

AAPL The Ternus Transition A Strategic Timetable

Prepare an analysis of the consult of Ternus I just uploaded as a timetable for the new incoming CEO for Apple.

Mention the challenges he faces, his background and warnings from the I Ching. Mention what to expect for the CEOs of the world and the investors.

GemIChing Analysis

This analysis combines the I Ching consult you provided (**Hexagram 07: The Army**, changing into **Hexagram 46: Pushing Upward**) with the current real-world transition at Apple as John Ternus prepares to take the helm on September 1, 2026.

The Ternus Transition: A Strategic Timetable

Your I Ching reading suggests that this transition is not a "changing of the guard" in a loud, disruptive way, but rather the deployment of a long-stored, disciplined force.

Phase	Timeframe	I Ching & Market Context
I. The Assembly	Now – Aug 2026	The Army (Hexagram 07): The "groundwater" is collecting. Ternus is the "efficient general" working under Cook (the ruler). He is organizing his "troops" (Hardware & AI teams).
II. The Commission	Sept 1, 2026	Official Start: Ternus officially assumes the CEO role. The I Ching warns that a "leader of the army" must be mature and experienced to avoid "wagons full of corpses" (failure).
III. The Ascent	Q4 2026 – 2027	Pushing Upward (Hexagram 46): This is the "vertical ascent." Expect Ternus to move Apple upward through steady, modest growth rather than flashy, violent pivots.

The Challenges: A General in the Field

John Ternus faces a "battlefield" that requires the precise discipline of a mechanical engineer:

1. **The AI Race:** He must bridge the gap in generative AI, turning Siri from a "dangerous" core (The Abysmal) into an obedient servant (The Receptive).
2. **Hardware Innovation:** Managing the launch of the "MacBook Neo" and the rumored foldable iPhone. These are his "heavy artillery."

3. **The Mentor's Shadow:** Succeeding a "ruler" like Tim Cook is a classic Hexagram 07 challenge. He must lead from the middle (as a general) while Cook remains as Chairman.

Background: The "Mechanical" Commander

- **Engineering DNA:** With a BS in Mechanical Engineering from UPenn, Ternus is a "product-first" CEO. He isn't a finance guy; he's a builder.
- **The Athlete's Discipline:** His background as a varsity swimmer reflects the I Ching's "perseverance" requirement. He understands that victory is won in the "small things" (the daily laps/details).

Warnings from the I Ching

- **The Danger of "Corpses":** If Ternus allows the wrong people to lead (those who are not "mature"), the army will fail. In Apple terms, this means his senior VP appointments (like Johny Srouji or Sabih Khan) must be perfectly aligned.
- **Avoid Violence:** Success for Ternus will not come from aggressive market warfare, but from **modesty and adaptability**. If he tries to force a product that isn't ready (like a premature Vision Pro successor), he risks the "Army's" stability.
- **The Southward Departure:** The consult mentions "Departure toward the south brings good fortune." In modern business, this often refers to **Activity and Expansion**. He cannot stay stagnant; he must move the project forward.

What to Expect: CEOs and Investors

- **For the CEOs of the World:** Ternus will be the case study for "Quiet Power." He will prove that you don't need to be a loud visionary (like Jobs) if you are a disciplined general. Expect a trend toward "Hardware-First" leadership in tech.
- **For the Investors: "Heap Up Small Things."** Do not expect a 400% jump overnight. Expect a steady, vertical rise (Hexagram 46). The I Ching says "One must see the great man. Fear not." This suggests that as long as the "Army" (the company) remains disciplined, the investment is secure.

CONSULT

Apple Inc AAPL under CEO (candidate) John Ternus



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

HEXAGRAM 07 – Shih - The Army

Above K'UN THE RECEPTIVE, EARTH
Below K'AN THE ABYSMAL, WATER

This hexagram is made up of the trigrams

- K'an, water, and
- K'un, earth, and thus,

it symbolizes the ground water stored up in the earth.

In the same way military strength is stored up in the mass of the people –

- invisible in times of peace but
- always ready for use as a source of power.

The attributes of the two trigrams are

- danger inside and
- obedience outside.

This points to the nature of an army,

which at the core is dangerous,

while discipline and obedience must prevail outside.

Of the individual lines,

the one that controls the hexagram is the strong nine in the second place to which the other lines, all yielding, are subordinate.

This line indicates a commander,

because it stands in the middle of one of the two trigrams.

But since it is in the lower rather than the upper trigram, it represents not the ruler but the efficient general, who maintains obedience in the army by his authority.

THE JUDGMENT

THE ARMY.

The army needs perseverance
And a strong man.
Good fortune without blame.

An army is a mass that needs organization in order to become a fighting force. Without strict discipline nothing can be accomplished, but this discipline must not be achieved by force.

It requires a strong man who

- captures the hearts of the people and
- awakens their enthusiasm.

In order that he may develop his abilities he needs the complete confidence of his ruler, who must entrust him with full responsibility as long as the war lasts.

But war

- is always a dangerous thing and
- brings with it destruction and devastation.

Therefore it

- should not be resorted to rashly but, like a poisonous drug,
- should be used as a last recourse.

- The justifying cause of a war, and

clear and intelligible war aims, ought to be explained to the people by an experienced leader.

Unless there is a quite definite war aim to which the people can consciously pledge themselves,

the unity and strength of conviction that lead to victory will not be forthcoming.

But the leader must also look to it that

- the passion of war and
- the delirium of victory

do not give rise to unjust acts that will not meet with general approval.

If justice and perseverance are the basis of action, all goes well.

THE IMAGE

In the middle of the earth is water: The image of THE ARMY.

Thus the superior man increases his masses

By generosity toward the people.

Ground water is invisibly present within the earth.

In the same way the military power of a people is invisibly present in the masses.

- When **danger** threatens, **every peasant** becomes a soldier;
- when the war **ends**, he goes back to his **plow**.

He who is **generous** toward the people **wins** their love, and a people living under a **mild rule** becomes **strong and powerful**.

Only a people economically strong can be important in military power.

Such power must therefore be **cultivated**

- by **improving** the economic condition of the people and
- by **humane** government.

Only when there is this **invisible bond** between government and people, so that the people are **sheltered** by their government as ground water is sheltered by the earth, is it possible to wage a **victorious war**.

THE LINES

Six in the third place means:

Perchance the army carries corpses in the wagon.

Misfortune.

Here we have a choice of two explanations.

1. One points to **defeat** because someone other than the chosen leader interferes with the Command;
2. the other is similar in its general meaning, but the expression, "carries corpses in the wagon," is interpreted differently.

At burials and at sacrifices to the dead it was customary in China for the deceased to whom the sacrifice was made to be represented by a boy of the family, who sat in the dead man's place and was honored as his representative. On the basis of this custom the text is interpreted as meaning that a "corpse boy" is sitting in the wagon, or, in other words, that **authority is not being exercised by the proper leaders but has been usurped by others.**

Perhaps the whole difficulty clears up if it is inferred that there has been an error in copying.

The character fan, meaning "all," may have been misread as Shih, which means "corpse."

Allowing for this error, the meaning would be that

if the multitude assumes leadership of the army (rides in the wagon), misfortune ensue.

MOVING HEXAGRAM

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.