

The Most Effective Apology

When Sorry Isn't Enough

← High Low →			
Apology ____	____ Apology	____ Apology	____ Apology
	_____ the offense _____ the facts Two words that get in the way are: _____ _____	_____ at the offense _____ the facts	_____ the offense _____ the facts
	Express _____ remorse	_____ personal remorse	_____ remorse
	_____ responsibility	_____ responsibility	_____ responsibility
	"Pay the _____ farthing"	Offer words without _____	Question the _____ of the apology seeker
	Explicitly pledge to _____ the offending conduct	Offer an _____ pledge to not repeat the offending conduct	Commit to _____ the offending conduct

- The _____ Apology
- The _____ Apology
- The _____ Apology
- The _____ Apology
- The " _____ " Apology
- The _____ Apology
- The _____ Apology
- The Apology in _____
- The _____ Apology

The All-Time Classic Non-Apology: _____.