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# Apprentice Secrets

Extracted from Donald Trump's TV  
Show **“The Apprentice TEAM”**

*And his best seller book: “10 Secrets I Learned from  
the Apprentice”*

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# *The Apprentice Challenge and Process*

Try out your leadership, business savvy, visionary, organizational, teamwork, and communication skills in a new business case scenario and compete against other groups. Key steps are:

1. Define Your Product and Customers
2. Develop Your Applications
3. Select Your Production and Sales Approach

***May the best team win!***

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# SCORE

- **Scenario**

Teams compete against each other in a series of increasingly difficult given business scenarios, with the losing teams dismissed with the now famous Trump quote “You’re fired!”

- **Challenge**

The first challenge is to first successfully demonstrate the team ability to develop and sell a product. Each team selects a LEADER who will present your plan and an OBSERVER who will take notes on and present the team’s planning process. Each of the competing teams will be assign a product and you have the next 20 minutes to put together an implementation plan for your product.

- **Operations**

Each team must assign tasks to define its anticipated applications and market including expected customer types; to select an appropriate advertising slogan and campaign for its product, and decide where and how its product should be manufactured and sold. Teams will be judged on the originality of their ideas, and on their potential effectiveness in a real-world market.

- **Reports**

Each team’s LEADER will be allocated 3 minutes to brief the team’s implementation plan with answers for the above tasks; and each team’s OBSERVER will have 2 minutes to summarize the process the team followed to develop its recommendations. There will be a hard cut-off at the end of 5 minutes.

- **Evaluation**

The facilitator will take 5 minutes to comment on each team’s plan and process. Teams who fail to make the grade will hear the dreaded “You’re fired!”; and teams which meet all of Trump’s exacting criteria will be hired to go on to the next test level.

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# *Use these guidelines/rules in your work to ensure success...*

- **THINK BIG** in selecting applications and customers  
*“Evolve unique products and target a continuously increasing market base to enable business success...”*
  - **ESTABLISH PROJECT TEAM** to guide solutions  
*“Assign and track task responsibilities, consult/involve diverse views and stress both team and personal progress...”*
  - **TAKE RISKS** to achieve gains  
*“Pursue innovative ideas, adopt novel approaches and go for the big wins...”*
  - **COMMUNICATE EFFECTIVELY** to sell project  
*“Involve top management, use simple concepts and messages, and answer all attacks...”*
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# *Use these guidelines/rules in your work to ensure success...*

- **ASSIGN TASKS TO TEAM MEMBERS** when there is not enough time to work them as a group  
*“You must learn to delegate to get the job done...”*
  - **MAKE SURE ALL ASSIGNEES UNDERSTAND THEIR TASK PRODUCTS AND DEADLINES** to ensure complete and timely outputs  
*“Explain what you expect and have them repeat it...”*
  - **CONTINUOUSLY COORDINATE WITH ASSIGNEES** to keep their products consistent  
*“Periodically check to ensure continued and compatible progress...”*
  - **INTEGRATE OUTPUTS AS THEY ARE PRODUCED** to enable an effective final report  
*“Set up a format and process for integration of the team answers as developed...”*
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