



The 7 Hermetic Principles

THE KYBALION

On the following page, we provide a concise, one-page summary of the iconic document, **The Seven Hermetic Principles**, also known as the **Kybalion**. Here, we shall explain how these Universal Laws may be applied within your business environment.

An illustrated, **fuller explanation of the original script** is available in the Knights Class members' area along with other iconic publications.

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Awareness of the 7 Hermetic Principles is a strategic weapon.

“The universe operates on immutable laws. The corporate arena is no exception. To ignore these principles is to sail without a compass; to master them is like harnessing the force of the wind.”



The 7 Principles applied



1. The Principle of Mentalism:

"The 'All' is Mind; The Universe is Mental."

All strategy begins in the mind. If you cannot conceive the victory, you cannot execute the move.

2. The Principle of Correspondence:

"As above, so below; as below, so above."

As above, so below. The micro-tensions in a small team reflect the macro-crises of the entire corporation.

3. The Principle of Vibration:

"Nothing rests; everything moves; everything vibrates."

Nothing rests. Markets and reputations are in constant motion. Learn to synchronise your moves with the rhythm of the industry.

4. The Principle of Polarity:

"Everything is Dual; everything has poles; everything has its pair of opposites."

Every problem contains its own solution. "Crisis" and "Opportunity" are merely two ends of the same stick.

5. The Principle of Rhythm:

"Everything flows, out and in; everything has its tides."

Influence flows in tides. There is a time to advance and a time to retreat. Do not fight the ebb; prepare for the flow.

6. The Principle of Cause & Effect:

"Every Cause has its Effect; every Effect has its Cause."

There are no accidents in strategy—only unseen causes. Every "random" market shift was set in motion by a prior action.

7. The Principle of Gender (Generation):

"Gender is in everything; everything has its Masculine and Feminine Principles."

Every strategic breakthrough requires both "Active" (Action) and "Passive" (Observation) qualities. One cannot exist without the other.