

Novo Nordisk AS NVO under CEO Lars Fruergaard Joergensen



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

HEXAGRAM 40 – Hsieh - Deliverance

Above CHEN THE AROUSING, THUNDER
Below K'AN THE ABYSMAL, WATER

Here the movement goes out of the sphere of danger.

- The obstacle has been removed,
- the difficulties are being resolved.
- Deliverance is not yet achieved;
- it is just in its beginning, and
- the hexagram represents its various stages.

THE JUDGMENT

DELIVERANCE.

The southwest furthers.

- If there is no longer anything where one has to go,
 - Return brings good fortune.
- If there is still something where one has to go,
 - Hastening brings good fortune.

This **refers** to a time in which tensions and complications begin to be eased. At such times

we ought to **make our way back** to ordinary conditions as soon as possible; this is the meaning of "the southwest."

These periods of **sudden change** have great importance.

Just as

rain **relieves** atmospheric tension, making all the buds burst open, so

a time of deliverance from burdensome pressure has a

- liberating and
- stimulating

effect on life.

One thing is important, however: in such times we must **not overdo** our triumph.

The point is **not to push** on farther than is necessary.

Returning to the **regular** order of life

as soon as deliverance is achieved

brings good fortune.

If there are any residual matters that ought to be attended to, it should be done as **quickly** as possible,

so that

- a clean sweep is made and
- no retardation occur.

THE IMAGE

Thunder and rain set in: The image of DELIVERANCE.

Thus the superior man

- pardons mistakes And
- forgives misdeeds.

- A thunderstorm has the effect of **clearing the air;**

- the superior man produces a similar effect when dealing with mistakes and sins of men that induce a condition of tension.

Through clarity he brings deliverance.

However,

when failings come to light,

he does not dwell on them;

- he simply passes over mistakes, the unintentional transgressions,
 - just as thunder dies away.
- He forgives misdeeds, the intentional transgressions,
 - just as water washes everything clean.

THE LINES

Six at the beginning means:

Without blame.

In keeping with the situation, few words are needed.

- The hindrance is past,
- deliverance has come.

One

- recuperates in peace and
- keeps still.

This is the right thing to do in times when difficulties have been overcome.

Six in the third place means:

If a man

- carries a burden on his back And
 - nonetheless rides in a carriage,
- He thereby encourages robbers to draw near.
Perseverance leads to humiliation.

This refers to a man who has

- come out of needy circumstances into comfort and
- freedom from want.

If now, in the manner of an upstart,

- he tries to take his ease in comfortable surroundings that do not suit his nature,
 - he thereby attracts robbers.

If

- he goes on thus
 - he is sure to bring disgrace upon himself.

Confucius says about this line:

Carrying a burden on the back is the business of a common man; a carriage is the appurtenance of a man of rank.

Now,

when a common man uses the appurtenance of a man of rank, robbers plot to take it away from him.

If a man is

- insolent toward those above him and
 - hard toward those below him,
- robbers plot to attack him.
- Carelessness in guarding things
 - tempts thieves to steal.
 - Sumptuous ornaments worn by a maiden
 - are an enticement to rob her of her virtue.

MOVING HEXAGRAM

HEXAGRAM 34 - Ta Chuang - The Power of the Great

Above CHEN THE AROUSING, THUNDER
Below CH'IEN THE CREATIVE, HEAVEN

The great lines, that is, the light, strong lines, are **powerful**.

Four light lines

- have entered the hexagram from below and
- are about to ascend higher.

- The upper trigram is Chen, the Arousing;
- the lower is Ch'ien, the Creative.

- Ch'ien is strong,
- Chen produces movement.

The union of movement and strength **gives** the meaning of THE POWER OF THE GREAT.

The hexagram is **linked with** the second month (March April).

THE JUDGMENT

THE POWER OF THE GREAT.

Perseverance furthers.

The hexagram points to a time when inner worth

- mounts with great force and
- comes to power.

But its strength has already **passed beyond** the median line, hence there is **danger** that one

- may **rely entirely** on one's own power and
- **forget** to ask what is right.

There is danger too that, being intent on **movement**, we **may not wait** for the right time.

Therefore the **added statement** that perseverance furthers.

For that is truly great power

- which does not degenerate into mere force
- but remains inwardly united with the fundamental principles of right and of justice.

When we understand this point –

namely, that greatness and justice must be indissoluble united –

we understand the true meaning of all that happens in heaven and on earth.

THE IMAGE

Thunder in heaven above: The image of THE POWER OF THE GREAT.

Thus the superior man
does not tread upon paths
That do not accord with established order.

Thunder - electrical energy - mounts upward in the spring.

The direction of this movement is in harmony with that of the movement of heaven.

It is therefore a movement in accord with heaven,
producing great power.

However,

true greatness depends on being in harmony with what is right.

Therefore in times of great power
the superior man avoids doing anything
that is not in harmony with the established order.