Task: In this speech we will examine recent corporate scandals or problems that required an apology. As a spokesperson for your company, you will be required to craft an apology based upon what is expected from a speaker who represents their company. Practicing “just enough” is critical for this speech. It needs to be/feel sincere and should not be memorized. Additionally, you must consider what someone in your assigned role can actually apologize for. Was this “your” fault directly? Or are you apologizing for an action of your organization, colleagues, or employees. Consider what are the expectations for an apology from the people who were directly harmed by this scandal, and what the expectations are of the general public. Finally, consider what the end result of your apology should be. Is saying “sorry” enough? Should you pledge to do better in the future? And if you do, how can you assure your audiences that your pledge is not an empty promise?