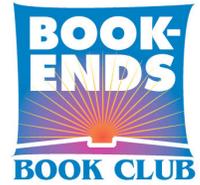


Effective Apology

John Kador



1. The interview begins with a story about a CEO John once counseled who said, “I never apologize.” Have you ever known anyone like that? If so, describe your relationship with them. How would this view of apology effect you?
2. John suggests that whole-hearted apology is transformational because it disarms both parties involved and has the power to strengthen the relationship between them. Can you describe an example in your life where this was the case? What was disarming about your example?
3. Do you agree that most people are hungry for effective apologies and therefore eager to forgive when one is presented to them? Why or why not?
4. John makes the case that a cover-up is worse than the underlying “crime,” and that the energy used in trying to cover-up a mistake could be better used in learning how to avoid future mistakes. Provide an example from your experience where this was true.
5. The key to an effective apology is to use “I” statements and active verbs. Practice that with someone and get feedback on how well you craft an effective apology.
6. John provides five steps to an effective apology: *Recognition*, *Responsibility*, *Remorse*, *Restitution*, and assurance that the offense will not be *Repeated*. The story of Rachel (a student) provides an example of Recognition. Why is stating what we did and to whom we did it so powerful and so difficult? Do you generally include explanations in your apologies? Why does John say explanation is not effective?
7. Discuss your understanding of the difference between restitution and a gift? How is compassion for your victim different from redemption for yourself in effective apology?
8. How does John suggest we accept an apology? What is your approach?