Chapter 23 is how you can recover after a screw-up. When you screw up, Heinrichs gives you s few principles you can follow. Starting with setting your goals, by doing this instead of getting defensive or apologetic too early you are able to see what you should actual aim to do. Next, he says to be first with the news, you do not want others to break it first, own up to your mistake. Following that is switching to the future. By doing this, you are showing you have a plan and how it wont affect, or hurt the future. Lastly, on page 270, he says you need to enhance your ethos. You need to come out with w better, shinier, more trustworthy and more likable image to be able to overshadow the screw-up. Another main point he makes is that you do not want to rely on your apology, instead by transparent about not living up to your standards.

<https://youtu.be/ZSM3w1v-A_Y>