

4A Apologies

Apologize When You Make Mistakes

Confession is the better word, but using apology with the 4A's helps you remember what to do.

The Power of Apologizing

Agree that it was a mistake

- Own the mistake; don't excuse it
- Requires humility; pride will derail you
- Frame the mistake in the past

Acknowledge how it has affected others

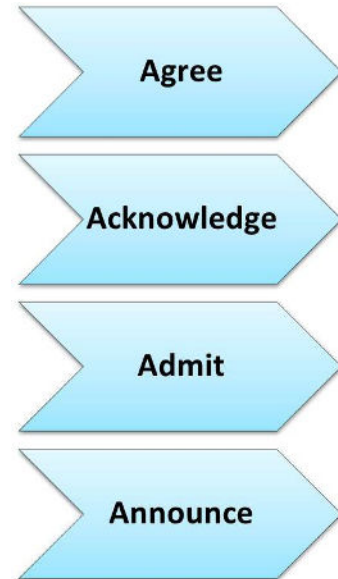
- See the situation through their eyes
- You may be 10% wrong, but they see you as 100% wrong
- The Splinter and Beam concept

Admit regret and repentance

- Communicate a genuine, heartfelt desire not to repeat the mistake
- Communicate a change of heart and mind
- Communicate a 180° turn, turn from that mistake, and turn toward doing what is right
- Don't fake it; that means you want TOLERANCE without changing

Announce steps you will take to rectify the situation

- This is not about just "trying to do better"
- Identify specific actions that lead to change



Changing Your Behavior Using Apology

Step 1: Apologize for your current behavior

EXAMPLE

1. "I am sorry that I haven't communicated clearly to you and the team in the past.
2. "I realize this has hurt the effectiveness of the team.
3. "I regret not seeing this mistake earlier and am committed to change.
4. "Considering the change I need to make, would you mind giving me one or two specific ways to communicate more clearly and effectively with you and the team?"
5. After they answer, you are allowed only one response!! THANK YOU! (No discussion).

Step 2: Use their and other member's ideas to build a plan

Step 3: Periodically ask individuals a simple question

- HOW AM I DOING with...? (... = one of the ideas they offered)