

Starbucks Corp SBUX under CEO Brian Niccol



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	T	T		3	2	2		7
2		H	T	T		3	2	2		7
1		H	T	T		3	2	2		7

Click below to view the interpretations and cases:

<https://icic.com/?p=8972>

HEXAGRAM 43 – Kuai - Break-through (Resoluteness)

Above Tui THE JOYOUS, LAKE
Below CH'IEN THE CREATIVE, HEAVEN

This hexagram **signifies**
on the one hand

- a break-through after a long accumulation of tension, as a swollen river breaks through its dikes, or in the manner of a cloudburst.

On the other hand, applied to human conditions,

- **it refers to** the time when inferior people gradually begin to **disappear**.

Their influence is on the **wane**;

as a result of resolute action,

- a change in conditions occurs,
- a break-through.

The hexagram is linked with the third month [April-May].

THE JUDGMENT

BREAK-THROUGH.

- One must resolutely make the matter known At the court of the king.
- It must be announced truthfully.

Danger.

It is necessary to notify one's own city.

- It does not further to resort to arms.
- It furthers one to undertake something.
- Even if only one inferior man is occupying a ruling position in a city,
 - he is able to oppress superior men.
- Even a single passion still lurking in the heart
 - has power to obscure reason.
- Passion and reason cannot exist side by side - therefore
 - fight without quarter is necessary if the good is to prevail.

In a resolute struggle of the good against evil, there are, however, definite rules that must not be disregarded, if it is to succeed.

1. First,
 - resolution must be based on a union of
 - strength and
 - friendliness.
2. Second,
 - a compromise with evil is not possible;
 - evil must under all circumstances be openly discredited.
 - Nor must our own passions and shortcomings be glossed over.
3. Third,
 - the struggle must not be carried on directly by force.
 - If evil is branded, it thinks of weapons, and
 - if
 - we do it the favor of fighting against it blow for blow,
 - we lose in the end
 - because thus
 - we ourselves get entangled in hatred and passion.

Therefore

4. it is important
 - to begin at home,
 - to be on guard in our own persons against the faults we have branded.

In this way,

- finding no opponent,
- the sharp edges of the weapons of evil become dulled.

For the same reasons

5. we should not combat our own faults directly.
 - As long as we wrestle with them,
 - they continue victorious.

Finally,

6. the best way to fight evil is to make energetic progress in the good.

THE IMAGE

The lake has risen up to heaven: The image of BREAK-THROUGH.

Thus the superior man

- Dispenses riches downward And
- refrains from resting on his virtue.

- When the water of a lake has risen up to heaven,
 - there is reason to fear a cloudburst.
- Taking this as a warning,
 - the superior man forestalls a violent collapse.

- If a man were to pile up riches for himself alone, without considering others,
- he would certainly experience a collapse.

For all gathering is followed by dispersion.

Therefore

the superior man begins to distribute while he is accumulating.

In the same way,

in developing his character

he takes care

- not to become hardened in obstinacy
- but to remain receptive to impressions
 - by help of strict and continuous self-examination.

THE LINES

Nine in the fourth place means:

- There is no skin on his thighs, And
- walking comes hard.

- If a man were to let himself be led like a sheep,
 - Remorse would disappear.

But

- if these words are heard
 - They will not be believed.

Here a man

- is suffering from inner restlessness and
- cannot abide in his place.

He

- would like to push forward under any circumstances, but
- encounters insuperable obstacles.

Thus his situation entails an inner conflict.

This is due to the obstinacy with which he seeks to enforce his will.

If he would desist from this obstinacy,

- everything would go well.
- But this advice, like so much other good counsel,

- will be ignored.

For obstinacy

- makes a man unable to hear,
- for all that he has ears.

0 Nine in the fifth place means:

In dealing with weeds, Firm resolution is necessary.
Walking in the middle remains free of blame.

Weeds always

- grow back again and
- are difficult to exterminate.

So too

the struggle against an inferior man in a high position

- demands firm resolution.

One has certain relations with him,
hence there is danger that
one may give up the struggle as hopeless.

But this must not be.

One must

- go on **resolutely** and
- **not allow** himself to be deflected from his course.

Only in this way

does one remain free of blame.

MOVING HEXAGRAM

Click below to view the interpretations and cases:

<https://icic.com/?p=8876>

Hexagram 11 - T'ai - Peace

Above K'UN	THE RECEPTIVE, EARTH
Below CH'IEN	THE CREATIVE, HEAVEN

- The Receptive, which moves downward, stands above;
 - the Creative, which moves upward, is below.
- Hence their influences meet and are in harmony,
so that all living things bloom and prosper.

This hexagram belongs to the first month (February-March), at which time the forces of nature prepare the new spring.

THE JUDGMENT

PEACE.

- The small departs,
- The great approaches.

Good fortune.

Success.

This hexagram denotes a time in nature when heaven seems to be on earth. Heaven has placed itself **beneath** the earth, and so their **powers unite** in deep harmony.

Then **peace and blessing descend** upon all living things.

In the world of man it is a **time of social harmony**;

- **those in high places show favor to the lowly, and**
- **the lowly and inferior in their turn are well disposed toward the highly placed.**

There is an **end** to all feuds.

- **Inside, at the center, in the key position, is the light principle;**
- **the dark principle is outside.**

Thus

- the light has a powerful influence, while
- the dark is submissive.

In this way each receives its due.

- **When**
 - **the good elements of society occupy a central position and are in control,**
 - **the evil elements come under their influence and change for the better.**
- **When**
 - **the spirit of heaven rules in man,**
 - **his animal nature also**
 - **comes under its influence and**
 - **takes its appropriate place.**

The individual lines

- enter the hexagram from below and
- leave it again at the top.

Here

- the small, weak, and evil elements are about to take their **departure**, while
- the great, strong, and good elements are **moving up**.

This brings good fortune and success.

THE IMAGE

Heaven and earth unite: the image Of PEACE.

Thus the ruler

- **Divides and**

- completes

the course of heaven and earth;

He

- furthers and regulates the gifts of heaven and earth, And so
- aids the people.

Heaven and earth are in contact and combine their influences, producing a time of universal flowering and prosperity.

This stream of energy must be regulated by the ruler of men.

It is done by a process of division.

Thus men

- divide the uniform flow of time into the seasons, according to the succession of natural phenomena, and
- mark off infinite space by the points of the compass.

In this way

nature in its overwhelming profusion of phenomena is

- bounded and
- controlled.

On the other hand,

nature must be furthered in her productiveness.

This is done by adjusting the products to

- the right time and
- the right place,

which increases the natural yield.

This controlling and furthering activity of man in his relation to nature is the work on nature that rewards him.