



ROUND #12

How Elon Musk Did Everything Wrong at Twitter

Source:Fast Company

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1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - [To Break the Bank](#)

- Definition
- Example

QR코드를 통해 To break the bank의 설명 영상을 보실 수 있습니다.



1. **Saga**(noun) a long story about past events over a long period of time
ex) Her new novel is a lengthy and compelling family **saga**.

"Elon Musk is one of the wealthiest, most successful men on earth. But, what the most recent Twitter **saga** teaches us is that he doesn't have this workplace leadership thing figured out. "

2. **Fresh start**(idiom) an opportunity to begin something again
ex) Ramirez is looking forward to a **fresh start** with his new team.

"You can try and give yourself **a fresh start**, mentally, physically, try and sit somewhere else in the office and you can take advantage of the relationships you already have. "

3. **Solidarity**(noun) agreement between and support for the members of a group, especially a political group
ex) The purpose of the speech was to show **solidarity** with the country's leaders.

"We've seen some pretty considerable worker **solidarity**. There are some people who think that this is gonna lead to increased union participation in the tech industry, this type of increased **solidarity**."

2. Listening Drill

Elon Musk is one of the wealthiest, most successful men on earth. But, what the most recent Twitter *saga teaches* us is that he doesn't have this workplace leadership thing figured out.

People think that Musk is successful because he's an asshole but I think what this instance shows us is that Musk is allowed to be an asshole because he's successful and actually he might be more successful if he was less of an asshole.

During his first *week or so*, he cuts about half of the workforce, including executives, content moderators, and managers.

Many employees found out that they were fired because they were *locked out of* their laptops and out of their accounts, out of Slack. Many employees were fired and then Twitter panicked and had to try and hire them back because they realized they needed them.

And my colleague, Pavithra Mohan pointed out that there are really big business implications of *mismanaged layoffs*. The lesson here is that while layoffs are always difficult, mismanaged layoffs can be bad for your bottom line and *employee morale*.

He's fired off half the company, but his first email to employees is telling them how bad the business is, how bad the days ahead are, and how workers are gonna have to come into the office or get fired.

Musk thinks that these hard line policies are gonna get his workers to work harder and be more committed, but *what instead started happening* is that hundreds of employees have started leaving the company.

Some employees who are fired are going to have to go back because they need the job. If you are gonna go back to an employer who fired you, there are some things you can do.

You can try and *give yourself a fresh start*, mentally, physically, try and sit somewhere else in the office and you can take advantage of the relationships you already have.

We've seen some pretty considerable worker solidarity. There are some people who think that this is gonna lead to increased union participation in the tech industry, this type of increased solidarity.

One lesson for workers here may be that your colleagues can be your biggest allies in these types of positions.

3. Summary

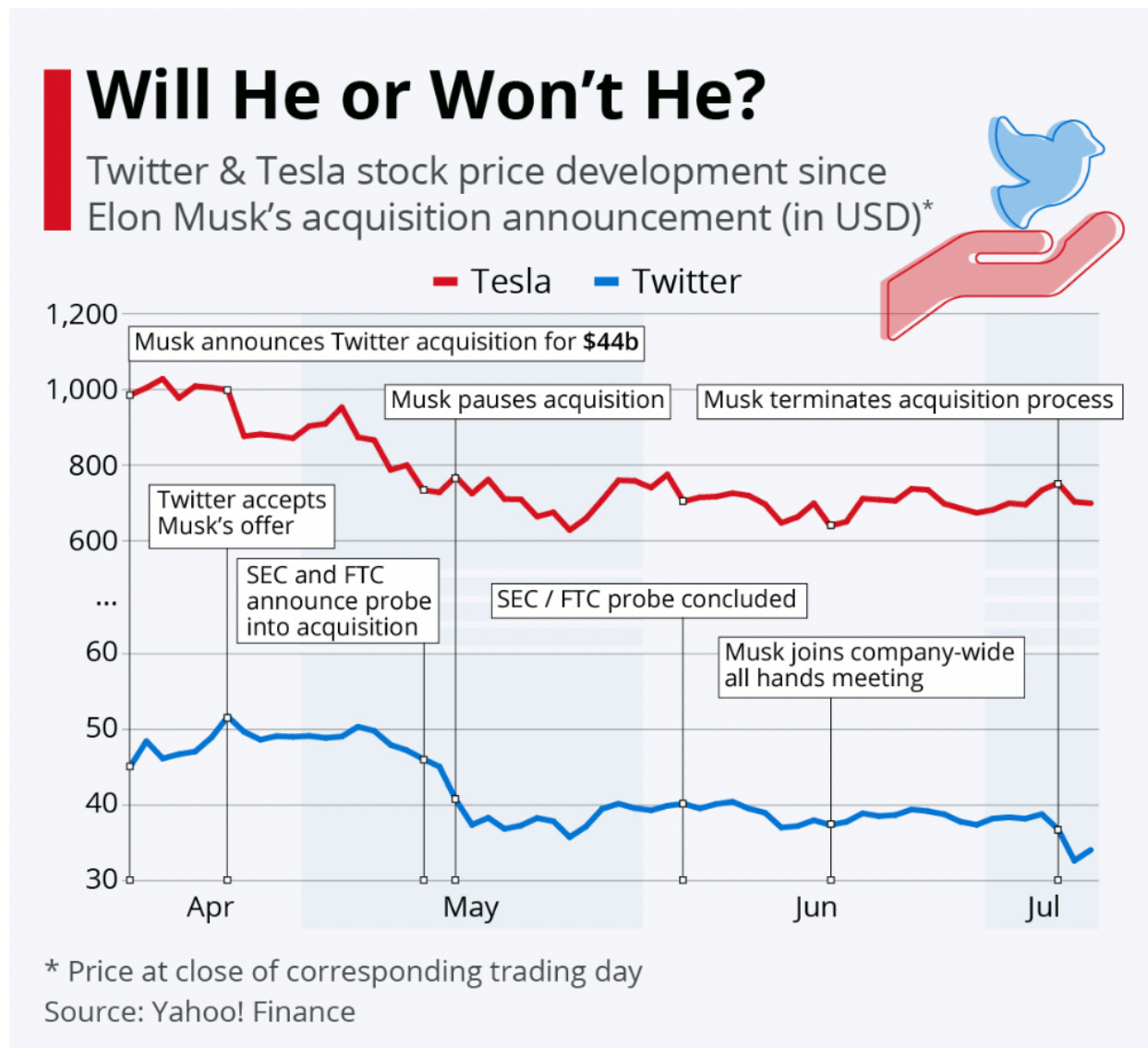
Summarize what you have seen/heard in two or three sentences

