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## **The Art and Artifice of Public Apology**

“I’m sorry.” These may be simple words, yet public apology is anything but straightforward. Depending on your perspective, an apology could signify “admissible evidence to prove wrongdoing,” “brand management,” “necessary to move forward,” or “an essential part of regaining trust.” Using real-world case examples, exercises, videos, and reflections this course focuses on helping government and corporate leaders to understand when to apologize, when not to, and how to do so in ways that build credibility and protect relationships.

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