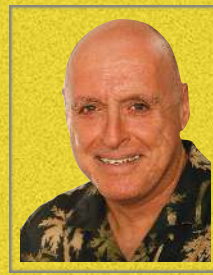


THE EXTRA POINT

BY JERRY ROBERTS



511 When An Apology Really Isn't An Apology

When an apology isn't really an apology and the effect that can have on our working world. I'm Jerry Roberts and today we'll learn a valuable lesson from the Houston Astros. That's up next on The Extra Point.

The Houston Astros devised an electronic sign-stealing scheme that allowed their batters to know what kind of pitch was coming to them next, whether a fastball or breaking pitch. It's a lot easier to hit a baseball when you have that kind of information.

That advantage led to Houston winning the 2017 World Series over the Los Angeles Dodgers, continued on into 2018 and possibly 2019. The story is still developing and it's assumed that all of the Astros' top non-pitching players were involved.

However, because of how league officials dealt with the case, not one player was disciplined. With media and fans screaming for justice, what should the Astros have done? Maybe admit to everything and apologize?

That seems logical, right? When there is clear evidence that you did what you are accused of, and there is widespread demand for you to show some level of remorse for what you've done — The team did exactly that and began to restore their integrity.

That would have been nice, except it didn't happen. The Astros staged a ridiculous PR stunt, giving "non-apology" apologies. They talked around the issue, using terms like "I regret some decisions that were made," etc. — but not one of them used the word "cheat" in any form, nor showed any honest sorrow for what they did. The statements had been produced by their PR department, no doubt, and the players came off as being mechanical in presenting them.

Worse, the owner of the team refused to admit

the cheating actually had a significant impact on the outcome of the World Series. That was bizarre. He'd have to be clueless, delusional or disingenuous to think that way. After this dumb and disastrous display, public outrage multiplied.

Players from other teams ripped the Astros, its players and owner, calling for greater discipline. Now, the Astros would surely recognize their mistake and give a real apology and ask for forgiveness...or at least keep quiet — right? Nope, not this tone deaf franchise. Instead, they attacked, claiming they won the championship "fair and square," using the words of one of the players who was involved in the cheating.

I know some baseball fans in Houston. Level-headed, solid folks. They told me they love their team. Now, however, they want nothing to do with a championship that wasn't earned. They said the team should have made a sincere apology and given back the trophy. Further, that players should have been suspended and fined.

That's what the Astros owner should have done. If the team and its players had stepped up and taken responsibility for what they did, the healing in the game of baseball would have already started. Same with the reputation of the Astros and its players. Would it take time? Yes. Without it, anger and disgust grows by the day.

The lesson here, in business and all of life, if you need to apologize, make it a real apology. Do it right and don't insult anyone's intelligence. It's the first step toward recovery.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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