

Target Corporation TGT under CEO Michael Fiddelke



6	The Top		T	T	T		2	2	2		6
5	The Fifth Place		H	T	T		3	2	2		7
4	The Fourth Place		H	T	T		3	2	2		7
3	The Third Place		H	H	T		3	3	2		8
2	The Second Place		H	T	T		3	2	2		7
1	The Beginning		H	T	T		3	2	2		7

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

<https://icic.com/?p=9017>

### HEXAGRAM 58 – Tui - The Joyous, Lake

Above TUI THE JOYOUS, LAKE

Below TUI THE JOYOUS, LAKE

- This hexagram,
  - like Sun,
- is one of the eight formed by **doubling of a trigram**.  
 The trigram Tui **denotes** the youngest daughter;  
 it is **symbolized** by the smiling lake, and  
 its **attribute** is joyousness.  
 Contrary to appearances,
- it is not the yielding quality of the top line that accounts for joy here.
  - The attribute of the yielding or dark principle is
    - not joy

- but melancholy.

However,

JOY is indicated by the fact that there are two strong lines within, expressing themselves through the medium of gentleness.

True joy, therefore,

- rests on firmness and strength within,
- manifesting itself outwardly as yielding and gentle.

## THE JUDGMENT

THE JOYOUS.

Success.

Perseverance is favorable.

The joyous mood

- is infectious
- and therefore
- brings success.

But

- joy must be based on steadfastness
- if
- it is not to degenerate into uncontrolled mirth.

- Truth and strength must dwell in the heart,
- while

- gentleness reveals itself in social intercourse.
- In this way

one

- assumes the right attitude toward God and man and
- achieves something.

Under certain conditions,

intimidation without gentleness may achieve something

- momentarily,
- but not for all time.

When, on the other hand,

the hearts of men are won by friendliness,

they are

- led to take all hardships upon themselves willingly,
- and if need be

- will not shun death itself,
- so great is the power of joy over men.

## THE IMAGE

Lakes resting one on the other: The image of THE JOYOUS.

Thus the superior man joins with his friends

For

- discussion and
- practice.

- A lake evaporates upward

and thus

- gradually dries up;

but when

two lakes are joined

- they do not dry up so readily,
- for one replenishes the other.

It is the same in the field of knowledge.

Knowledge should be a refreshing and vitalizing force.

It becomes so only through stimulating intercourse

- with congenial friends

- with whom one

- holds discussion and

- practices application of the truths of life.

In this way

learning

- becomes many-sided and
- takes on a cheerful lightness,

whereas

- there is always something ponderous and one-sided about
- the learning of the self-taught.

## THE LINES

Six at the top means:

Seductive joyousness.

A vain nature

- invites diverting pleasures and
- must suffer accordingly (cf. the six in the third place).

If

a man is unstable within,

- the pleasures of the world that he does not shun
- have so powerful an influence that
- he is swept along by them.

Here

- it is no longer a question
  - of danger,
  - of good fortune or misfortune.
- He has given up direction of his own life, and
- what becomes of him depends upon
  - chance and
  - external influences.

## MOVING HEXAGRAM

Click below to view the interpretations and cases:

<https://icic.com/?p=8873>

### HEXAGRAM 10 – Lu - Treading (Conduct)

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

1. The name of the hexagram means on the one hand the **right way of conducting oneself**.
  - **Heaven**, the father, is **above**, and
  - **the lake**, the youngest daughter, is **below**.This shows the **difference** between high and low, upon which **composure**, correct social conduct, depends.
2. On the other hand, the word for the name of the hexagram, TREADING, 1 means literally **treading upon something**.

The small and cheerful [Tui] treads upon the large and strong [Ch'ien].  
The **direction of movement** of the two primary trigrams is upward.  
The fact that the strong treads on the weak is not mentioned in the Book of Changes,  
because it is taken for **granted**.  
For the weak to **take a stand** against the strong is not dangerous here,  
because it happens in **good humor [Tui] and without presumption**, so that the strong man is **not irritated** but takes it all in good part.

### THE JUDGMENT

TREADING.

Treading upon the tail of the tiger.

It does not bite the man.

Success.

The situation is really **difficult**.

**That which is strongest and that which is weakest are close together.**

- The weak follows behind the strong and worries it.
- The strong, however, **acquiesces** and does not hurt the weak, because the contact is in **good humor and harmless**.

In terms of a human situation, one is handling wild, intractable people. In such a case one's purpose will be achieved if one behaves with decorum. Pleasant manners succeed even with irritable people.

## **THE IMAGE**

Heaven above, the lake below: The image Of TREADING.  
Thus the superior man

- **discriminates** between high and low, And thereby
- **fortifies** the thinking of the people.

Heaven and the lake show a difference of elevation that inheres in the natures of the two, hence no envy arises.

Among mankind also there are necessarily differences of elevation; it is impossible to bring about universal equality.

But it is important that differences in social rank should not be arbitrary and unjust, for if this occurs, envy and class struggle are the inevitable consequences.

- If, on the other hand, external differences in rank correspond with differences in inner worth, and
- if inner worth forms the criterion of external rank, people acquiesce and order reigns in society.