Tip.

Answer the questions using vocabularies that you learned in the vocabulary section.

4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class. Try to interpret what you see in the chart.



Will He or Won't He?

by Florian Zandt, Jul 13, 2022

When Elon Musk tweets, the stock market reacts. The CEO and self-styled "Technoking of Tesla" has proven the manipulative weight of his social media activities time and time again, with him single-handedly causing the rise and fall of the meme-based cryptocurrency Dogecoin being just one of the more well-publicized examples. Now, his Twitter presence directly affects the platform he's focusing his output on. Since announcing his intention to buy the social media corporation for \$44 billion on April 14, its stock price rose to over \$50 per share at the end of April, the highest since the general downswing affecting tech stocks starting at the end of 2021. Due to his hesitation to commit to the deal, Twitter's stock tumbled again – and took [Tesla](#) with it at times as our chart shows.

While tech stocks, in general, are more volatile and prone to more significant fluctuations in value, some of the recent developments of Twitter's and Tesla's stock prices can indeed be traced to specific moments in the ongoing acquisition process, which is now likely to end in a [drawn-out litigation process](#). For example, when Musk announced putting the deal on hold due to concerns over fake accounts on the social media platform, its stock fell from \$45 to \$37 per share between May 12 and May 18. In the same timeframe, Tesla's share price went from \$728 to \$709. As soon as Musk announced his intention of calling off the deal on July 8, his company's shares tumbled from \$752 to \$699 over the course of three days, while [Twitter](#)'s stock price also fell from \$37 to \$34.

Despite the electric car (BEV) manufacturer achieving its first profitable year excluding carbon credits in 2021, the scrutiny of its business practices and market standing has intensified over the last couple of months. For example, while Tesla still had a market share of 13.6 percent in the BEV market in the first half of 2022, its competitors SAIC, BYD and Volkswagen are closing the gap at a rapid pace. Musk also recently made headlines for laying off ten percent of Tesla's employees amid the current economic downturn that forced many tech companies to reduce their workforce. On the other hand, the Tesla CEO was reported to allegedly underpay workers at his Gigafactory in Grünheide, Brandenburg and, in turn, not being able to fill the open positions needed to boost production quotas at the car company's newest factory.

Questions

1. What 's the take away of the graph?
2. What extra information can help you understand the graph even better?
3. Do you have any interesting findings? What's your guess about it?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.

Easy

1. What do you think about Elon Musk's leadership style?
 - Do you think being an "asshole" is necessary for success?

2. Can you think of any other CEOs who have had similar controversies or issues with their leadership style?

Average

1. Have you heard of any other companies that have had mismanaged layoffs and the effects it had on their employees and the company's bottom line?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins

Average

2. Elon Musk has been known to make controversial statements on social media, do you think this affects his leadership style and ability to run his companies?

Difficult

1. Elon Musk once said, "I don't create companies for the sake of creating companies, but to get things done." What do you think about this quote?

Note1

Date: _____ Topic _____

Expression of the Day

Write Down idioms/ phrasal verbs that you learned in the sessions

Have you used today?

Week 1.

Yes

No

Week 2.

Yes

No

Words of the Day

Please write down vocabularies and idioms that you have learned at Talksharp and try to practice them in your own sentences today. Once you use any of them today? Please cross them out.

Useful Sentences

Video Script is a good source to enhance your verbal sentences. Put a note of sentences that you want to learn

Today's Correction

Write down today's correction.

Note 2

Please write down Korean sentences difficult for you to convey in English

Sentence1

Sentence2

Sentence3

Please write sentences above in English so that you could never fail again

Sentence1

Sentence2

Sentence3

Put a note of vocabularies or idioms that you want to learn