



EPISODE RECAP: APRIL 3, 2006 THE APPRENTICE | 9/8 PM MONDAY | NBC

Insights on the Apprentice

I could not disagree more strongly with Donald Trump last night. Last night really drove home the difference between “Reality TV” and “Reality”. In reality, people don’t get fired for a single behavior unless it is illegal or immoral. They get fired for a pattern of problem behaviors. So as viewers, we need to look for patterns of poor behavior.

Donald wanted to fire Charmaine and Tarek because they were the two who went out on a limb to write the Arby’s jingle. If you fire someone for trying something new and innovative when it doesn’t work out, you won’t have anyone trying anything new and innovative. If you want to learn how to best kill creativity in any business, punish those who try new and innovative approaches....

Bryce was far from perfect. We saw him lose his temper in previous episodes, he was argumentative in the boardroom, and he showed no humility in the exit interview. But last night, he showed real leadership. He stood up for the people who really tried to do something different and took responsibility as a leader for the performance of the team.

Based on a six week history of performance, Lenny has been the weakest performer on the team.