



EPISODE RECAP: OCTOBER 06, 2005 THE APPRENTICE | 9/8 PM THURSDAY | NBC

Insight on the Apprentice Slides

Take home lessons from tonight's episode:

1. To motivate a team to win, you must first create a theme/vision that gets people to invest in your task and raises their interest level. Connecting Generations, the men chose tonight was a vision they all rallied around and executed well. Their theme was motivating and visionary.

2. This has been mentioned here before. It is consummately important for you to know your audience BEFORE any presentation. Jennifer - who was fired tonight - simply didn't know her audience. She planned the event based on what she knew her grandmother would like, but her memory of what her grandmother would like clearly did not represent all seniors. She really just didn't know how to make the event appealing.

3. There are two other lessons to take from this episode:
 - A. Don't let friendships cloud your judgment. Rebecca, the PM, had clearly formed a bond with Doral, another candidate. When everyone on her team and Donald were saying that Doral should be brought into the boardroom because of her performance, Rebecca refused, because of her relationship with Doral. This showed how her judgment was clouded and that she can be inflexible.

 - B. Be flexible: Markus, who as a mess the previous two episodes, listened to and applied the feedback he was getting from his team and from Donald. He kept his mouth shut and actually gained admiration from his team and maybe even Donald.