



EPISODE RECAP: APRIL 10, 2006 THE APPRENTICE | 9/8 PM MONDAY | NBC

Insights on the Apprentice

Last night we had a double dose of poor leadership. There were winners and losers but only because it was a forced choice based on outcome. None of the PMs displayed strong leadership, so if you're watching at home, don't try what you saw last night at work, it will only get you in trouble.

In last night's first episode, Lenny was fired because he didn't know his audience. He needed to get more information from the Ace Hardware executives. He didn't have a questions prepared, ideas of what was necessary, and that cost his team the loss. This was also a long time coming for Lenny. He was out of his league. Michael, the winning PM, got lost in the details of the task. He took too much time figuring out minutia rather than creating a vision for the team, making decisions, and taking action. He was lucky his team won.

In last night's second episode, Leslie lost primarily because she also didn't know her audience; the price point of the sandwich they were selling was too high. The important lesson is: 90% of the time, if a leader or PM adheres to the decision of a group, s/he will be better off than if s/he goes with an individual decision, UNLESS that individual includes important information that the group otherwise could not consider. Lee had information about the area surrounding the 7-11. It served primarily college students. That was the type of information that should have affected the price point, but it didn't.

Andrea was a tyrant and made a unilateral decision without any input from the group. She was exceedingly controlling. Initially, I thought she was a strong leader, but if she doesn't listen to her team; it will come back to haunt her. Even Trump listens to George and Carolyn before making a decision. Not listening can only hurt her.