

Setanta's Cú is foiled by boss Cullen

BY ROSS McDONAGH

IT WAS the stuff of legend: Setanta became the hound of (Bill) Cullen – and was sent from the boardroom with his tail between his legs.

In Irish folklore Setanta and Cúchulainn were one and the same, but last night Team Cúchulainn were delighted to dump Setanta Landers on to Team Platinum, as he made a hames of the task.

Another female Apprentice winner is now increasingly likely as the third boy in a row was fired.

Despite mixing up the teams thanks to Team Cúchulainn's dwindling membership, and despite Setanta dragging two girls into the boardroom with him, it was the failed team leader who became the third loser.

Mairéad Fleming, director of Brightwater Recruitment and The Apprentice: You're Fired aftershow panellist, said management skills were not in abundance this week. 'Sadly, none of the skills demonstrated by the would-be apprentices are acceptable in today's working environment,' she said.

The task to create a 12-month print advertisement campaign for payroll software company Big Red Book saw Breffni Morgan and Setanta display dramatically opposing skills as project managers.



Not impressed: Cullen

'Setanta was almost dictator-like in his style,' said Ms Fleming. 'His rudeness towards Geraldine on the phone and also towards Ruth in delegating tasks was unacceptable and was a master class in how not to manage your teams.'

His opponent was not rated much higher: 'Breffny was far too laid back, even openly admitting he didn't have the knowledge or experience to lead a team in this task. He was extremely lucky to have the team he did,' she added.

Setanta's indecision was his ultimate undoing – the idea to use cakes as imagery, inspired by the software being 'a piece of cake' to use, somehow became Rubik's Cubes and was eventually abandoned.

Back in the boardroom, the TV3 show's boss, Bill Cullen, was not as indecisive.

'You don't have the people skills to lead any team. So, Setanta, you are fired,' he said.