



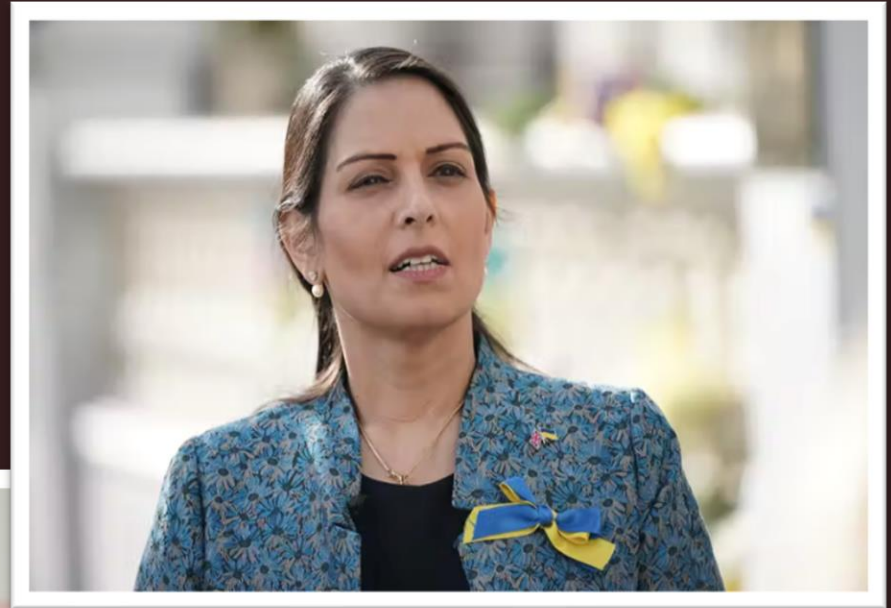
Sorry/Not Sorry

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Dr David Dao



Priti Patel MP



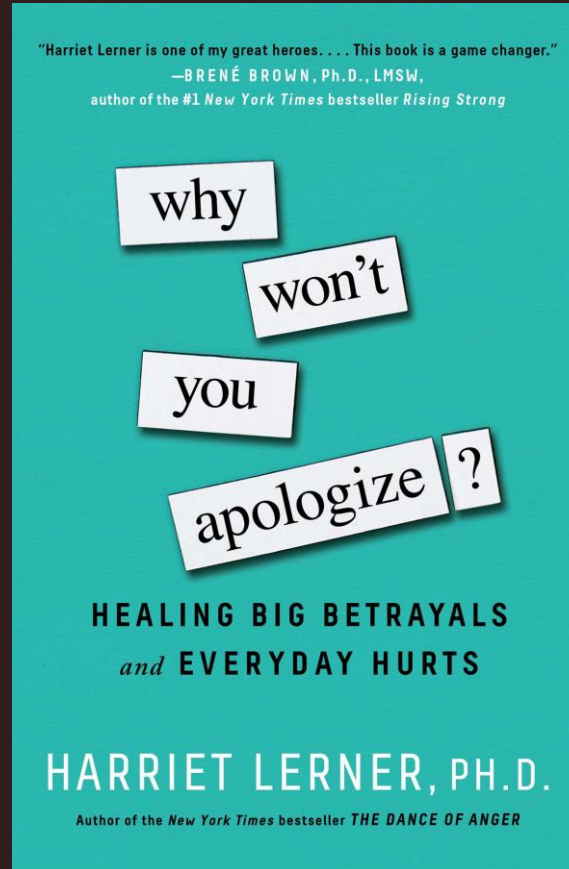
Tony Hayward BP CEO



A good apology starts by
listening



Dr Harriet Lerner





Eight essential apology ingredients




1. A true apology doesn't
include the word but...



2. A true apology focusses on
your actions




3. A good apology includes an offer of reparation or restitution



4. Don't over-do or under-do an apology



5. A good apology doesn't
involve who is more to blame




6. An apology shouldn't serve to
silence the hurt party



7. All apologies are not
welcome



8. An apology shouldn't ask the
hurt party to do anything



“We apologise when we accept responsibility for an offence or grievance and express remorse in a direct, personal and unambiguous manner, offering restitution and promising not to do it again.”

John Kador

Effective Apology



Corporate apologies

- Show a genuine expression of regret.
- Don't be defensive. If a company doesn't feel apologetic and still feels the need to explain, then it is better off saying nothing.
- A thoughtful apology will resonate with the public and that will mean an acknowledgment of responsibility.
- There must be repentance and restitution.

Jim's Crisis Buckets



Care & Concern



Responsible Actions



Co-operation



Resolve

The background features a large, abstract, low-poly geometric shape in various shades of red and dark red, set against a dark grey background. The shape is composed of many overlapping triangles and polygons, creating a complex, crystalline appearance. It is positioned on the left side of the frame, with its right edge curving towards the center.

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