

i'm sorry



gibus sine es

# sorry

one in eight of us say  
a **sorry** every hour

often when others are  
at fault

we say it <sup>we</sup> forget we hear it

**sorry**





for a sorry  
to be  
remembered

what should you avoid?

what should you consider?

and for what should  
you aim?



avoid  
the **empty** sorry

**DON'T** use a sorry with no back-up

"sorry about that"

**DON'T** close with a sorry

*Sorry, Simon*





avoid  
the **passive** sorry

**DON'T** make it hypothetical

"sorry if... that upsets you"

**DON'T** patronise with appreciation

"i appreciate you're upset"





consider  
the 'underlined' sorry

**DO** think of repetition

"sorry, so sorry"

**DO** take advantage of adjectives

"really, extremely sorry"

I'M SO SORRY  
I AM SO SORRY





# aim for the **specific** sorry

Use 'sorry' to lead into:

**FAULT**

"sorry I was late..."

**IMPACT**

...and interrupted the meeting...

**REPARATION**

I will prepare in advance  
next time"





Sorry is an integral part of polite society. Even when it's throwaway.

But don't confuse saying the word with conveying the sentiment.

A company that 'apologises if...'  
or 'appreciates your...'  
is not a company that is sorry.

Be truly sorry.

Be personal.

Be human.



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