

## WORST-CASE SCENARIO®

# HOW TO SURVIVE IF YOU FORGET A BIRTHDAY

- 1 Apologize. Apologize. Apologize.**  
Your apology might have to take several forms—flowers, verbal protestations, love letters, a special dinner. Be creative.
- 2 Accept responsibility for your error.**  
Recognize sincerely that you blew it. Excuses will only make things worse.
- 3 Acknowledge your partner's feelings.**  
Accept your partner's anger as valid and do not question or challenge any reaction. Say, "I can only begin to imagine how you must feel."
- 4 Plan a special event to fix the mistake.**  
A weekend getaway, a night at a fancy hotel, or an extremely thoughtful gift will be necessary. However, do not show up two days late with a windfall of gifts, expecting that all will be forgiven. All the presents in the world cannot eliminate the need for talking the matter through.