



EPISODE RECAP: NOV. 30, 2005 MARTHA STEWART: THE APPRENTICE 9/8 PM WEDNESDAY | NBC

Martha: Insights on the Apprentice

Last night was a great example of how, in so many tasks we work on, it all comes down to the execution. Just like great execution can save a poor idea; last night we saw how a great idea that is poorly executed becomes a bad idea.

There are two take homes from last night:

1. Listen to your team: If you didn't come up with the idea and don't have a strong sense of it, listen to your team members for advice and information.
2. Be Flexible: Always remain flexible through the execution process. If something doesn't look right, change it. Don't just go with something you may not believe in just to get it done.

Another lesson from last night is never bicker or argue in front of your client. Bethany and Jim were bickering first in front of the clients and then in the hallway where they could be heard clearly. You will lose the respect of your client and other teammates. Take your disagreements outside the building.

Finally, always keep in mind that when you're in a interview, whether you are in the interviewer's office or having a meal with him/her, YOU ARE STILL BEING INTERVIEWED. We saw Jim crossing the line at dinner. He was at dinner with the CEO and Chairman of the Board of MSO and he was bragging about how he was willing to do whatever it takes to win, even if he sacrifices scruples. In a post-Enron environment, when executives are being given jail time for their lack of scruples, Jim is someone you would want far away from you company. I would suspect it will come back to haunt him the next time he's in the board room.