

92. Christmas Capers

In December 2022, at Twitter's headquarters, Elon Musk faced Twitter infrastructure managers to discuss the urgent relocation of servers from a Sacramento facility, costing over \$100 million annually, to Portland, Oregon. Musk was informed that the planned orderly transition in 2023 was jeopardized by the data-services company doubting Twitter's financial viability, prompting an immediate need for action. Despite explanations of logistical challenges affecting the timeline, Musk insisted on a 90-day window for the move, threatening resignation for non-compliance.

Musk's impatience and demand for rapid action led to a spontaneous expedition to Sacramento, where he, along with his entourage, evaluated the feasibility of moving the servers. Despite logistical and technical constraints, Musk's hands-on approach demonstrated his determination to expedite the process. This was followed by a makeshift operation over Christmas Eve, involving the purchase of tools and the manual mobilization of server racks, showcasing Musk's penchant for direct, action-oriented problem-solving.

Amidst these tense professional endeavors, Musk's personal life intertwined with his professional decisions. A planned family Christmas was disrupted, leading to a last-minute change of plans. This period also allowed for candid family interactions, revealing concerns about Musk's approach to his businesses and personal conduct on social media. Despite familial advice and reflections on regrets, Musk's convictions remained steadfast.

The narrative juxtaposes Musk's ambitious and unconventional approaches to business with the personal and interpersonal challenges that accompany such endeavors. The chapter underscores the complexities of Musk's character, combining a relentless pursuit of innovation with a propensity for contentious decision-making and communication. This blend of professional audacity and personal examination illustrates the multifaceted nature of leadership under Musk's stewardship, marked by both remarkable achievements and controversial tactics.