ANCIENT WISDOM · MODERN BUSINESS

# The Seven Hermetic Principles *for Business*

Seven universal laws from *The Kybalion* — and how to use them to think, lead, and grow.

SWIPE TO BEGIN →

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# Where these laws come from

In 1908, a slim book called The Kybalion distilled teachings attributed to Hermes Trismegistus into seven principles said to govern everything. They were never only for mystics. Read as a lens on mind, energy, and cause, they map cleanly onto how a business actually works — how vision becomes strategy, how culture spreads, and how results compound.

*Master the principles, and you stop fighting the game — you start playing it.*

# Who was Hermes Trismegistus?

His name means “thrice-greatest Hermes.” He is a legendary sage in whom the Greek god Hermes fused with the Egyptian Thoth — the two great keepers of writing, wisdom, and the hidden arts.

The texts passed down in his name, the Hermetica, were written in Greco-Roman Egypt nearly two thousand years ago, blending Egyptian mysticism with Greek philosophy. The maxim *“As above, so below”* comes from his Emerald Tablet — distilled into seven principles only in 1908.

*The teacher is myth. The teaching endured.*

# Mentalism

*“The All is Mind; the Universe is Mental.”*

## IN BUSINESS

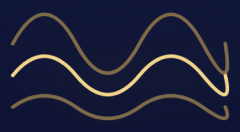
- Every company is a **thought** before it's a thing — vision precedes execution.
- Your beliefs about what's possible quietly set the **ceiling** on your strategy.
- Reframe the problem and you change the **options** you're able to see.

# Correspondence

*“As above, so below; as below, so above.”*

## IN BUSINESS

- Patterns repeat across scale — how you run one **meeting** mirrors how you run the company.
- Your inner state shows up in your outer results. **Audit both.**
- Fix the small recurring habit to shift the large recurring **outcome.**



# Vibration

*“Nothing rests; everything moves; everything vibrates.”*

## IN BUSINESS

- Energy is contagious — your state sets the tone of every **call, pitch, and room.**
- Raise your focus and calm, and you raise the whole team's **frequency.**
- Momentum is real — keep things **moving** instead of waiting for perfect.

# Polarity

*“Everything is dual; everything has its pair of opposites.”*

## IN BUSINESS

- Fear and excitement, conflict and clarity are the **same scale** at different degrees.
- You can't delete a negative — but you can **move along the spectrum** toward its opposite.
- In any negotiation, find the pole you have the **power to shift.**

# Rhythm

*“Everything flows, out and in; everything has its tides.”*

## IN BUSINESS

- Markets, energy, and growth move in **cycles,** not straight lines.
- Don't panic in the down-tide or get reckless in the **up-tide.**
- Save in the boom, invest in the bust, and treat **rest** as part of performance.

# Cause & Effect

*“Every cause has its effect; every effect has its cause.”*

## IN BUSINESS

- There's no luck — only causes you can see and causes you **can't see yet.**
- Be the **cause, not the effect:** act deliberately instead of just reacting.
- Manage your inputs; outcomes are downstream of habits that **compound.**

# Gender

*“Gender is in everything; everything has its masculine and feminine.”*

## IN BUSINESS

- Every venture needs both: **drive, structure, decisiveness** — and intuition, creativity, receptivity.
- Ideas are **conceived** in the receptive mode and **built** in the active one.
- Great leadership knows which energy the **moment** is asking for.

THE SEVEN, IN ONE BREATH

# Learn the laws once. Every decision gets simpler.

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*Work with the laws, and business stops feeling like a fight.*

Follow **Dan Bena** for more on aligning mindset, energy, and strategy.

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