

How to issue a great apology by tim donnely

[Psychology](#)



**ASSIGN
BUSTER**

Experts say that issuing a superb apology serves to simplify complex issues.

This argument is logical since the author immensely recognizes the importance of issuing an apology (Donnelly). He continues to prove this by saying that in order to ensure that clients get over the awful feelings, they need a prompt apology. It is imperative to state that there is an efficient organization of this article as it clearly outlines the nature of an apology such as a warm salutation in order to soften the recipient and should be inclusive of terms such as sorry, apologize, and regret (Donnelly). The author tries to outline the fundamental nature of an apology. He continues to emphasize that the format of an apology largely depends on the client relationship and writing should be a suitable way of issuing an apology.

Conclusion

In my opinion, I deeply agree with the author that apologies serve to enhance efficient interaction with other individuals as they serve to minimize conflicts. An apology should be timely as the worst practice is waiting for a long time before issuing an apology, as customers will get angrier. It is worth concluding that one should send an apology after the occurrence of the incident in order to minimize damage.