



EPISODE RECAP: APRIL 22, 2005
THE APPRENTICE | 9/8 PM THURSDAY | NBC

RECAP:

Well it looks like we will not be able to get the "Pack-Rat" at Staples anytime soon. And it's probably just as well, because as the Staples executives said, it was poorly conceived and no one really wanted it anyway. And that brings us to why Net Worth lost the challenge: Leaders must listen.

Leaders can't lead in a vacuum. They need to constantly seek new information and listen to their customers and their employees. When you're in a team of two, both need to be able to DO the work because there is only so much you can delegate. In this case, both Bren and Alex should have gone out to speak to people and develop a product that meets the needs of the consumer.

STEPS:

IN OUR LIVES AND WORK, HERE ARE SOME STEPS TO TAKE TO HELP EACH OF US LEAD BY LISTENING.

1. IDENTIFY A NEED

Get outside your head, talk to people with different perspectives, find out what there needs are.

2. FIND WHAT FILLS THAT NEED

Speak to the person with the need, how would they solve the problem if they could? Who is the end user? What would they do differently? Listen for things you've never heard before, don't just write them off, these are your new concepts.

3. CREATE A SOLUTION

Put the new information together in a way that is intuitive and makes sense, to OTHERS, not just you

4. TEST, TEST, TEST

Continuously seek feedback. If you get off course, it's better to know 1 mile down the road than 20 miles down the road. You never know if you're still on course until you ask someone with a different view.