



What to Say Instead of “Sorry.”

Focus on clarity, ownership, and moving forward rather than defaulting to apology.

Better phrases

- “Thank you for your patience.”
- “I appreciate your understanding.”
- “Thanks for bringing that to my attention.”
- “Let me fix that.”
- “Here’s what I’ll do next.”
- “I take responsibility.”
- “That was my mistake.”
- “I see the issue, and I’ll correct it.”
- “Thank you for your flexibility.”
- “I value your time.”

When to use them

Use “thank you” when you want to acknowledge inconvenience without over-apologizing.

Use “I take responsibility” or “that was my mistake” when you need to own an error directly.

Use “let me fix that” or “here’s what I’ll do next” when the goal is action and confidence.

A simple formula

You can often replace “I’m sorry” with:

Acknowledge + appreciate + act

Example:

“Thank you for your patience. I see what happened, and I’ll correct it right away.”