

Cardlytics Inc CDLX under CEO Karim Temsamani



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

Click below to view the interpretations and cases:

<https://icic.com/?p=8894>

### 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 in the fourth place means:

Following creates success.

Perseverance brings misfortune.

To go one's way with sincerity brings clarity.

How could there be blame in this?

It **often** happens,  
when

a man exerts a certain amount of influence, that  
he obtains a following by condescension toward inferiors.

But the people who attach themselves to him are **not honest** in their intentions.

They

- **seek** personal advantage and
- try to make themselves **indispensable** through flattery and subservience.

If one

- becomes **accustomed** to such satellites and
- **cannot** do without them,

it brings misfortune.

Only when

a man is

- **completely free** from his ego, and
- **intent**, by conviction, upon what is right and essential,

does he

- **acquire** the clarity that enables him to see through such people, and
- **become** free of blame.

0 Nine in the fifth place means:

Sincere in the good.

Good fortune.

**Every man must have something he follows –**

something that serves him as a lodestar.

He who follows with conviction the beautiful and the good  
may feel himself strengthened by this saying.

## **MOVING HEXAGRAM**

**Click below to view the interpretations and cases:**

<https://icic.com/?p=8915>

**HEXAGRAM 24 – Fu - Return (The Turning Point)**

Above K'UN THE RECEPTIVE, EARTH  
Below CHEN THE AROUSING, THUNDER

The **idea** of a turning point arises from the fact that

- after the dark lines have **pushed** all of the light lines upward and out of the hexagram,
- another light line **enters** the hexagram from below.

**The time of darkness is past.**

**The winter solstice brings the victory of light.**

This hexagram is **linked with** the eleventh month, the month of the **solstice** (December-January).

## **THE JUDGMENT**

RETURN. Success.

- Going out and coming in without error.
- Friends come without blame.
- To and fro goes the way.
- On the seventh day comes return.
- It furthers one to have somewhere to go.

**After a time of decay comes the turning point.**

**The powerful light that has been banished returns.**

There is **movement**, but

it **is not** brought about by force.

The upper trigram K'un is **characterized** by devotion;

thus the movement is **natural**, **arising** spontaneously.

For this reason the **transformation** of the old becomes easy.

- **The old is discarded and**
- **the new is introduced.**

Both measures **accord** with the time;

therefore **no harm** results.

**Societies of people sharing the same views are formed.**

But since these groups

- **come together in full public knowledge and**
- **are in harmony with the time,**
- **all selfish separatist tendencies are excluded, and**
- **no mistake is made.**

**The idea of RETURN is based on the course of nature.**

- **The movement is cyclic, and**
- **the course completes itself.**

Therefore

**it is not necessary to hasten anything artificially.**

**Everything comes of itself at the appointed time.**

This is the **meaning** of heaven and earth.

All movements are accomplished in six stages, and the seventh brings return.

Thus

- the Winter solstice, with which the decline of the year begins,
  - comes in the seventh month after the summer solstice;
- so too
- sunrise
  - comes in the seventh double hour after sunset.

Therefore

seven is the number of the young light, and it arises when six, the number of the great darkness, is increased by one.

In this way

the state of rest gives place to movement.

## THE IMAGE

Thunder within the earth: The image of THE TURNING POINT.

Thus

- the kings of antiquity closed the passes At the time of solstice.
- Merchants and strangers did not go about, And
- the ruler Did not travel through the provinces.

The winter solstice has always been celebrated in China as the resting time of the year –

a custom that survives in the time of rest observed at the new year.

In winter the life energy, symbolized by thunder, the Arousing is still underground.

Movement is just at its beginning;

therefore

it must be strengthened by rest,

so that it will not be dissipated by being used prematurely.

This principle, i.e., of allowing energy that is renewing itself to be reinforced by rest,

applies to all similar situations.

- The return of health after illness,
  - the return of understanding after an estrangement:
- everything must be treated tenderly and with care at the beginning, so that the return may lead to a flowering.