

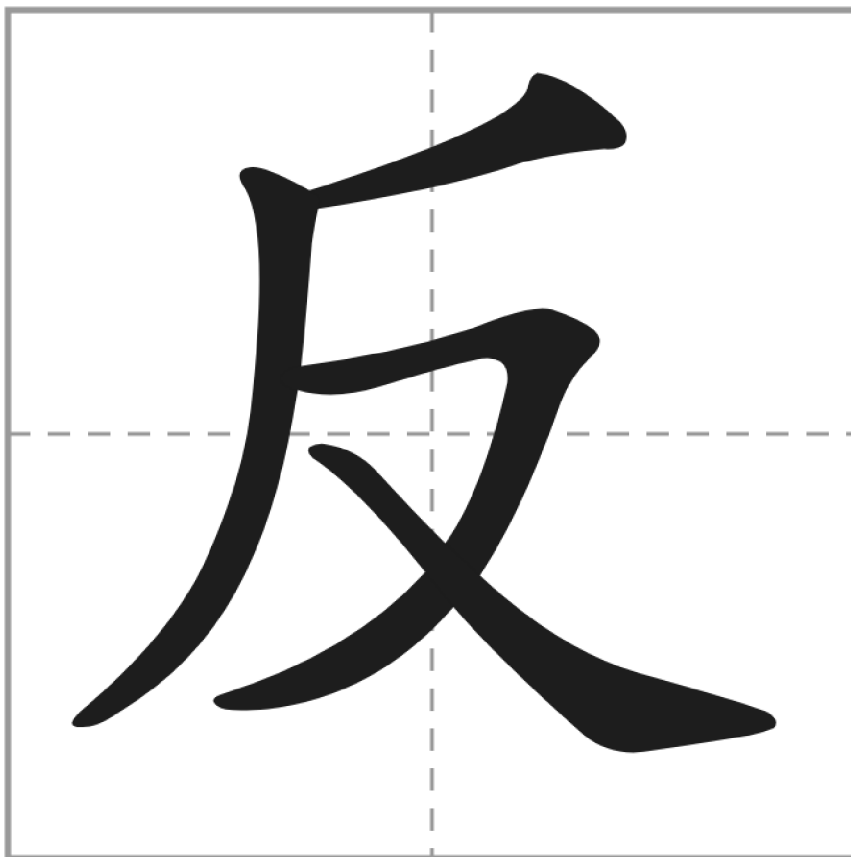
BÓ YÌ
博 弈

fǎn kè
反 客
wéi zhǔ
为 主

Turn the guest into the host.

CHARACTER CARD · 反

fǎn *reverse*



fǎn
reverse

4 strokes

BÓYÌ 博弈 · Think Like a Chinese Strategist

Free to share. Please keep the BÓYÌ 博弈 credit.

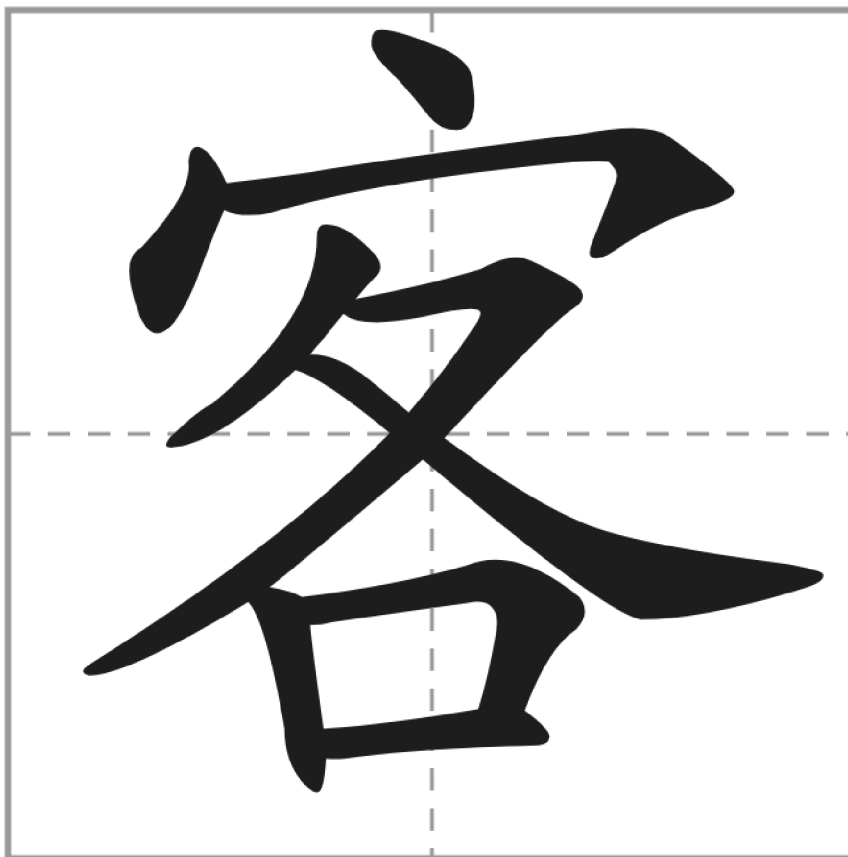
Stroke data: Make Me a Hanzi (github.com/skishore/makemeahanzi), derived from Arphic Technology fonts under the Arphic Public License, via Hanzi Writer data.

