

# The Alchemist's Lens: Perspectives & Perception

(Year 7 - Ages 12-13)

## Lesson 2 of 9

Name: \_\_\_\_\_ Class: \_\_\_\_\_

**Mission Briefing:** An Alchemist knows that "Gold" looks different to everyone. To one person, a fact is gold. To another, a story is gold. Your mission today is to master the Alchemist's Lens—the ability to see the world through someone else's eyes. We will analyze different "Community Guilds" (groups of people) to understand their values and how to speak their language

### Part 1: Guild Analysis (The "Who")

**Task:** Your teacher will discuss 4 key "Guilds" found in our community. As you investigate, decode their Core Value (what matters most to them) and describe their Lens (how they see the world).

The Guild	Core Value (e.g., Safety, Logic, Tradition)	The Lens (How do they prefer to receive info?)
The Traditionalists (Elders, Grandparents)		Prefer face-to-face, respectful stories, history.
The Guardians (Parents, Carers)		Look for risks. Want to protect their "clan."
The Facts-First Crew (Skeptics, Scientists)		Want data, statistics, and proof. Dislike "fluff."
The Spiritualists (Religious/Cultural Groups)		Focus on the soul, meaning, and the afterlife.



Part 2: The Lens Experiment (The "Why")

**Task:** Imagine you simply say: "Everyone should just sign up to be a donor today." How might the different Guilds react to this exact same statement?

The Facts-First Crew might ask:

"Where is the data? How do I know the system works efficiently?"

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The Guardians might ask:

"Is the process safe for my family? Will the doctors \_\_\_\_\_?"

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The Spiritualists might ask:

"Does this fit with my beliefs? Will donation affect my \_\_\_\_\_?"

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Part 3: Transmutation (The "How")

**Definition:** Transmutation is changing the form of something. In communication, it means taking a "Raw Fact" and rewriting it so it connects with a specific Guild's values.

**The Raw Fact:** "One organ donor can save up to 7 lives."

Mission A: Transmute for "The Traditionalists"  
Tip: Focus on legacy, memory, and kindness living on.

Your Message:

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Mission B: Transmute for "The Facts-First Crew"  
Tip: Focus on the statistics, the efficiency, and the multiplier effect.

Your Message:

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Part 4: The Empathy Synthesis

**Reflection:** In the old days, people thought "persuasion" meant arguing until the other person gave up. As a modern Alchemist, how would you describe the difference between Arguing and Using the Lens (Empathy)?

Arguing is:

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Using the Lens is:

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**Extension Challenge:** The Visual Code

Design a simple symbol or icon for ONE of the Guilds that would catch their attention immediately. (e.g., A Shield for Guardians, An Open Book for Traditionalists)

Draw your symbol here: