

## Elon Musk Needs a Twittervention

By Chitra Ragavan

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After a tumultuous weekend online, [Elon Musk](#) tweeted a question to his followers that he seems to have instantly regretted: "Should I step down as head of [Twitter](#)? I will abide by the results of this poll."



Almost immediately, the yeses began to outweigh the nos, prompting a follow up [tweet](#) from Musk: "As the saying goes, be careful what you wish, as you might get it."

But it's not just Twitter users who want Musk to resign as CEO. It's shareholders, too. Last week, [Gary Black](#), an investor and managing partner of Future Fund, which owns about \$50 million worth of [Tesla](#), took Musk [to task](#) for "polarizing political views" that "are hurting customer perceptions" of Tesla's electric vehicles. Black [said](#) that he hoped Musk would "come to his senses" and "tone down his political views."



The next day, in a *Washington Post* story about QAnon finding a home on Elon Musk's Twitter, technology reporter Drew Harwell [reported](#) that Elon Musk's closest allies doubt Musk "believes some of the wilder things he says online." In their estimation, he's just trolling for attention. "He wants to muck it up," one close associate told Harwell.

In other words, like so many of us, Elon Musk has a Twitter addiction. And what he needs from the people who care about him is a Twittervention.

Musk's lack of impulse control, flip-flopping on divisive issues, and [banning journalists](#) from Twitter and then reinstating them, reveals his failure to emotionally regulate, as he

needs to in order to be the clear-eyed CEO his investors entrusted him to be.

It's time for a real-life intervention by those close to Musk to form a circle of trust and say, "Elon, we love you. But you risk losing everything. Snap out of it before it's too late."



Elon Musk attends Heidi Klum's 2022 Hallowe'en Party at Sake No Hana at Moxy LES on October 31, 2022 in New York City. **Taylor Hill/Getty Images**

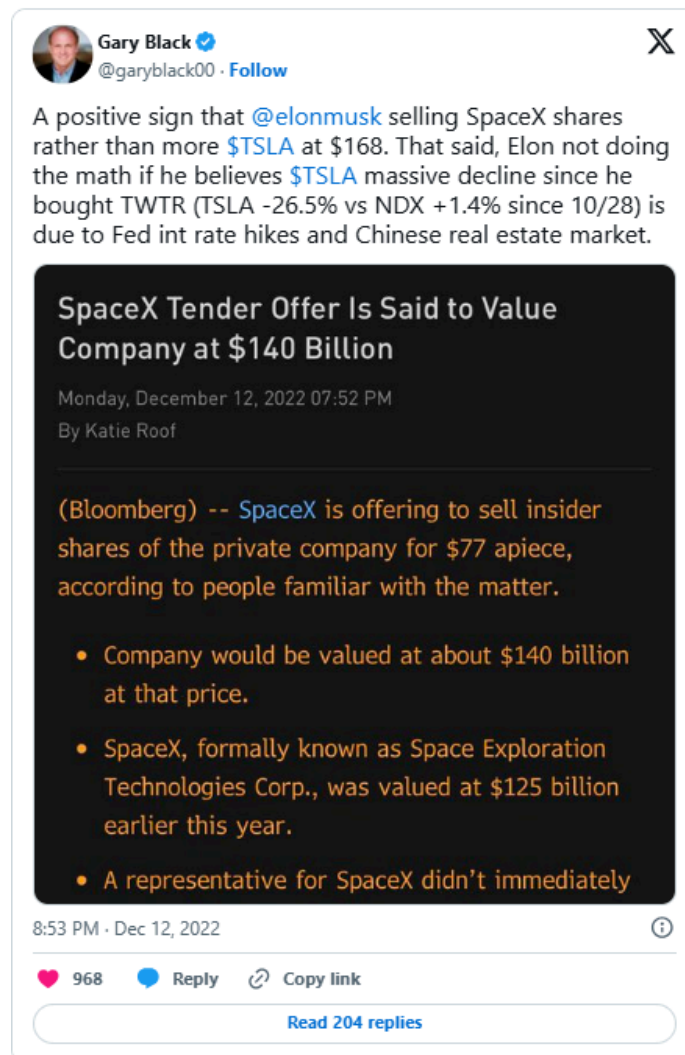
Musk is playing with fire by opting to "muck it up" rather than run his companies with discipline. At stake are billions of dollars in [NASA](#) contracts for Musk's rocket company, [SpaceX](#), as well as the future of Tesla and his own reputation, brand equity and personal wealth.


Musk has way over-leveraged his wealth already, selling [billions of dollars](#) worth of Tesla shares to take Twitter private. That risky move and the recent spate of Twitter controversies may stoke his attention addiction, but they have also helped tank Tesla [share prices in half](#), virtually inviting [strong Tesla board intervention](#) due to pressure from shareholders.

Meanwhile, the embattled tech baron has slipped from first to [second place](#) on the *Forbes* billionaire list, which has been attributed to a loss of investor confidence in Tesla because Musk's attention is so heavily focused on Twitter.

Tesla's 10 largest investors, including Vanguard, BlackRock, and [Musk himself](#), have [reportedly](#) lost almost \$133 billion since the Twitter board accepted Musk's buyout.

Musk is just "not doing the math," as Gary Black put it.



**Gary Black**   
@garyblack00 · Follow




A positive sign that [@elonmusk](#) selling SpaceX shares rather than more [\\$TSLA](#) at \$168. That said, Elon not doing the math if he believes [\\$TSLA](#) massive decline since he bought TWTR (TSLA -26.5% vs NDX +1.4% since 10/28) is due to Fed int rate hikes and Chinese real estate market.

**SpaceX Tender Offer Is Said to Value Company at \$140 Billion**  
Monday, December 12, 2022 07:52 PM  
By Katie Roof

(Bloomberg) -- [SpaceX](#) is offering to sell insider shares of the private company for \$77 apiece, according to people familiar with the matter.

- Company would be valued at about \$140 billion at that price.
- SpaceX, formally known as Space Exploration Technologies Corp., was valued at \$125 billion earlier this year.
- A representative for SpaceX didn't immediately

8:53 PM · Dec 12, 2022

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But the truth seems to be worse: Musk can't help himself when it comes to his Twitter addiction.

Understanding this may help angry investors and shareholders confounded as to why Musk, who hasn't traditionally skewed politically Left or Right, would make a reputational U-turn by choosing to "muck it up" rather than run his companies with discipline.

As for Musk himself, he should draw caution from the recent downfall of another celebrity who has paid a stiff price for his own attention addiction—the rapper [Kanye West](#) who now goes by Ye, who lost his status as a billionaire after insisting on spewing antisemitic hate speech.

When the *Washington Post* reporter emailed Musk seeking his response before publishing his QAnon story, Musk simply [responded "lol"](#)—a classic sign of an addict.



**Steven Rich**  
@dataeditor · [Follow](#)

this was the email that [@elonmusk](#) sent [@drewharwell](#) two days ago

From: Elon Musk [redacted]  
Date: On Tuesday, December 13th, 2022 at 6:56 PM  
Subject: Re: Hi from Washington Post - QAnon  
To: Drew Harwell [redacted]

lol

On Dec 13, 2022, at 11:11 AM, Drew Harwell [redacted] wrote:

Hi Elon,

QAnon believers say they're very excited about your white rabbit emoji, the anti-Fauci tweets and the conspiracy theories you've shared.




One QAnon-boosting account on Telegram with 118,000 followers, known for spreading a bogus claim that Russian fighters were targeting "U.S. biolabs" in Ukraine, said, "Elon called out Fauci for creating [covid-19], [is] calling out the woke hive mind, is paving the path for 2020 to be nullified and Trump reinstated ... and now he's directly quoting Q. ... Elon is an Anon."

Another account with 165,000 followers on Truth Social wrote, "At this rate, Elon is on pace to start posting Q drops to millions of normies and there's nothing anyone can do to stop him."

Any thoughts from you we can include in our story? What do you think about QAnon? Do you believe this stuff, or is this just you owning the libs, trolling people, mucking things up, getting attention, as some of your top allies tell us?

Thanks.

8:50 PM · Dec 15, 2022

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For Elon Musk to kick his attention addiction, he's going to have to take a break from Twitter and put his mind to running Tesla and SPACEX and doing what is his true mission: helping the world escape gravity and colonize time and space in the way that only he knows how.