

Case Study #1- #PIASCO

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Regarding the #PIASCO scandal, there are a few ways that it could have been handled to avoid the embarrassment for Alpine. The first, would be that Alpine should not have made an announcement until they were sure that Oscar Piastri was definitely stepping up to take the place of Fernando Alonso (Saunders 2022). This would almost be like a baseball club announcing one of their free agents is returning to the club before signing the player.

A second preventative measure Alpine could have taken would be to monitor whatever is closest to MLB Trade Rumors, but for racing. The signs that Piastri was leaving Alpine seemed to be there if Alpine looked close enough. He signed the contract with McLaren on July 4th and his manager, Mark Webber, told Alpine twice that Piastri would be moving on from the team (Benson 2022). Piastri even details conversations he had with the team principal Otmar Szafnauer where the principal approached him in front of teammates so he would be uncomfortable to speak up and announced that Piastri would be driving for Alpine. Piastri corrected him on this fact (Benson 2022). They could have possibly avoided the contract negotiations with the costly legal fees and maybe the public embarrassment on Twitter by announcing Piastri's farewell instead of blundering his contract.

It appears Alpine also did not put out a response to Piastri's now famous tweet. While it may not have prevented the controversy, it may have been a good idea to put something out to put out some fires.

On the other side, Webber could have been more aggressive in helping his client. If he had to tell Alpine twice that Piastri was leaving and they did nothing with the information, he could have took it upon himself to release a statement or go to McLaren and urge them to release a

statement. After Piastri signed the contract with McLaren, they should have made an announcement on their own instead of waiting for this kind of miscommunication to happen.

References

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