

## „You're hired!“ - English

The interview with Kelly Perdew, the winner of „The Apprentice“

*Recently we had a chance to watch on B92 television the reality show The apprentice, and after Bill Rancic, Trump Organisation's 'new hired' is Kelly Perdew. We talked with Mr Pedrew about The apprentice, working with Mr Donald Trump, business challenges and principles which are important for success in business.*

**MonopolList:** In our country broadcasting of the second season of “The Apprentice” has just been finished. Congratulations for the winning. Tell us what were your motives for applying for the show since you have already been successful as an entrepreneur?

**Kelly Perdew:** Thank you! I viewed “The Apprentice” as more than just an interview with Donald Trump. I looked at the show as a place where I could showcase all of my skills and leadership principles for the world - it was really an interview with every future employee, business partner, and investor for all of my future endeavors. It provided me with a great platform of exposure to launch all of my new businesses.

**ML:** Which skills and abilities from your previous business experience were of the most help for you to win every time when you were the team leader in the show and finally to win as The Apprentice?

**KP:** I won four separate times as project manager. In my new book, “TAKE COMMAND: 10 Leadership Principles I Learned in the Military and Put to Work for Donald Trump,” I attribute many of the most successful leadership principles I employed during the show to my training in the military. TEAMWORK, PLANNING, and INTEGRITY were three of the most important principles in winning the show.

**ML:** You had a chance to work for *Trump Organisation*, one of the most successful and certainly most reputable company in the world. What can you tell us about working with Mr Donald Trump? Is he really good leader, and how he motivates people who work for him?

**KP:** Donald is an excellent leader. He's incredibly passionate and thinks really, really big. He values LOYALTY the most in his employees. I worked with the Trump Organization for 14 months and had a great time. I learned a lot about real estate, but even more about marketing and branding.

**ML:** What have been your main responsibilities within the *Trump Organisation* since you have started to work for Mr Trump, and do you think that your cooperation will be continued in future?

**KP:** During my 14 months with the Trump Organization I worked on two real estate projects, a bottled water project and I started a new company with Donald called Trump Direct Media. One thing I learned is that Donald is an avid entrepreneur and supports entrepreneurial activity inside his organization. However, I wanted to pursue my own ventures so I left the organization at the end of February 2006.

**ML:** You have experience in IT industry, so was it hard for you to fit into real estate business?

**KP:** No. I think the IT industry is much more difficult! Real estate is very straightforward and I greatly enjoyed learning about it. My family and I are closing on two different real estate deals right now. We're raising \$50M to build and run self-storage facilities for one project and we're developing a hunting and fishing preserve in another.

**ML:** Since you are now in real estate business can you tell us about the current state of real estate market in the USA? Is it in recession or expansion? And what are your predictions about its development in next ten to twenty years?

**KP:** Real estate is governed by basic supply and demand laws. The higher the demand relative to supply the higher the price goes. I believe that real estate in the US is currently in high demand and will stay that way for our life times -- at least. I'm long on US real estate.

**ML:** What do you prefer: real estate or IT business?

**KP:** Both industries offer great challenges and opportunities. I'll continue to do both!

**ML:** From your point of view what is the key element for success in business generally?

**KP:** My book outlines 10 leadership principles that I feel are critical to success in business and in life. The most important principle, and the title of the last chapter, is INTEGRITY. You should always maintain your integrity. No one can take it away from you and it will create your personal brand. And I don't mean just be honest with others; you also need to be true to your own desires and calling.

**ML:** What are the main characteristics of someone as a precondition for being a good entrepreneur?

**KP:** I think PASSION, PERSEVERANCE, and PLANNING are the three most critical leadership principles for succeeding as an entrepreneur.

**ML:** What makes **you** a good and successful entrepreneur? Do you think that military school helped you to develop some skills which are important in business?

**KP:** Absolutely, the leadership skills I learned in the military helped me considerably in my entrepreneurial ventures. But you don't need to be in the military to develop these principles. Anyone can develop their leadership capabilities. That's why I wrote TAKE COMMAND.

**ML:** To what extent is the American formal education in compliance with the requirements of skills and abilities in business?

**KP:** I was very fortunate to receive a considerable amount of formal education. Not only did I graduate from West Point, I also completed my graduate degrees in Law and Business at the University of California, Los Angeles. Each of those programs has helped me in different ways with the challenges of business. I also value highly "real" world experience. It frequently takes a combination of the two, formal and informal, educations to create the most success.

**ML:** Do you think whether it is possible for someone to start own business without previous experience as an employee? Is it possible to be successful leader without previous experience as a "submitee"?

**KP:** The best leaders I know also know how to follow. So, in some capacity, I do believe that great leaders need to understand how to follow. If you don't know how to follow, it is very difficult to lead. However, you don't have to be an employee before you start a business. In today's business world, companies are run by teams. If you surround yourself with a strong, diverse and creative team, you can grow a great organization without ever being an employee.

**ML:** Nowadays there are lot of books on the topic how to success in business and how to be a good leader. What are the main ideas from your book "Take command" which differ it from other similar books? Do you have ideas to write another one with the similar subject?

**KP:** Leadership is the main topic of my book. I want to let everyone know how to increase their leadership capability. And I've received so much great feedback about TAKE COMMAND that I am considering writing some more. However, for all of you want to be authors out there...writing books is not easy! I have a new respect for authors.

**ML:** We know that you are very busy, so do you have time for personal life? What is Kelly doing out of the office? You certainly have some hobbies, don't you?

**KP:** Ha! I love growing companies so I don't really consider it work. Seriously though, I think the most successful people have a well-rounded life. I don't think you can focus only on one thing and call yourself a success. My girlfriend is teaching me about wine. We love to travel. Golf is always a challenge. I love working out (staying in shape is a big challenge!) and reading really bad murder mystery novels.

**ML:** Mr Kelly thank you very much for answering on our questions, it is our honour to have you as a collocutor – even in a written way!

**KP:** Thank you! If anyone has other questions they can ask me on my forums or check out my blog at [www.kellyperdew.com](http://www.kellyperdew.com). Good luck!

- The Apprentice - reality show has been broadcasting since 2004 on NBC television in the USA. The host of the show is Donald Trump, and the main prize is job position in his firm with the annual salary of about \$ 250.000. There are 18 candidates in the show, divided into two teams. During the 16 week interview candidates live in specially equipped apartment on Manhattn and every week they are given one task on which they work on as a team with project manager. Both teams are supervised by Trump's most loyal business partners, but we have seen most often on those positions Caroline Kepcher and George Ross. Winning team is awarded and defeated team goes to the Board room „where someone will be fired“.

- Kelly Perdew was born in 1967 in Centucky, USA. He finished military school West Piont as one of the best cadets in his generation. After his honorable discharge as a First Lieutenant, Perdew attended UCLA where he earned a joint Master of Business Administration/Juris Doctor degree. He started the entrepreneurial career as co-founder of several internet companies (motorpride.com, eteamz.com, active.com...). Besides, he worked for Deloitte consulting. After *The Apprentice*, he became the host of the show „GI Factory" on Millitary Channel, writes a column for millitary.com, and in January 2006 his first book „Take command" has been published. Kelly Perdew is often described as "symbol of the success that can be attained from hard work, discipline and sacrifice".

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