



## EPISODE RECAP: SEPT 21, 2005 MARTHA STEWART: THE APPRENTICE 9/8 PM WEDNESDAY | NBC

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### Martha: Insight on the Apprentice Slides

1. Jeff was the candidate sent home this week because of two errors:
  1. He made executive decisions without executive authority;
  2. He did not connect with his audience
2. To avoid Jeff's fate in your own work:
  1. When receiving or delegating assignments, make certain you always acquire and assign responsibility WITH appropriate authority. To do otherwise is to set yourself or someone else up for failure.
  2. When making efforts to connect with your audience, always go to the source:
    1. Identify your audience
    2. Learn their preferences
    3. Present your idea
    4. Ask them direct questions