+49 511 4739339
james@englisch-lehrer.com · www.englisch-lehrer.com



B1 CUSTOMER CONTACT ≈ 27 MIN

# Apologising Professionally – *apologise professionally*

You know the apology scale — now practise naming the mistake, taking responsibility, and offering a solution.

Match the strength to the mistake and complete the apology: **name it → own it → fix it**; at work, **I do apologise for …** is the standard form.

NAME _____ DATE _____

YOUR BUILD 1 · SORTING ○ 2 · FILL-IN ○ 3 · CORRECT ○ 4 · WRITE ○

## BRICK 1 · SORT REAL AND NON-APOLOGIES · APPROX. 4 MIN ●○○

Put each statement in one column: does it genuinely acknowledge the mistake, or only show sympathy, evasion, or blame-shifting?

- I'm sorry to hear that your launch has been postponed.
- I do apologise for sending an inactive meeting link.
- Please accept our apologies for cancelling today's product training.
- I'm sorry if the expired code caused trouble.
- Mistakes were made during your account setup.
- We apologise for mislabelling the sample cartons.
- I'm sorry you feel disappointed by the revised schedule.
- I'm writing to apologise for leaving out the attachment.

| NON-APOLOGY / SYMPATHY | REAL APOLOGY |
|---|---|
| | |
| | |
| | |
| | |

## BRICK 2 · COMPLETE THE APOLOGY PHRASE · APPROX. 6 MIN ●●○

Fill each blank with the right word from the lesson. Notice register and word class.

01 I _____ apologise for deactivating your access pass too early.

02 Please accept our sincere _____ for cancelling the onboarding session at short notice.

03 _____ me, may I interrupt to clarify the service date?

04 I'm _____ about leaving the warranty card out of the parcel; I've emailed a copy now.

05 We apologise _____ publishing the old opening hours on our contact page.

06 This was our error, and _____ make sure each webinar guest receives a fresh access code.

07 To put this _____, we've replaced the expired voucher with a valid one.

08 I'm sorry to _____ that your regional office is closing.

YOUR BUILD · 1 · SORTING · 2 · FILL-IN · 3 · CORRECT · 4 · WRITE

## BRICK 3 · FIND AND CORRECT THE MISTAKE · APPROX. 7 MIN

Each English sentence contains exactly one mistake involving word class, function, or responsibility. Underline it and rewrite the full sentence professionally.

01 I apology for placing your logo on the outdated brochure.

02 I'm sorry if the contact form was unavailable this morning.

03 I apologise leaving your parking permit unactivated.

04 My apologise for the missing inspection certificate.

05 Mistakes were made with your onboarding paperwork.

06 I'm sorry you feel that way about the early closure of our helpdesk.

## BRICK 4 · WRITE COMPLETE APOLOGIES · APPROX. 8 MIN

Write one short English sentence for each situation. Use the given starter and add responsibility or a concrete solution.

01 A calendar invitation shows the wrong time zone: start with "I do apologise for …" and correct the error.

02 A safety training session was cancelled at short notice: start with "Please accept our sincere apologies for …" and give a replacement date.

03 An email is missing the compliance certificate: start with "I'm writing to apologise for …" and take responsibility.

04 A customer received navy display units instead of white ones: start with "We apologise for …" and add "To put this right, …" with a solution.

## MINI-CHECK – CAN I DO THIS YET?

- ☐ I match the strength and register to the mistake and the person affected.
- ☐ I name the mistake, take responsibility, offer a solution, and avoid "sorry if …".
- ☐ I use "Excuse me" before a disturbance, "Sorry" afterwards, and recognise "I'm sorry to hear that" as sympathy.
- ☐ I distinguish the verb apologise/apologize from apology/apologies and use apologise for plus a noun or -ing form.

*Not every box ticked? Review the scale and the three moves, then try this sheet again tomorrow.*

# Answer key

Check only when you have finished. Every answer comes with the **why** — the rule matters more than the result.

## BRICK 1 · SORTING

01 **Non-apology / sympathy** I'm sorry to hear that your launch has been postponed.
*This phrase expresses sympathy, not an apology.*

02 **Real apology** I do apologise for sending an inactive meeting link.
*The professional phrase names the specific mistake.*

03 **Real apology** Please accept our apologies for cancelling today's product training.
*The formal apology clearly names the reason.*

04 **Non-apology / sympathy** I'm sorry if the expired code caused trouble.
*If questions whether any problem occurred.*

05 **Non-apology / sympathy** Mistakes were made during your account setup.
*The passive avoids taking responsibility.*

06 **Real apology** We apologise for mislabelling the sample cartons.
*The company apologises for a specific error.*

07 **Non-apology / sympathy** I'm sorry you feel disappointed by the revised schedule.
*It addresses the feeling instead of the mistake.*

08 **Real apology** I'm writing to apologise for leaving out the attachment.
*The written opener names the specific omission.*

## BRICK 2 · FILL-IN

01 **do**
*The stressed do makes the apology emphatic.*

02 **apologies**
*The phrase needs the plural noun apologies.*

03 **Excuse**
*Excuse me comes before an interruption.*

04 **sorry**
*Sorry follows after something went wrong.*

05 **for**
*Apologise takes for plus an -ing form.*

06 **we'll**
*We'll introduces a concrete company promise.*

07 **right**
*The fixed phrase is To put this right.*

08 **hear**
*Sorry to hear expresses sympathy.*

## BRICK 3 · CORRECT

01 I **apologise** for placing your logo on the outdated brochure.
*After I, use the verb apologise.*

02 I'm sorry **that** the contact form was unavailable this morning.
*Remove if because the problem definitely happened.*

03 I apologise **for** leaving your parking permit unactivated.
*Apologise always takes for before the object.*

04 My **apologies** for the missing inspection certificate.
*After my, use the noun apologies.*

05 This was our error with the onboarding paperwork.
*This was our error clearly takes ownership.*

06 I **apologise for closing our helpdesk early**.
*A real apology names your own mistake.*

## BRICK 4 · WRITE

*Your sentences may differ — just check that they clearly name the mistake and include responsibility or a concrete solution.*

01 I do apologise for listing the wrong time zone — that was my mistake, and I've sent a corrected invitation.
*It names, owns, and fixes the calendar error.*

02 Please accept our sincere apologies for cancelling the safety training — we'll offer a replacement session next Tuesday.
*The formal opener is paired with a dated remedy.*

03 I'm writing to apologise for omitting the compliance certificate — I should have checked, and it's attached now.
*The sentence names the omission and takes responsibility.*

04 We apologise for delivering navy units instead of white ones; to put this right, we'll exchange them on Monday.
*The apology includes a concrete exchange plan.*

## NEXT BRICKS — KEEP BUILDING FREE ONLINE

PAIR WITH THIS
**Customer Service Phrases**
englisch-lehrer.com/en/lessons/customer-service-phrases

NEXT STEP
**Handling Complaints**
englisch-lehrer.com/en/lessons/handling-complaints

ALL LESSONS
**45+ free lessons**
englisch-lehrer.com/en/lessons

HANOVER
Schaufelder Straße 11 · 30167
englisch-lehrer.com/hannover

BERLIN
Kurfürstendamm 30 · 10719
englisch-lehrer.com/berlin

ONLINE COURSES
englisch-lehrer.com/online
worldwide on Zoom

CONTACT
**+49 511 4739339**
james@englisch-lehrer.com