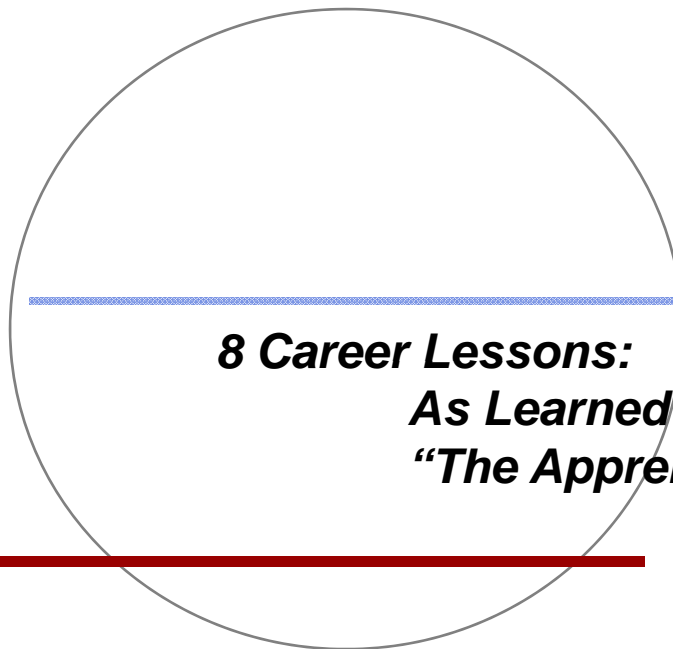


Facilitate

Dominate

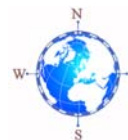


**8 Career Lessons:  
As Learned From  
"The Apprentice"**

**Trainer Leadership & Development  
MISSION READINESS COURSE**



ROSSGROUPTRAINING



# Facilitate

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## Dominate

### ***Lesson One: Have a Strategy.***

When time is short and the task is large, it's tempting to rush in. But first, think through the objective of the project and what factors will make it a success to ensure you're not just doing things right, but doing the right things. In the first episode, for example, the men were quick and well organized getting their lemonade stand together, but they ignored the basic concept of "location, location, location" when they set up near a fish market.

### ***Lesson Two: Find Out What the Boss/Client Wants and Give it to Them.***

When devising their ad campaign, the men's team passed on the chance to meet with the client, so they'd have more time to work on their creative. The women's team, on the other hand, met with the client and learned they were seeking a "swing for the fences" approach. While the men went for bland and safe, the women won the account with an edgy ad that delivered what the client was looking for.

### ***Lesson Three: Deal With the Person in Charge.***

According to Trump: "Always deal with the boss...If you deal with the underling and the underling has to sell the deal to the boss, he's not going to sell for you the way he's going to sell for himself when he wants a salary increase."

### ***Lesson Four: Be Positive.***

People like being around those who give off good energy. Sam got fired in the third episode in large part because no one could stand to be around his prickly personality. (Although nodding off at the conference table as his colleagues toiled on the ad campaign didn't help.)

### ***Lesson Five: Have the Courage to Speak Your Mind.***

Don't mistake being positive for going with the flow. For example, during the negotiating challenge, Kwame, a former investment manager, knew the price of gold is inflexible, but wasted time haggling over it anyway. Expertise is worth nothing if you don't assert it.

### ***Lesson Six: Stand Up For Yourself***

As "The Donald" says, "If you don't stand up for yourself, no one else will." In the fourth episode, he fired one of his favorite candidates, Kristi, because she didn't defend herself when her team told Trump she'd been a poor project leader. Trump told his aides afterwards, "If you don't fight for yourself, the accusations must be true."

### ***Lesson Seven: Be Flexible.***

With today's diverse workforce and fast-changing environment, you need a repertoire of skills and behaviors to draw from. Dave, an MD with an MBA, was the most highly educated of the group, but was the first to go. For all his intelligence, he couldn't relate to a broad range of people or adapt his style when things weren't working.

### ***Lesson Eight: There's Life After Being Fired.***

Everybody gets rejected. Most people fired from *The Apprentice* appear confident and ready to build on the experience. "You'll find with most successful people, when you say to them, 'It won't work out' or 'You're not worthy,' it only drives them more," says Billy Procida, who was fired by Trump for real in 1990.

Four years later, Procida was named New York City Developer of the Year. And today he heads the Palisades Financial Investment Firm in Englewood Cliffs, New Jersey. At present, he and Trump are considering building a world class hotel together.