



EPISODE RECAP: NOV. 2, 2005 MARTHA STEWART: THE APPRENTICE 9/8 PM WEDNESDAY | NBC

Martha: Insights on the Apprentice

Last night's episode was a classic example of fear creating paralysis. Sarah, the PM for Primarius, the losing team, really didn't understand the task as a branding task and couldn't make a decision.

The team lost because the leadership froze. They never made a decision, never chose a direction, never created a strategy or a plan.

if you're stuck when you're trying to make a decision, and you've already done a pros and cons list, here is what you need to do:

Consider your own PERFECTIONISM! If you were making a decision between two choices, and you weight the decisions on a scale of 1-100, and one decision is a 90 and the other is 10. It's an easy decision. When people are sweating over a decision between two choices, it's usually because they are both so close in potential outcomes, 90-92, and someone is trying to make the PERFECT decision. In this type of situation, the outcome is based more on the execution, not the decision itself. Either decision will be a good decision, so flip a coin, draw straws, do what you need to do, but DECIDE. When you can't make a decision because the choices are too close to call, close your eyes and decide.

Tonight we also saw the differences in working for a small company vs. a large company. It gets much more difficult to fade into the background if a company is small. I think from this point forward you'll see if there is anyone who doesn't pull their weight, they won't be there the following week.