BÓYÌ 博弈 · Free character card · 1

BÓYÌ 博弈 · Week 30 · 02

CHARACTER CARD · 客

kè *guest*



kè
guest

9 strokes

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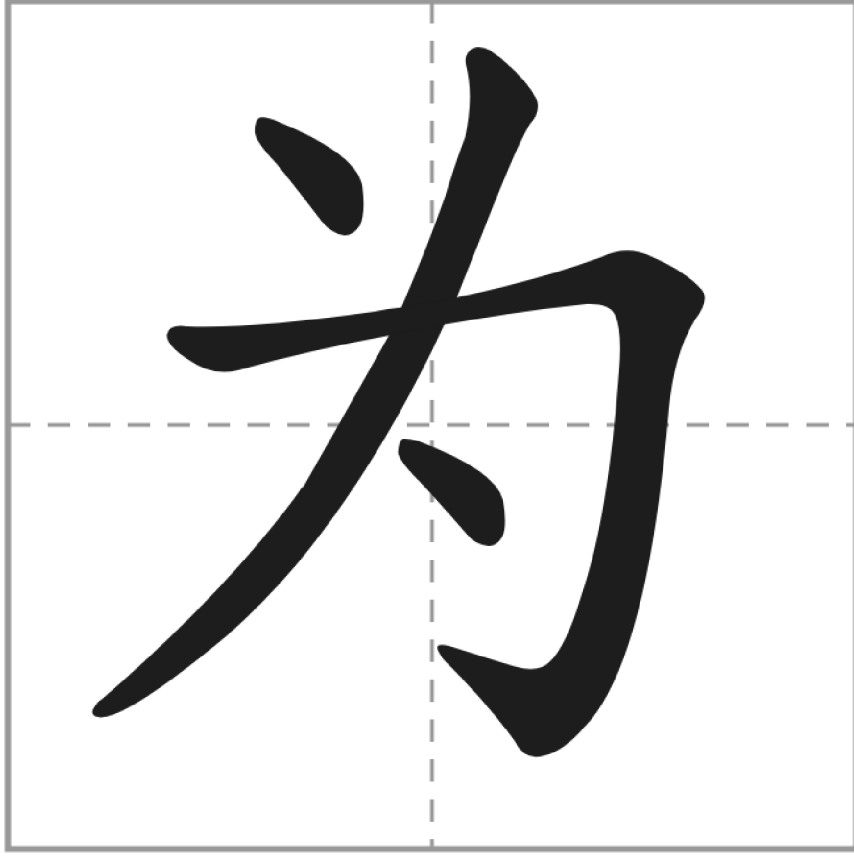
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BÓYÌ 博弈 · Free character card · 2

BÓYÌ 博弈 · Week 30 · 03

CHARACTER CARD · 为

wéi to become



wéi
to become

4 strokes

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BÓYÌ 博弈 · Free character card · 3

BÓYÌ 博弈 · Week 30 · 04

CHARACTER CARD · 主

zhǔ *host*



zhǔ

host

5 strokes

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BÓYÌ 博弈 · Week 30 · 05

Practice · 反客为主 fǎn kè wéi zhǔ

Trace the first row, then write the whole phrase four times. Say it out loud each time.

fǎn	kè	wéi	zhǔ
反	客	为	主

反客为主 · Turn the guest into the host.

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BÓYÌ 博弈 · Free practice · 1

① 字面意思 · LITERAL MEANING

第 30 计 · 反客为主

Turn the guest into the host.

《三十六计》原文

乘隙插足，扼其主机，渐之进也。

Slip in through a gap, set your foot down, take hold of the key point, and advance step by step.

古代那一行 · THEN

邀请

带兵进来，没人当他是威胁

The guest arrives with an army, and nobody calls him a threat.



施恩

一年恩德，没打对手一仗

A year of kindness. Not one battle against the rival.



断路

对方断了通路，客人才动手

Only after the host cuts him off does the guest move.

② 背后道理 + ③ 今天怎么用

慢慢来，没人反对

*Go slowly, and nobody objects.***对象****每周都有用，钥匙一把把交出来***A guest who is useful every week is handed the keys one at a time.*

今天怎么用 · NOW

访客证**一年走遍仓库和客户***For a year she visits every depot and client contact.***书面请****合同有约，书面要求开董事会***The contract has terms; she asks in writing for a board meeting.***董事会****投票之后，才接手运营***Only with the board's vote does she take over operations.***中国人的解法****光明正大挣钥匙，只拿约定的***Earn the keys in the open; take only what the contract gives.*

结论 · THE TAKEAWAY

三条底线，不走样

Three limits keep this stratagem honest.

先划线，再请进门

Draw the line first. Then let the guest in.

写下边界 · WRITE IT DOWN

客人到之前，先写好

范围期限／客户归属／退出

Write down scope and term, client ownership, and exit before the guest arrives.

↓ VS ↓

没有边界 · NO LIMITS

权限敞开，没有期限

没期限／没书面／问朋友

Open access, no end date, and answers go through a friend, not the paper.

先写边界

请人进门之前，先把边界写下来。

Before you open the door, write down the limits.

BÓYÌ 博弈

Before you open the door,
write down the limits.

YouTube · @yoko-boyi

boyi.snsaladdin.com/30/

Week 30 Journal