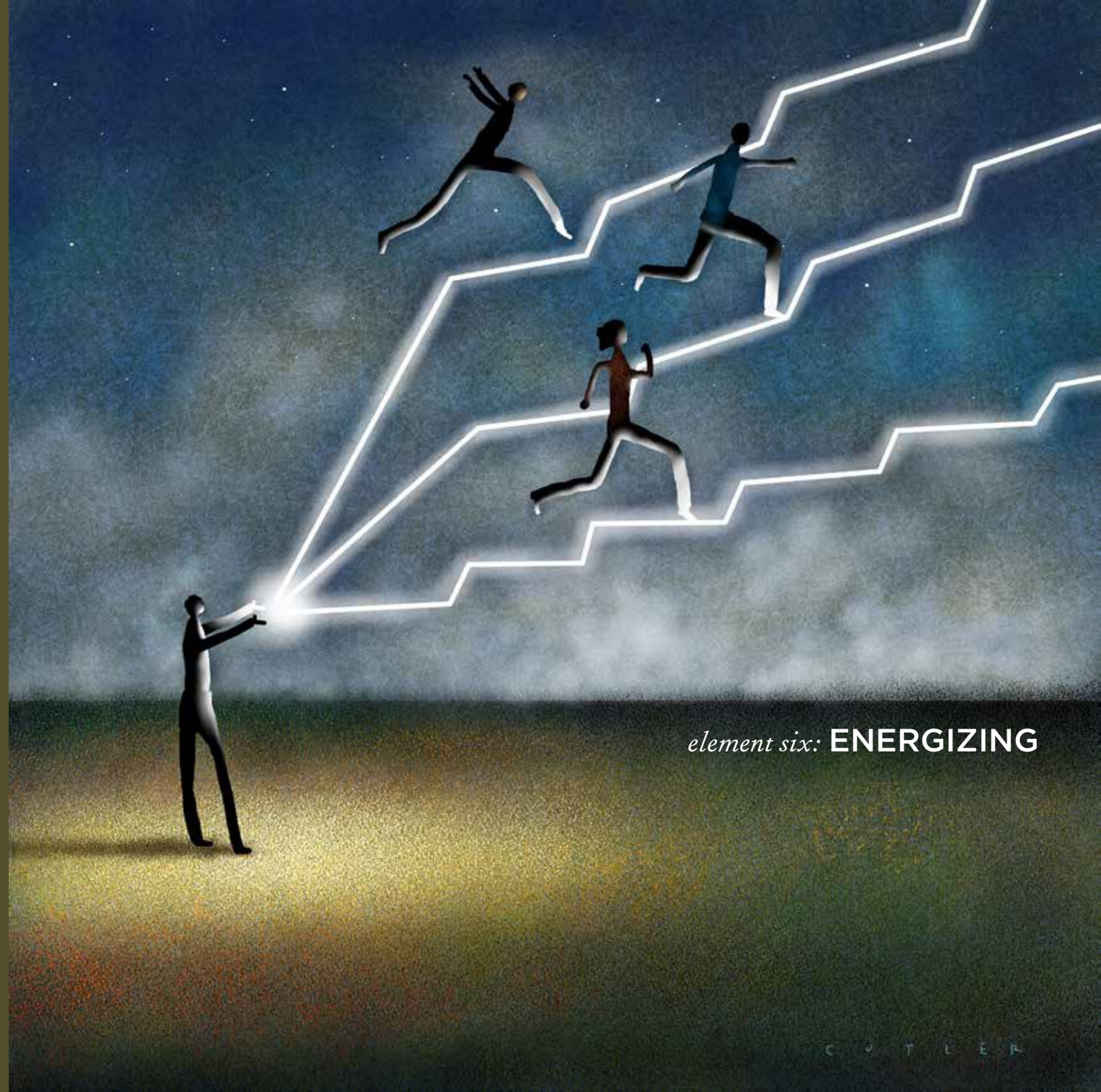
energy on demand

MINIMIZE

your energy sinks

ENLIVEN

a room or a situation



element six: **ENERGIZING**

CUTLER

**BECOME MORE
CONSCIOUS**

*of how you are already
connected*

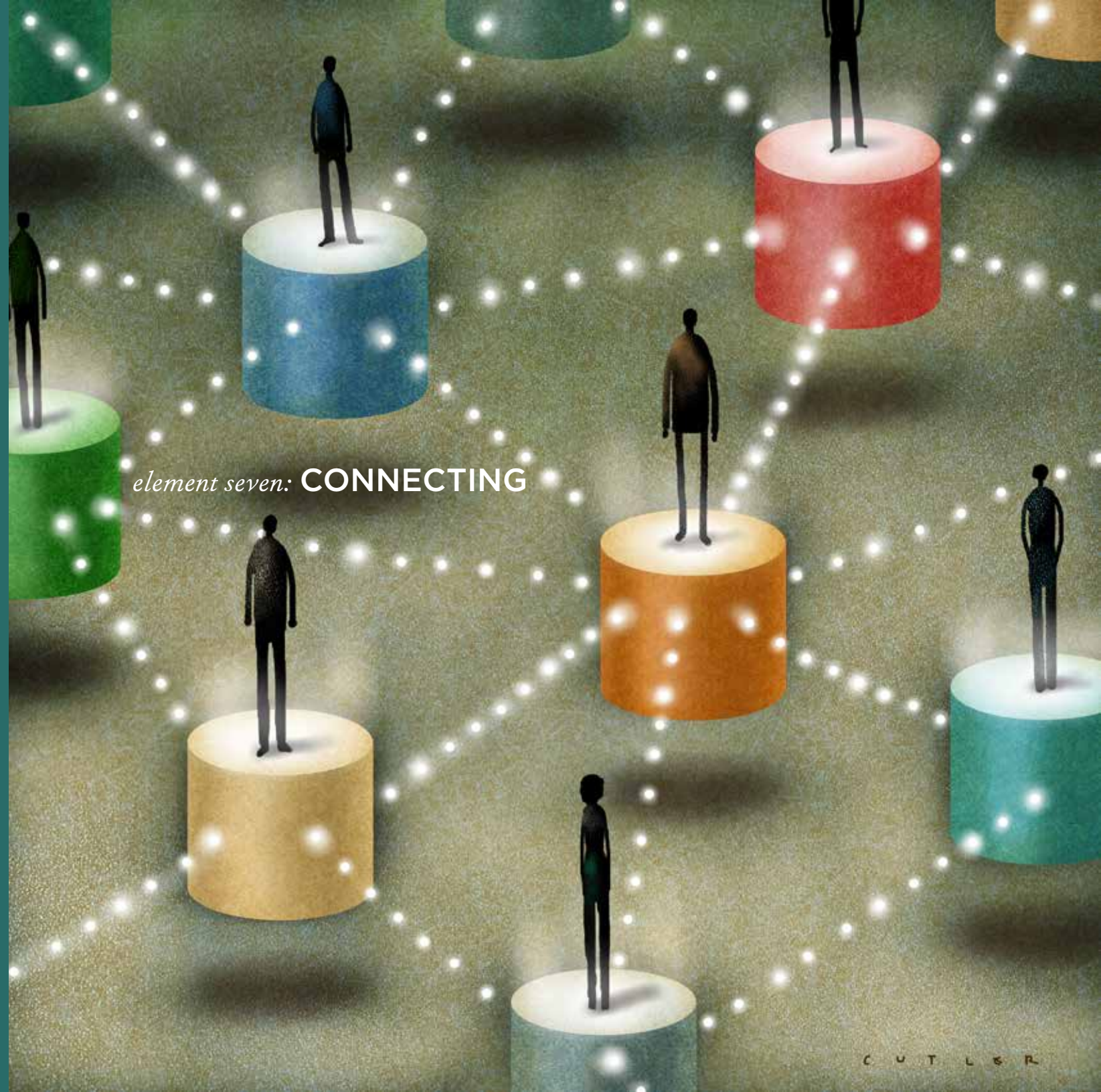
UNDERSTAND

*how you are isolating
yourself*

QUICKLY CONNECT

to a large array of resources

element seven: **CONNECTING**



RECONCILE

opposites

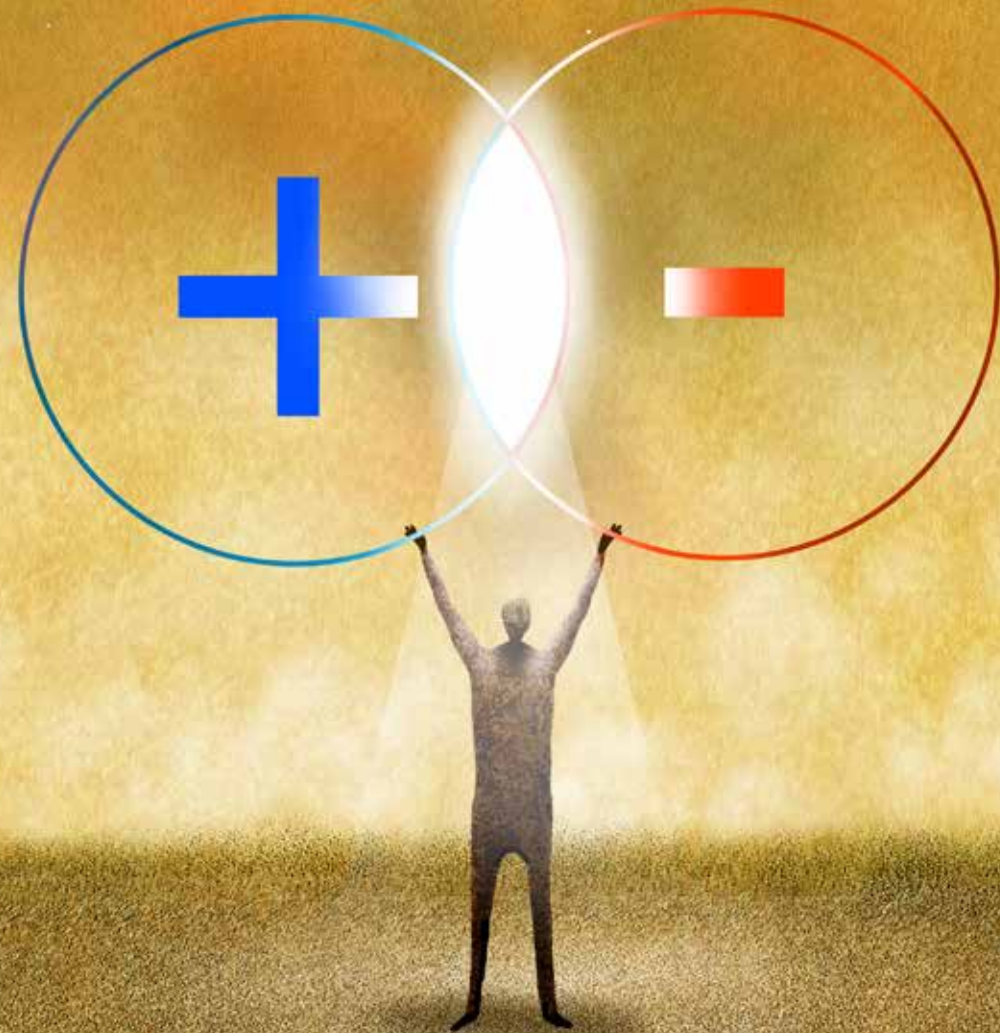
BRING

*highly dissimilar things into
creative relationship*

TRANSFORM

nemeses into allies

element eight: FUSING



DESIGN

good endings

KNOW

*when to precipitate
breakdown*

ACCEPT

forgive and let it go



element nine: **PUTRIFYING**

C O V E R

ADEQUATELY NURTURE

good ideas in their infancy

CREATE

*a protective space for fragile
innovations*

HARDEN

*ideas and innovations without
killing them*

element ten: **INCUBATING**



CUTLER

CREATE A PATH

*of descent from idea
to form*

RETAIN

*the essence of something as
it gains form*

WORK EQUALLY WELL

*along the entire
spectrum of density*



element eleven: **DENSIFYING**

C O U T L E R

RECOGNIZE

*and provide the missing
ingredient*

USE SMALL THINGS

to create big effects

UNLEASH

*systems and situations that
are bogged down*



element twelve: **PRECIPITATING**

ANTICIPATE

*material events that will
follow symbolic events*

UNDERSTAND

*the symbolic meaning
of space*

USE

*a symbolic form to initiate a
material form*



element thirteen: **SYMBOLIZING**



passing the **FLAME**

In the great wisdom traditions, the flame is passed from one to another as each person accepts the challenge, begins the journey, and eventually invites the next person to do the same. Everyone benefits from, and builds upon, the growth of others.

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