

## The Five R's of an Effective Apology

John Kador, in his book, *Effective Apology, Mending Fences, Building Bridges and Restoring Trust*, advises readers on how to use 5 R's to create a confident apology. Here is an example of an effective apology using Kador's strategy.

Mark wore and damaged Jack's new suede jacket. Then to make matters worse, Mark lied about it. Here is Mark's apology.

1. Recognition: The injured party needs to know that the offender understands specifically what he or she did wrong.

*I recognize that my deceit has damaged our friendship and that my carelessness ruined your suede jacket.*

2. Responsibility: The offender must accept personal responsibility for the injury.

*I accept total responsibility for ruining your jacket and, worse, lying about what I did.*

3. Remorse: Here there is no substitute for the magic words "I'm sorry" or "I apologize."

*I am so sorry.*

4. Restitution: Whenever possible, the apology should try to make the injured party whole.

*I hope you accept this check for my carelessness. I wish I could as easily repair the damage to our friendship.*

*What else can I do?*

5. Repeat: Promises not to do it again.

*I will certainly be more careful in the future and never lie to you again*

Write a short but effective 5 R apology for these 2 situations.

Charlotte, the team leader, took full credit for the ad campaign Mark, a young designer, created.

Use the five R's to help Charlotte apologize.

Recognize: \_\_\_\_\_

Responsibility: \_\_\_\_\_

Remorse: \_\_\_\_\_

Restitution: \_\_\_\_\_

Repeat: \_\_\_\_\_

Frank embarrassed a co-worker by posting a compromising photo on Facebook.

Use the five R's to help Frank apologize.

Recognize: \_\_\_\_\_

Responsibility: \_\_\_\_\_

Remorse: \_\_\_\_\_

Restitution: \_\_\_\_\_

Repeat: \_\_\_\_\_