



AN ANCIENT ART • A MODERN EDGE

MODERN ALCHEMY

*How a 600-year-old practice still turns lead into gold —
in science, in the mind, and in business.*



In May 2025, CERN turned lead into gold.

The alchemist's oldest dream — dismissed for six centuries — quietly
came true.

So is alchemy dead? *Or is it hiding in plain sight?*

WHAT IT REALLY WAS



It was never just about gold.

Alchemy was the ancient art of **transformation** — the craft
of turning the base into the noble.

*Part chemistry. Part philosophy. Part mindset — a method for making
something ordinary into something precious.*

THE PRINCIPLES THAT SURVIVED

Three ideas that outlived the furnace.



Transmutation

Nothing is fixed. The base can be raised to the noble.



Solve et Coagula

Dissolve, then recombine. Break it down to build it back better.



As Above, So Below

The outer work mirrors the inner work — matter and self as one.



The dream came true.

Particle accelerators now transmute elements **for real** (CERN, 2025; Seaborg, 1980). And alchemy's patient lab work matured into **modern chemistry itself**.

3 protons

— all that separates lead from gold.



The real gold is perception.

Value isn't fixed in the object — it's **conjured in the mind**. Brands, framing and story turn the ordinary into the precious.

*“A flower is simply a weed
with an advertising budget.”*

— Rory Sutherland, Alchemy (2019)

Red Bull. Luxury water. The blue can that simply “feels” premium.

Think like an alchemist.

1

Reframe perception

Change the story, and you change the value.

2

Use psycho-logic

People feel first and justify later — design for that.

3

Dissolve & recombine

Break the idea down to rebuild it stronger. Iterate.

4

Hunt gold in lead

The best ideas look irrational — until they work.



Nothing is fixed. The base can be made noble.

We're all still alchemists — we've only changed our instruments.

Ready to turn your lead into gold?

Work with Dan Bena at coachpsychic.com

SOLVE ET COAGULA