

THE ART AND SCIENCE OF APOLOGY

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Introduction:

Some Observations

1. M_____ are an inevitable part of the human experience.
2. R_____ are also a part of the human experience.
3. T_____ is the foundation of every relationship
4. M_____ undermine trust
5. The path for the restoration of trust and confidence is the A_____

Objectives:

1. Learn the **5 essential ingredients** of an effective apology
2. Grasp the **sequential nature** of an apology and recognize the steps necessary for the proper presentation of an apology
3. Commit to developing and applying this critical skill – saying sorry – in your personal and professional relationships

Overview:

Culture

Gender

Definitions

An Effective Apology

1. An effective apology requires intentional and strategic P_____.
2. Proper E_____ of the apology is predicated on proper planning. One leads to the other.
3. Failure in PLANNING and EXECUTION will almost certainly lead to R_____ that are counterproductive.

PHASE I: Recognition and Reflection

Phase I begins with A_____.

EXTERNAL

An external prompt means you have been confronted by someone regarding your behavior.

An external prompt indicates a S_____ problem.

INTERNAL

An internal prompt is a function of E_____ I_____

1. BEHAVIOR - Ask, "What did I do?"

Key Assessment: Determine the S_____ or seriousness of the offense

2. VICTIM - Ask, "Who did I offend?"

Key Assessment: Determine the I_____ of the relationship

3. MOTIVE

Key Assessment: Determine the I_____ behind the behavior

Question One: "Why did I do this?"

Question Two: "Why am I apologizing?"

There are 4 general areas to consider when building your APPROACH

1. Timing
2. Formality
3. Medium
4. The 5R Priority

Thorough Awareness and Assessment allow for the proper **priority** and **presentation** of the 5 essential ingredients of an apology.

PHASE II: The 5 R's

1. Remorse – “I’m sorry”

“True remorse is never just a regret over consequence, it is a regret over motive.”

- Mignon McLaughlin

1. My Pain (as the offender) - Genuine Remorse or a Ploy for Sympathy

2. Your Pain (as the victim) – Empathy

- “IF” makes your apology C_____
- “THAT” essentially B_____ the victim for the problem
- “BUT” adds an E_____

2. Responsibility – “I was wrong, it’s my fault”

- Provide S_____ D_____
 - o The offense
 - o The consequences

3. Repentance – “I won’t do it again”

Repeated offenses undermine C _____ and T _____

1. P _____ – “I intend to never do this again”
2. P _____ – “Here is my strategy”
3. P _____ - “Here is what I’ve done so far”

4. Repair – “I want to make this right”

- In relationships, this shows that you still L_____ the person
- In business, it establishes a sense of J_____

Chapman’s “Love Languages” must be considered in the context of making reparations.

1. Words of Affirmation
2. Acts of Service
3. Receiving Gifts
4. Quality Time
5. Physical Touch

5. Request – “Will you forgive me?”

- Give them T _____ to process
- Allow them to be H _____
- Remember, you are R_____ forgiveness, not DEMANDING it.

All 5 ingredients are essential for an effective apology.

PHASE III: Reconciliation and Restoration

Removing the Barrier

Rebuilding the Trust

Repeating your Apology

APOLOGY WORKSHEET

Awareness & Assessment

BEHAVIOR (what)												
Major 1 2 3 4 5 6 7 8 9 10 Minor												
VICTIM (who)												
Distant 1 2 3 4 5 6 7 8 9 10 Close												
MOTIVE (why)												
Deliberate 1 2 3 4 5 6 7 8 9 10 Accident												

APPROACH

TIMING	FORMALITY	MEDIUM			5R's
<input type="checkbox"/> Quick <input type="checkbox"/> Slower	<input type="checkbox"/> Casual <input type="checkbox"/> Formal	VERBAL <input type="checkbox"/> Face2 Face <input type="checkbox"/> Phone	WRITTEN <input type="checkbox"/> Hand <input type="checkbox"/> Typed	<input type="checkbox"/> Email <input type="checkbox"/> Post <input type="checkbox"/> Personal Delivery	Regret Responsibility Repentance Repair Request

5 R's

REGRET What are they feeling?	
RESPONSIBILITY How did I impact them?	
REPENTANCE My Pledge and Plan	
REPAIR <input type="checkbox"/> Time <input type="checkbox"/> Service <input type="checkbox"/> Touch <input type="checkbox"/> Gift <input type="checkbox"/> Words	
REQUEST	