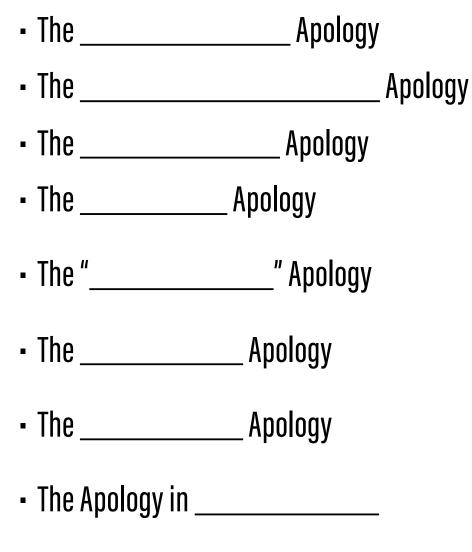
## The Most Effective Apology When Sorry Isn't Enough

|         | High   | Low   |                                    |
|---------|--|---|------------------------------------|
| Apology | _ Apology  | Apology   | Apology                            |
|         | the offense<br>the facts<br>Two words that get in the way are:<br> | 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<br>the offending conduct                      | Offer an pledge to not repeat the offending conduct | Commit to the the                  |

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- The \_\_\_\_\_\_ Apology

The All-Time Classic Non-Apology: \_\_\_\_\_\_.