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TESLA CEO QUILS PRESIDENTIAL COUNCILS



Introduction

Every business leader and a policy maker can learn from the case of Tesla's CEO Elon Musk quitting presidential councils. The primary reason explaining Musk's decision was policy, more so, Trump's administration pulling out of the Paris Climate Accord in 2017.



Background

In January 2017 Elon Musk got involved in several councils to U.S president representing clean energy technology among other things. It also triggered controversy on whether Musk supports the president's stand on environmental conservation measures.





Strategies for Tesla

Musk's resignation warned the stakeholders of Tesla that the company would not sacrifice its principles for politics. This decision made Tesla the environmentally friendly company and many customers and investors who are conscious of their environment supported the decision.

The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, during the late Middle Ages or early modern period. The scene shows a large harbor filled with various sailing vessels, including galleons and smaller boats. In the foreground, several large wooden sailing ships with multiple masts and sails are visible. The city is built on a hillside overlooking the water, with numerous buildings, domes, and a prominent tower. The sky is filled with soft, golden light, suggesting a sunset or sunrise. The overall style is characteristic of 17th-century European landscape painting.

Conclusion

The recent actions of Musk, who has recently resigned from all presidential councils as the CEO of Tesla, are good examples of how and why CEOs can deliberately guide the perception strategies and amplify brand attitude through value initiatives.

The background is a detailed historical painting of a harbor. In the foreground, several large wooden sailing ships with multiple masts and white sails are docked or moving through the water. To the left, there are smaller, simpler boats. In the middle ground, a large city with numerous buildings, domes, and minarets is situated on a hillside overlooking the water. The sky is filled with soft, golden-brown clouds, suggesting a sunset or sunrise. The overall style is that of a classical oil painting.

Resource

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