

Quick thoughts on Elliott's plan for AT&T

By [Jonathan Chaplin](#) | September 9, 2019

Like Elliott, we see an opportunity to unlock value in AT&T's wireless business. We highlighted early signs that this business may already be improving in our recent Wireless trends report ([LINK](#)). If AT&T can capitalize on their asset advantage in wireless, they ought to be able to recapture much of the share they have lost over the last few years. We see two challenges to Elliott's plan. The first, is getting AT&T's management team and board to shift its course. The second, is that outside of wireless the problems are more structural. It is not clear that these can be easily fixed with better management. Nevertheless, we see opportunities for value creation here too.

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