

Nike NKE under CEO John Donahoe

6		H	H	T		3	3	2		8
5		H	T	T		3	2	2		7
4		H	T	T		3	2	2		7
3		H	H	T		3	3	2		8
2		T	T	T		2	2	2		6
1		H	H	H		3	3	3		9

### HEXAGRAM 17 – Sui - Following

Above TUI THE JOYOUS, LAKE  
 Below CHEN THE AROUSING, THUNDER

The trigram Tui, the Joyous, whose attribute is gladness, is above;  
 Chen, the Arousing, which has the attribute of movement, is below.

Joy in movement induces following.

The Joyous is the youngest daughter, while  
 the Arousing is the eldest son.

An older man

- defers to a young girl and
- shows her consideration.

By this he moves her to follow him.

### THE JUDGMENT

FOLLOWING has supreme success.  
 Perseverance furthers.  
 No blame.

In order to obtain a following one must first know how to adapt oneself.

If a man would rule he must first learn to serve,  
 for only in this way does he secure from those below him the joyous assent  
 that is necessary if they are to follow him.

If he has to obtain a following

- by force or cunning,
  - by conspiracy or
  - by creating factions,
- he invariably arouses resistance, which obstructs willing adherence.

But even joyous movement can lead to evil consequences,

hence the added stipulation,

"Perseverance furthers"-that is, consistency in doing right - together with "No blame."

- Just as we should not ask others to follow us unless this condition is fulfilled,

- so it is only under this condition that we can in turn follow others without coming to harm.

The thought of obtaining a following through adaptation to the demands of the time is a great and significant idea; this is why the appended judgment is so favorable.

## THE IMAGE

Thunder in the middle of the lake: The image of FOLLOWING.  
Thus the superior man at nightfall  
Goes indoors for rest and recuperation.

In the autumn electricity withdraws into the earth again and rests.  
Here it is the thunder in the middle of the lake that serves as the image –

- thunder in its winter rest,
- not thunder in motion.

The idea of following in the sense of adaptation to the demands of the time grows out of this image.

Thunder in the middle of the lake indicates times of

- darkness and
- rest.

Similarly, a superior man, after being tirelessly active all day, allows himself rest and recuperation at night.

No situation can become favorable until one

- is able to adapt to it and
- does not wear himself out with mistaken resistance.

## THE LINES

Nine at the beginning- means:

The standard is changing,  
Perseverance brings good fortune.  
To go out of the door in company  
Produces deeds.

There are exceptional conditions in which the relation between leader and followers changes.

It is implicit in the idea of following and adaptation that if

- one wants to lead others,
- one must remain accessible and responsive to the views of those under him.

At the same time, however,

- he must have firm principles, so that
- he does not vacillate where there is only a question of current opinion.

Once

- we are ready to listen to the opinions of others,

- we must **not associate exclusively** with people who share our views or with members of our own party; instead,
- we must **go out and mingle freely** with all sorts of people, friends or foes. That is the only way to achieve something.

Six in the second place means:

If one clings to the little boy,  
One loses the strong man.

**In friendships and close relationships an individual must make a careful choice.**

- He surrounds himself either with good or with bad company;
  - he cannot have both at once.
- If
- he throws himself away on unworthy friends
  - he loses connection with people of intellectual power who could further him in the good.

## **MOVING HEXAGRAM**

### **HEXAGRAM 47 - K'un - Oppression (Exhaustion)**

Above TUI THE JOYOUS, LAKE  
Below K'AN THE ABYSMAL, WATER

1. The lake is above, water below; the lake is **empty, dried** up. (1)  
Exhaustion is expressed in yet another way:
2. **at the top**, a dark line is **holding down** two light lines;  
**below**, a light line is hemmed in between two dark ones.
3. The upper trigram belongs to the **principle of darkness**,  
the lower to the **principle of light**.

**Thus everywhere superior men are oppressed and held in restraint by inferior men.**

### **THE JUDGMENT**

OPPRESSION.

Success.

Perseverance.

The great man brings about good fortune.

No blame.

When one has something to say,

It is not believed.

- **Times of adversity are the reverse of times of success,**

but

- they can lead to success if they befall the right man.

When

a strong man meets with adversity,

- he remains cheerful despite all danger,

and

- this cheerfulness is the source of later successes;

it is that stability which is stronger than fate.

He who

- lets his spirit be broken by exhaustion certainly
- has no success.

But

if adversity only bends a man,

- it creates in him a power to react that is bound in time to manifest itself.

No inferior man is capable of this.

Only the great man

- brings about good fortune

and

- remains blameless.

It is true that for the time being outward influence is denied him, because his words have no effect.

Therefore in times of adversity

it is important to be

- strong within

and

- sparing of words.

## THE IMAGE

There is no water in the lake:

Thus

the superior man

stakes his life

On following his will.

When the water has flowed out below,

the lake must

- dry up

and

- become exhausted.

That is fate.

This symbolizes an adverse fate in human life.

In such times there is nothing a man can do

but

- acquiesce in his fate

and

- remain true to himself.

This concerns the deepest stratum of his being,

for this alone is superior to all external fate.