



EPISODE RECAP: NOV. 3, 2005 THE APPRENTICE | 9/8 PM THURSDAY | NBC

Donald: Insights on the Apprentice

Now this show gets down to the nitty-gritty. If you're a weak candidate, you just can't hide anymore. We really saw people's weaknesses much more clearly than we have before.

Adam the project manager, lacked assertiveness, he allowed the group to choose a topic that was just too racy for the audience. Clay, really lacks the awareness, judgment, and emotional maturity to be an executive, particularly around issues of religion and sexuality. Markus, simply speaks without a point. He really was a disaster.

If you are similar to Markus and have a tendency to speak without a point:

1. Plan: Have a clear idea what you want to say
2. Practice: Run your idea by other people before you take it public
3. Perform: Keep your statements short and to the point

One final point about last night: We saw Donald being inconsistent. The prior week he fired 4 people for their performance on the specific task, without regard for their overall performance. Last night he fired Marcus, primarily for his overall performance, Clay definitely had a greater contribution to the team's loss. You may be able to get away with that if you're Donald Trump, but I don't recommend it most businesses.