

Zeta Global Holdings Corp ZETA under CEO David Steinberg



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

Hexagram 46 – Sheng - Pushing Upward

Above K'UN THE RECEPTIVE, EARTH

Below SUN THE GENTLE, WIND, WOOD

- The lower trigram, Sun, represents wood, and
- the upper, K'un, means the earth.

Linked with this is the idea that wood in the earth grows upward.

In contrast to the meaning of Chin, PROGRESS (35),

this pushing upward is associated with effort,

just as a plant needs energy for pushing upward through the earth.

That is why this hexagram, although it is connected with success, is associated with effort of the will.

- In PROGRESS the emphasis is on expansion;
- PUSHING UPWARD indicates rather a vertical ascent - direct rise
 - from obscurity and lowliness
 - to power and influence.

THE JUDGMENT

PUSHING UPWARD

has supreme success.

One must see the great man.
Fear not.
Departure toward the south
Brings good fortune.

The pushing upward of the good elements

- encounters **no obstruction** and
- is therefore accompanied by **great success**.

The pushing upward is made possible

- **not by violence**
- **but by modesty and adaptability.**

Since the individual is borne along by the propitiousness of the time,
he advances.

He must go to see authoritative people.

He need not be afraid to do this, because success is **assured**.

But

he must set to work, for **activity** (this is the meaning of "the south") brings good fortune.

THE IMAGE

Within the earth, wood grows: The image of PUSHING UPWARD.

Thus the superior man of devoted character

Heaps up small things

In order to achieve something high and great.

- Adapting itself to obstacles and bending around them,
wood in the earth grows upward without haste and without rest.

Thus too

- **the superior man**
 - **is devoted in character and**
 - **never pauses in his progress.**

THE LINES

Nine in the second place means:

If one is sincere,

It furthers one to bring even a small offering.

No blame.

Here a strong man is presupposed.

It is true that

- he does not fit in with his environment, inasmuch as
- he is too brusque and pays too little attention to form.

But as

he is upright in character,

- he meets with response, and
- his lack of outward form does no harm.

Here

- uprightness is the outcome of sound qualities of character, whereas in the corresponding line of the preceding hexagram
- it is the result of innate humility.

Six in the fourth place means:

The king offers him Mount Ch'i.

Good fortune.

No blame.

Mount Ch'i is in western China, the homeland of King Wen, whose son, the Duke of Chou, added the words to the individual lines.

The pronouncement takes us back to a time when the Chou dynasty was **coming into** power.

At that time

- King Wen introduced his illustrious helpers to the god of his native mountain, and
- they received their places in the halls of the ancestors by the side of the ruler.

This indicates a **stage in which pushing upward** attains its goal.

One

- **acquires** fame in the sight of gods and men,
- **is received** into the circle of those who foster the spiritual life of the nation, and thereby
- **attains** a significance that endures beyond time.

MOVING HEXAGRAM

HEXAGRAM 62 - Hsiao Kuo - Preponderance of the Small

Above CHEN THE AROUSING, THUNDER

Below KEN KEEPING STILL, MOUNTAIN

While in the hexagram Ta Kuo, PREPONDERANCE OF THE GREAT (28), the strong lines

- preponderate and
- are within inclosed between weak lines at the
 - top and
 - bottom,

the present hexagram

- has weak lines preponderating, though here again
 - they are on the outside,

- the strong lines being within.

This indeed is the basis of the exceptional situation indicated by the hexagram.

When

strong lines are outside,

we have the hexagram

- I, PROVIDING NOURISHMENT (27), or
- Chung Fu, INNER TRUTH (61);

neither represents an exceptional state.

When

- strong elements within preponderate,
- they necessarily enforce their will.

This creates struggle and exceptional conditions in general.

But

in the present hexagram

it is the weak element that perforce must mediate with the outside world.

If

- a man occupies a position of authority for which
- he is by nature really inadequate, extraordinary prudence is necessary.

THE JUDGMENT

PREPONDERANCE OF THE SMALL.

Success.

Perseverance furthers.

- Small things may be done;
- great things should not be done.

The flying bird brings the message:

- It is not well to strive upward,
- It is well to remain below.

Great good fortune.

- Exceptional modesty and
 - conscientiousness
- are sure to be rewarded with success; however,

if a man is not to throw himself away, it is important that they should

- not become empty form and subservience
- but be combined always with a correct dignity in personal behavior.

We must understand the demands of the time in order to find the necessary offset for its

- deficiencies and
- damages.

In any event

- we must not count on great success,
- since the requisite strength is lacking.

In this lies the importance of the message that one should

- not strive after lofty things

but

- hold to lowly things.

The structure of the hexagram gives rise to the idea that this message is brought by a bird.

In Ta Kuo, PREPONDERANCE OF THE GREAT (28),

- the four strong, heavy lines within,
 - supported only by two weak lines without,
- give the image of a sagging ridgepole.

Here

- the supporting weak lines are both
 - outside and
 - preponderant;

this gives the image of a soaring bird.

But

- a bird should not try to surpass itself and fly into the sun;
- it should descend to the earth, where its nest is.

In this way

- it gives the message conveyed by the hexagram.

THE IMAGE

Thunder on the mountain: The image of PREPONDERANCE OF THE SMALL.

Thus

- in his conduct the superior man gives preponderance to reverence.
- In bereavement he gives preponderance to grief.
- In his expenditures he gives preponderance to thrift.

- Thunder on the mountain is different from
- thunder on the plain.

In the mountains,

- thunder seems much nearer;

outside the mountains,

- it is less audible than the thunder of an ordinary storm.

Thus

the superior man derives an imperative from this image:

he must always fix his eyes

- more closely and

- more directly

on duty

than does the ordinary man,

even though this might make his behavior seem petty to the outside world.

He is exceptionally conscientious in his actions.

In bereavement

- emotion means more to him than ceremoniousness.

In all his personal expenditures

- he is extremely simple and unpretentious.

In comparison with the man of the masses,

- all this makes him stand out as exceptional.

But

the essential significance of his attitude lies in the fact that in external matters

- he is on the side of the lowly.