

Brand You: Three-Minute Apologies

I want to recommend what I call the weekly three-minute half-hour. And if that doesn't confuse you, I don't know what the heck would. Here's my point. Virtually nothing is more powerful than an apology. Virtually nothing is more difficult for many of us, men in particular, than apologizing.

And so, what I want you to do is set aside half an hour, perhaps on Friday, though it doesn't really matter when, and that half-hour is specifically devoted to what I call three-minute phone calls. Because it is my hypothesis, it is my theory, having made every mistake in the book, it is my strong belief that there was always—always, big word—always a time relative to a relationship, spouse or customer or vendor or what have you, there was always a time when a three-minute phone call would have reversed what became a downward spiral that led to the loss of an aircraft engine order or divorce court or whatever else.

The three-minute phone call. Nothing, *nothing*, is more important.