

LULU lululemon athletica inc. under CEO Heidi O'Neill



6	The Top		H	H	T		3	3	2		8
5	The Fifth Place		H	H	T		3	3	2		8
4	The Fourth Place		H	H	T		3	3	2		8
3	The Third Place		H	H	H		3	3	3		9
2	The Second Place		H	H	T		3	3	2		8
1	The Beginning		T	T	T		2	2	2		6

Click below to view the interpretations and cases:

<https://icic.com/?p=8888>

HEXAGRAM 15 - Ch'ien - Modesty

Above K'UN THE RECEPTIVE, EARTH
Below KEN KEEPING STILL, MOUNTAIN

This hexagram is made up of the trigrams

- Ken, Keeping Still, mountain, and
- K'un.

The mountain is the youngest son of the Creative, the **representative** of heaven on earth.

It

- **dispenses** the blessings of heaven, the clouds and rain that gather round its summit, and thereafter
- **shines** forth radiant with heavenly light.

This shows

- **what** modesty is and
- **how** it functions in great and strong men.

K'un, the earth, stands above.

Lowliness is a quality of the earth:

this is the very reason why it appears in this hexagram as **exalted**,
by being placed **above** the mountain.

This shows how modesty functions in lowly, simple people: they are lifted up by it.

THE JUDGEMENT

MODESTY creates success.

The superior man carries things through.

It is the law of heaven

- **to make fullness empty and**
- **to make full what is modest;**

- when the sun is at its zenith,
 - it must, according to the law of heaven, **turn toward** its setting, and
- at its nadir
 - it **rises toward** a new dawn.

In obedience to the same law,
the moon

- when it is **full** begins to **wane**, and
- when **empty** of light it **waxes** again.

This heavenly law works itself out in the fates of men also.

It is the law of earth

- **to alter the full and**
- **to contribute to the modest.**
- High mountains are **worn down** by the waters, and
- the valleys are **filled up**.

It is the law of fate

- **to undermine what is full and**
- **to prosper the modest.**

And men also

- **hate fullness and**
- **love the modest.**

The destinies of men are subject to immutable laws that must fulfill themselves.

But

man has it in his power to shape his fate,

according as his behavior exposes him to the influence of **benevolent** or of **destructive** forces.

When

- **a man holds a high position and is nevertheless modest,**
- **he shines with the light of wisdom;**

if

- **he is in a lowly position and is modest,**
- **he cannot be passed by.**

Thus the superior man

- **can carry out** his work to the end
- **without** boasting of what he has achieved.

THE IMAGE

Within the earth, a mountain: The image Of MODESTY.

Thus the superior man

- reduces that which is too much, And
- augments that which is too little.

He

- weighs things and
- makes them equal.

The wealth of the earth in which a mountain is hidden is not visible to the eye, because the depths are offset by the height of the mountain.

Thus

high and low complement each other, and the result is the plain.

Here an effect that it took a long time to achieve, but that in the end seems easy of accomplishment and self-evident, is used as the image of modesty.

The superior man does the same thing when he establishes order in the world; he

- equalizes the extremes that are the source of social discontent and thereby
- creates just and equitable conditions. 1

THE LINES

Six at the beginning means:

A superior man modest about his modesty

May cross the great water.

Good fortune.

1. A dangerous enterprise, such as the crossing of a great stream, is made much more difficult if many claims and considerations have to be taken into account.

On the other hand,

2. the task is easy if it is attended to quickly and simply.

Therefore

the unassuming attitude of mind that goes with modesty fits a man to accomplish even difficult undertakings:

he

- imposes no demands or stipulations but
- settles matters easily and quickly.

Where

- no claims are put forward,
- no resistances arise.

0 Nine in the third place means:

A superior man of modesty and merit
Carries things to conclusion.
Good fortune.

This is the **center** of the hexagram,
where its **secret** is disclosed.

A distinguished name is readily earned by great achievements,

1If

a man allows himself to be dazzled by fame,

he

- will soon be criticized, and**
- difficulties will arise.**

2If, on the contrary,

he remains modest despite his merit,

he

- makes himself beloved and**
- wins the support necessary for carrying his work through to the end.**

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.