

A close-up, high-contrast portrait of Elon Musk's face. He has a serious expression, looking slightly to the right. His skin is textured, showing wrinkles and a beard. The lighting is dramatic, with strong shadows on one side of his face.

FORESTALLING BEHAVIOR OF MR. ELON MUSK

using new behavioral science and tech

FORESTALLING BEHAVIOR OF MR. ELON MUSK

BODY LEVEL

The most active body system of Mr. Elon Musk is the hormonal / reactive / sensing body system, pushing its carrier to sense a situation, react to opportunities, activating hormones to want an aim, focus, and then **fight and win** the desired. Its carrier's main ideas are around wins, pleasures and wishes. This body system's goal is set by the unconditioned reflex of success / popularity / sex appeal – the more popular its carrier is, the more opportunities he meets, the more attractive he is, the more chances for success he has. An example from nature: a ram fighting for an ewe.

BEHAVIORAL LEVEL

The consequent negative trait of Mr. Elon Musk is **irritation, aggression**. Unless he can fight and win, he's irritated. Even when he seemingly has no rivals, his body naturally forces him to continue fighting and winning, because it's how the body turns irritation into pleasant sensations. And therefore he shows his arrogance to 'small people', with their 'small thoughts', 'small justice', 'small normal life', because they cannot stand against him. He provokes other people by his arrogance, by challenging norms and rules, by pushing people around, by buying them, by firing and hiring them deciding their destinies. Just because his body induces him to look for an equal **rival** who he can fight with. But before that he spreads around his irritation.

Being forced by his body to combat, he tries to choose new rivals and pick fights with larger ones, challenging countries, nations, free trade markets, political unities, owners of big lands, perceiving them as ones equal to himself. He deals with cosmos; he evokes reactions of millions on social media; he plays with stock markets; he overturns justice; he invests the largest personal money in the world. Why isn't he equal to countries? In his natural perception, what he wins he owns – **ownership** is a sign of his success. In his perception, he already owns cosmos, people, the world. The only difference with his new rivals – countries – is he doesn't own lands and natural resources. It could be a new aim to win. Why not fill in this gap? Or why not to include his space and AI products in tariffs negotiations?

The natural type of competitiveness of Mr. Musk is partnership and **business competitiveness**. With partners, he shares popularity and aims, building a network to achieve the targets. In partnership with Pres. Trump, he's rocked markets with tariffs, diverted countries' funds to security threatening them

with Russia, suppressed average taxpayers by promoting a market of the dominant and rich, and supports Trump's loyalists by algorithms on X. Now he is able to buy everything that can be bought at lower prices, potentially including space services and mining rare minerals through deals with countries and territories.

This new level of partnership and rivals to fight with increases his sense of being unbeatable and unattainable, which excites his hormones and drives him forward. For natural reasons, Mr. Musk does what he wants, and for this he has to be **excited**. In its turn, for this he has to have new targets to want and a sense of success. Governments, government deals and contracts around the globe are a new stimulating target. And he will push hard to be successful at this new level, it's a new fun, and as long as he is excited, he won't give up playing the game.

Mr. Musk will want achievements in this game. And most likely he will play in his usual manner. Due to his most active unconditioned reflex, he reaches achievements through popularity and **publicity**. His success mostly comes from buying people and companies related to popular and buzz topics – and then he is talented at promoting them. Just like he did with Pres. Trump. And now will play with the tariff negotiators? He is both a good administrator and actor, and with tons of touchy-feely messages, tricks, will and pressure he jumps into all things discussed by many. Not because he is an expert, but because he naturally wants to promote himself. In this way, he maintains his image as the world's most successful man.

In terms of attitude, Mr. Musk will play showing **disregard**. On the one hand, to all those people, organizations, companies he buys – for them not to ask a lot, to be compliant and agree to his terms. And on the other hand, to his audience – people don't necessarily like those who are good, they like those who are cool. So his arrogance will be associated with the priority of his products. He can use his X for this, being the 'source of truth'. But it's a bubble, and reputation is still his Achilles heel.

HOW TO COMMUNICATE

The tricky thing is that Mr. Musk doesn't want to fight openly himself. If he wants something, he shows that he doesn't want it at all. The more Mr. Musk has, the more he wants other people to compete and fight for what he owns – money, jobs, US state-funded positions, satellite services, X popularity, and possibly the Earth. While he will enjoy all the pleasures and rewards, at the same time not forgetting to spoil your reputation along the way in order to maintain his 'bubble' **image** of priority and coolness. You don't want to fall into this trap. And there are several tactics for communication.

The *first* is to make him fight instead. Be something he wants to get and limit him from getting what he wants. If he wants to create unstable markets in order to buy something, or if he wants to stop companies' development so he can participate in government programs with his products that would have an advantage, stop him from buying or from taking part in government contracts. If he wants to fight governments, let him fight governments. He's instinctively good at **taking opportunities**, but he doesn't know how to solve problems.

The *second* is to downplay his excitement about himself. His body senses all the time if feelings are pleasant or not, and reacts to what is pleasant; he is naturally **self-focused**. His pushing forward is just an enjoyment of himself, self-admiration. He needs publicity to feel his success and to show how cool he is, to promote the ‘coolness’ of his products. So play on his popularity. You can show his failures to the stock market, like the UK did; you can limit him from promoting himself on X with all sorts of nonsense to his supporters, like did India; you can strip him of government partners by stressing his actions that don’t smell well, as did Italy. He will defend himself by fighting you back, so make your statements factual and impartial.

The *third* option, since the body has endowed him with an **iron will** and he can insist. Mr. Musk wants to do what he wants and wants to get what he wants. This is his main pleasure and objective, it’s the basis of his image of being cool. But turn the tables and show that in fact he is not doing what he wants, but he is doing what you want, what he is doing is your intention. He will stop doing this. For instance, spread the word that higher prices with tariffs are for more quality products. Never look defeated compared to him.

And the *forth*, as an add-on, put a greater value on the things he has already taken from you. Support his **self-excitement**. Make him feel proud of what he gained from you and where you may have lost to him. His self-assurance will be unbearable, but will partially depend on you.

In a word, the body of Mr. Elon Musk produces hormones evoking pleasure as long as he fights and wins. Therefore, he wants to fight with bigger and bigger rivals – now with countries and markets – for the seemingly unattainable resources that countries have. And he may think that he has no rivals on the planet at all. In response, you can either downplay his high self-esteem proving that he himself is not that perfect, or you can increase the value of what he’s already taken from you (he’ll be proud of that), or you can show that he is not that free and cool and does what others require (he will oppose supporting his image of being unbeatable), or you can become **what he wants**. He is highly self-focused, so build communication not around his projects, but around himself.

FOR MORE INFORMATION

hyumani.com