

# Alchemy – The Entrepreneurial Antenarrative

2<sup>nd</sup> Annual Quantum Ontological Storytelling Conference  
Las Cruces, NM

December, 2012

DEBRA P. HOCKENBERRY



# The way of knowledge

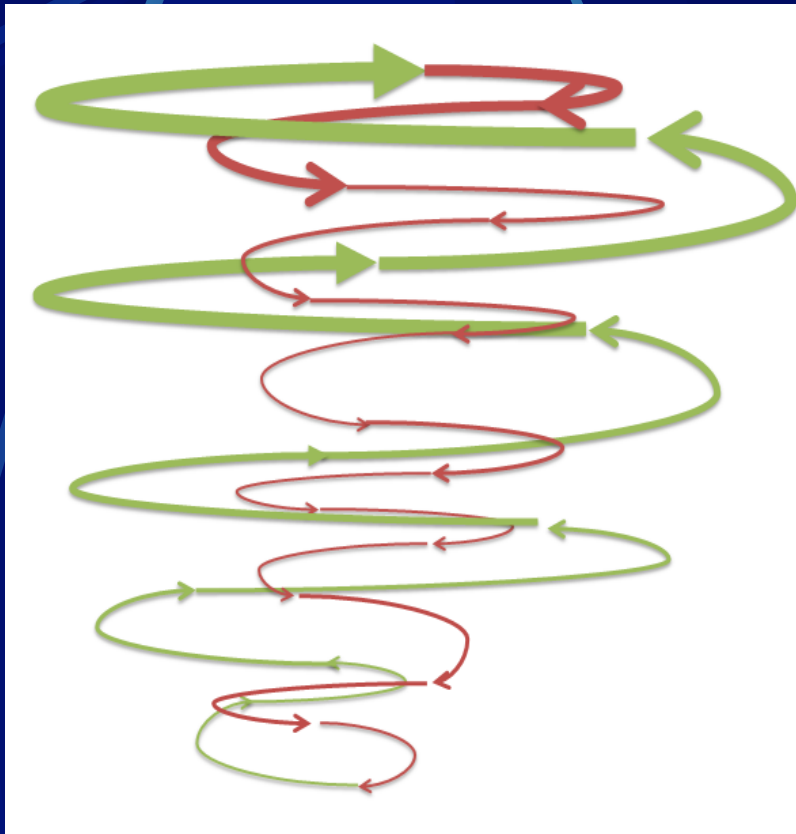
- Exotericism and Esotericism
- Art and science
- innovation and change



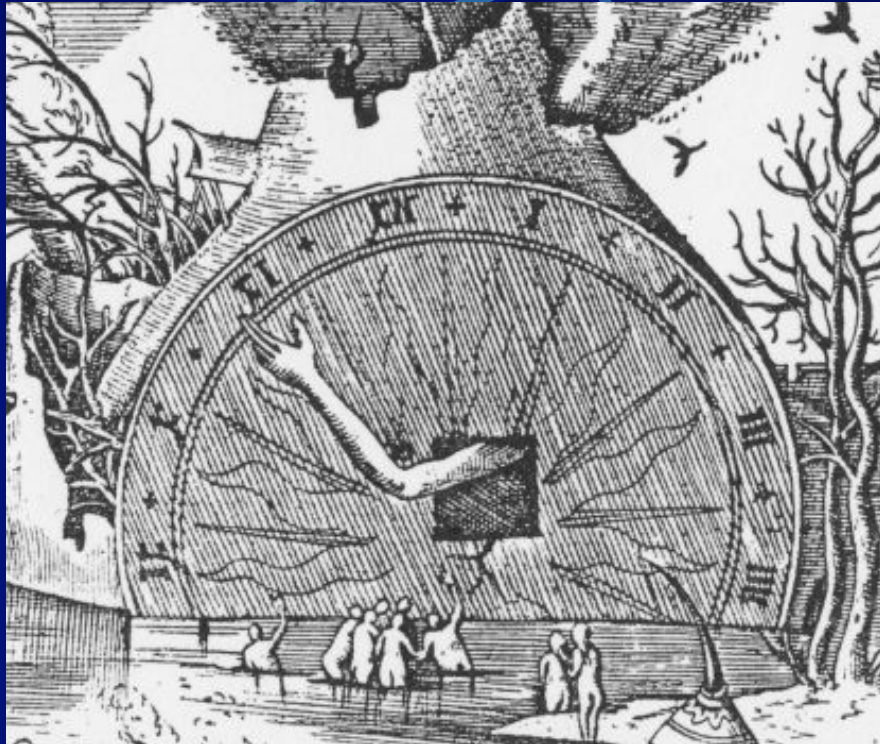
# 4 Stages of Alchemy

- Idea generation and concept
- Testing of concept
- Preliminary design, prototype design
- Launching
- Nigredo – blackening
- Albedo – whitening
- Citrinitas – yellowing
- Rubedo – Reddening or purpling or iosis

# Alchemical Process

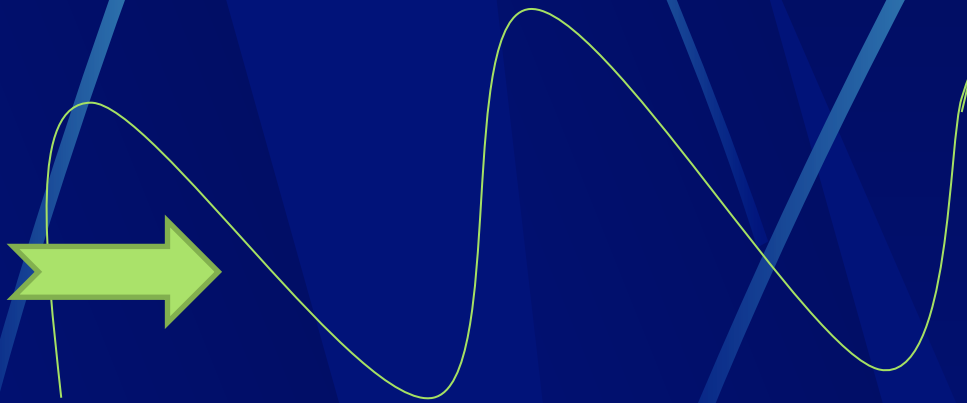


- If you amplify the frequency, the structure will change



THE ASPECT OF  
THE  
ENTREPRENEUR  
THAT HAS NOT  
BEEN MAGNIFIED  
TO REVEAL THE  
PERSONAL LEVEL  
LIES WITHIN THE  
PROPENSITY  
TOWARD  
FUTURING.  
(BOJE, 2011)

View through time or view strategically at time



**The knowing of  
Innovation**





# **ALCHEMICAL EXERCISE**

The ontological  
time consciousness of  
strategic futuring  
within entrepreneurs