

A Real Apology

Build an apology that names what you did and what you will do differently.

WHEN TO USE THIS

Use this before you say sorry to someone, when you want it to actually land.

What are you sorry for? Name what you did, not how they reacted.

What did it cost them?

Their time, their trust, their evening, their feelings.

Leave these out of it:

- ☐ 'I'm sorry you feel that way'
- ☐ 'But you also...'
- ☐ 'I was tired'
- ☐ A list of what they did
- ☐ 'I already said sorry'
- ☐ Explaining why I was right

What will you do differently? Be specific.

Write the whole apology in three sentences or fewer.

An apology is a promise about next time, not a plea about this time.

