TANGENT daily

THURSDAY, NOVEMBER 12, 2026
ISSUE 43

BUSINESS NOTE

Speed as a competitive advantage

On the Farnam Street podcast, Jon McNeill, former president of Tesla, describes how Elon Musk builds companies around speed and argues that fast decisions, fast cash, and fast responses create an edge. McNeill also explains why Musk wanted problems explained in three sentences and why bad news could not wait.

A seller can borrow the three-sentence habit when writing product listings and packaging copy, stating the problem, the product, and the benefit in that order. A printable meal planner listing, for example, might open with the weeknight dinner scramble, name the planner, and promise a filled-in week in ten minutes, which keeps the description short enough to read on a phone.

Source: **Farnam Street, Jon McNeill: How Elon Musk Makes Decisions**
https://fs.blog/knowledge-project-podcast/jon-mcneill/