

# Never Apologize Unless You Mean It

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## *11 common mistakes people make when they apologize*

### Apology by text or email.

Are you kidding? Make the effort to apologize in person, if at all possible. It helps to hear the tone of voice and read body language.

### Forced into an apology.

An apology should be a voluntary acknowledgment of responsibility. You shouldn't have to be coerced into making it.

### Taking the easy way out.

An apology should be heartfelt — not just an attempt to smooth ruffled feathers.

### Hollow words.

An apology should be a sincere expression of regret. But words are meaningless if they're not supported with action.

### Face reality.

An apology should fit the "crime." Saying "I'm sorry" may not be enough to make things right. You may have to go further to make amends.

### Poor timing.

An apology should be made as soon as the act occurs rather than letting too much time elapse.

### Lack of commitment.

An apology should represent a willingness and an obligation to make things right.

### Recurring offense.

Every effort should be made to repair and *not* repeat the offense. Otherwise, your apology is worthless.

### Make excuses or rationalize behavior.

When you offer an apology, be sincere. Don't say "I'm sorry, *but...*" You're either sorry or you're not.

### Expect forgiveness.

When you offer an apology, don't expect instant understanding and absolution. Be patient.

### Quick fix.

Saying "I'm sorry" is great, but that doesn't mean everything will be back to normal right away. The healing process may take some time.



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