



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

**Martha: Insights on the Apprentice**

Last night was a very straight forward show. It came down to “There is no substitute for preparation.” Howie was sent home because he didn’t prepare and Jim had to substitute for him at the last minute.

Bethany has a lot of energy, but it’s unfocused. Her style is great for a highly creative place like advertising, but MSO is much more traditional in its corporate culture. Additionally, she really lost her objectivity regarding Howie. She had to pull him off the task at the last minute but still couldn’t say he had failed in the board room. Martha’s daughter was feeding her the line and she still couldn’t make it clear that he had not put forth sufficient effort

If you see traits of Bethany in yourself, my suggestion would be to find a mentor/coach. It is really impossible for anyone to have a clear objective view of themselves. It is even more impossible if you have Bethany’s style. Find someone you trust, tell them what you would like to accomplish, and listen to them.

We talked about it here before, LISTENING is forever going to be a critical skill as a leader and/or team member. Amanda doesn’t listen. You saw her in the beginning of the show, jumping in, cutting people off, bringing the focus back to her, regardless of what else was going on. She is someone who will be very difficult to work with and will probably not last much longer on the show.