

Sincere Apologies

Activity: Effective or Ineffective?

Consider the apologies listed below, and indicate whether they are effective or ineffective. Use the space to briefly explain your response.

	Effective	Ineffective	Why?
1. "Sorry. That's never happened before."			
2. "I apologize for your wait."			
3. I'm sorry. That department always runs behind."			
4. "I'm sorry."			
5. "I'm sorry. I completely forgot."			
6. "I apologize. I'm not sure why he told you that."			
7. "So sorry. We had a few call-offs, and we're running behind."			
8. "I apologize for the misunderstanding."			
9. "I'm sorry. It gets so busy this time of day."			
10. "Sorry. You should have called earlier."			