Words of Regret

Robert Conklin, author of *How to Get People to Do Things*, was on a plane when the captain announced over the intercom, "I want to apologize for the choppy ride this morning. We've been looking around for a little smooth air at some altitude, but it's hard to find. Sorry. But I hope you've enjoyed your breakfast. Thank you for flying with us."

After the plane landed and Conklin was getting off, a flight attendant again apologized. It made Conklin feel better.

"A few words of regret is a way of saying you care, a show of sensitivity to the ragged edges of another's emotions," Conklin points out in his book. "What difference does it make whose fault it was? Get it behind you with a little verbal peace offering. You'll make the other person feel better."

And Conklin added: "The world keeps putting pebbles in your shoes. Walking along becomes more uncomfortable. It's nice to have someone come along and take a few out." You can do so, Conklin said, by such comments as:

- *I'm sorry. You shouldn't have to put up with that.*
- *I apologize. You were treated unfairly.*
- *I don't blame you if you're upset. I regret that it happened.*

The author is right. A little sincere empathy becomes the salve for healing human hurts and frustrations.

--Beecher Hunter