

## JPMorgan Chase & Co. JPM under CEO James Dimon

C	S	S	XX	3	2	2	xxx	7
C	C	S		3	3	2		8
C	C	C		3	3	3		9
C	S	S		3	2	2		7
C	C	S		3	3	2		8
C	S	S		3	2	2		7

### HEXAGRAM 30 – Li - THE CLINGING, FIRE

Above LI THE CLINGING, FIRE

Below LI THE CLINGING, FIRE

This hexagram is another double sign. The trigram Li means "to cling to something," "to be conditioned, to depend or rest on something," and also "brightness". A dark line clings to two light lines, one above and one below - the image of an empty space between two strong lines, whereby the two strong lines are made bright. The trigram represents the middle daughter. The Creative has incorporated the central line of the Receptive, and thus Li develops. As an image, it is fire. Fire has no definite form but clings to the burning object and thus is bright. As water pours down from heaven, so fire flames up from the earth. While K'an means the soul shut within the body, Li stands for nature in its radiance.

### THE JUDGMENT

THE CLINGING.

Perseverance furthers.

It brings success.

Care of the cow brings good fortune.

What is dark clings to what is light and so enhances the brightness of the latter. A luminous thing giving out light must have within itself something that perseveres; otherwise it will in time burn itself out. Everything that gives light is dependent on something to which it clings, in order that it may continue to shine.

Thus sun and moon cling to heaven, and grain, grass, and trees cling to the earth. So too the twofold clarity of the dedicated man clings to what is right and thereby can shape the world. Human life on earth is conditioned and unfree, and, when man recognizes this limitation and makes himself dependent upon the harmonious and beneficent forces of the cosmos, he achieves success. The cow is the symbol of extreme docility. By cultivating in himself an attitude of compliance and voluntary dependence, man acquires clarity without sharpness and finds his place in the world. 1

## THE IMAGE

That which is bright rises twice: The image of FIRE.  
Thus the great man, by perpetuating this brightness,  
Illumines the four quarters of the world.

Each of the two trigrams represents the sun in the course of a day. The two together represent the repeated movement of the sun, the function of light with respect to time. The great man continues the work of nature in the human world. Through the clarity of his nature he causes the light to spread farther and farther and to penetrate the nature of man ever more deeply.

## THE LINES

Nine in the fourth place means:

Its coming is sudden;

It flames up, dies down, is thrown away.

Clarity of mind has the same relation to life that fire has to wood. Fire dings to wood, but also consumes it. Clarity of mind is rooted in life but can also consume it. Everything depends upon how the clarity functions. Here the image used is that of a meteor or a straw fire. A man who is excitable and restless may rise quickly to prominence but produces no lasting effects. Thus matters end badly when a man spends himself too rapidly and consumes himself like a meteor.

1. It is a noteworthy and curious coincidence that fire and care of the cow are connected here just as in the Parsee religion. [According to the Parsee belief the Divine Light, or Fire, was manifested in the mineral, vegetable, and animal worlds before it appeared in human form. Its animal incarnation was the cow, and Ahura-Mazda was nourished on her milk.]

## HEXAGRAM 22 – Pi - Grace

Above KEN KEEPING STILL, MOUNTAIN

Below Li THE CLINGING, FIRE

This hexagram shows a fire that breaks out of the secret depths of the earth and, blazing up, illuminates and beautifies the mountain, the heavenly heights. Grace - beauty of form - is necessary in any union if it is to be well ordered and pleasing rather than disordered and chaotic.

### THE JUDGMENT

GRACE has success.

In small matters

It is favorable to undertake something.

Grace brings success. However, it is not the essential or fundamental thing; it is only the ornament and must therefore be used sparingly and only in little things. In the lower trigram of fire a yielding line comes between two strong lines and makes them beautiful, but the strong lines are the essential content and the weak line is the beautifying form. In the upper trigram of the mountain, the strong line takes the lead, so that here again the strong element must be regarded as the decisive factor. In nature we see in the sky the strong light of the sun; the life of the world depends on it. But this strong, essential thing is changed and given pleasing variety by the moon and the stars. In human affairs, aesthetic form comes into being when traditions exist that, strong and abiding like mountains, are made pleasing by a lucid beauty. By contemplating the forms existing in the heavens we come to understand time and its changing demands. Through contemplation of the forms existing in human society it becomes possible to shape the world. 1

### THE IMAGE

Fire at the foot of the mountain: The image of GRACE.

Thus does the superior man proceed

When clearing up current affairs.

But he dare not decide controversial issues in this way.

The fire, whose light illuminates the mountain and makes it pleasing, does not shine far; in the same way, beautiful form suffices to brighten and to throw light upon matters of lesser moment, but important questions cannot be decided in this way. They require greater earnestness.

1. This hexagram shows tranquil beauty-clarity within, quiet without. This is the tranquility of pure contemplation. When desire is silenced and the will comes to rest, the world-as-idea becomes manifest. In this aspect the world is beautiful and removed from the struggle for existence. This is the world of art. However, contemplation alone will not put the will to rest absolutely. It will awaken again, and then all the beauty of form will appear to have been only a brief moment of exaltation. Hence this is still not

the true way of redemption. For this reason Confucius felt very uncomfortable when once, on consulting the oracle, he obtained the hexagram of GRACE.

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#### Details

Index Membership: Dow Jones Composite

Dow Industrials

S&P 100

S&P 500

S&P 1500 Super Comp

Sector: Financial

Industry: Money Center Banks

Full Time Employees: 236,810

Mr. James Dimon , 54, Chairman, Chief Exec. Officer, Member of Stock Committee, Member of Exec. Committee and Member of Operating Committee

#### Business Summary

JPMorgan Chase & Co., a financial holding company, provides various financial services worldwide. The company's Investment Bank segment provides investment banking products and services, including advising on corporate strategy and structure, capital raising in equity and debt markets, risk management, market-making in cash securities and derivative instruments, and prime brokerage and research. This segment serves corporations, financial institutions, governments, and institutional investors. Its Commercial Banking segment provides lending, treasury services, investment banking, and asset management services to corporations, municipalities, financial institutions, and not-for-profit entities. The company's Treasury and Securities Services segment offers transaction, investment, and information services. It also offers cash management, trade, wholesale card, and liquidity products and services to small and mid-sized companies, multinational corporations, financial institutions, and government entities. Its Asset Management segment provides investment and wealth management services to institutions, retail investors, and high-net-worth individuals. It also offers global investment management in equities, fixed income, real estate, hedge funds, private equity, and liquidity products, including money market instruments and bank deposits; and trust and estate, banking, and brokerage services, as well as retirement services. The company's Retail Financial Services segment offers retail banking and consumer lending services that include checking and savings accounts, mortgages, home equity and business loans, and investments through ATMs, online banking, and telephone banking, as well as auto dealerships and school financial-aid offices. Its Card Services segment issues credit cards and processes various credit card payments. JPMorgan Chase & Co. was founded in 1823 and is headquartered in New York, New York.