



SORRY I'M NOT SORRY

(A TALE OF UNAPOLOGETIC AMBITION)

Kerrie Greenfelder, PE, DBIA

May 7, 2024

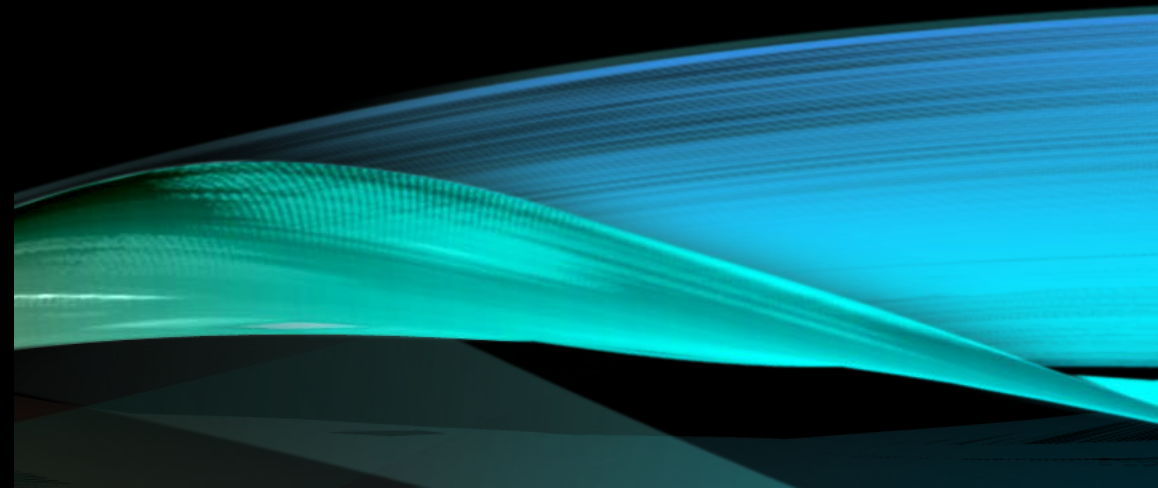
The image shows the TED logo in red, with the name 'KERRIE' written in white, outlined letters across it. The text is slanted upwards from left to right.

KERRIE

Ideas worth
spreading



“I’M SORRY”





PUNCH LINE

COLLEGE:

Student +
Server / Bartender +
Volunteer +
Girlfriend

EARLY CAREER:

Design Engineer +
Project Manager +
People Manager +
Volunteer Leader +
Wife

CURRENT:

Director of Engr'ing +
Principal +
Client Manager +
Project Manager +
Volunteer Leader +
Wife +
Mom +
Daughter +
....



THINGS I HAVE APOLOGIZED FOR...



EVEN MORE THINGS I'VE
APOLOGIZED FOR...

Women Really Do Apologize More Than Men. Here's Why (and It Has Nothing to Do With Men Refusing to Admit Wrongdoing)

Developing a better understanding of apologies could improve your relationships. 

EXPERT OPINION BY AMY MORIN, AUTHOR, "13 THINGS MENTALLY STRONG PEOPLE DON'T DO" @AMYMORINLCSW

IT'S TIME FOR WOMEN TO STOP SAYING SORRY

Mollie Davies

Stop Over-Apologizing at Work
by Nupur Arya
21, 2023

When and Why Women Apologize More than Men
by Karina Schumann

Why Are Women Conditioned to SAY I'M SORRY MORE THAN MEN?
BY JENNIFER GALVAN, PH.D.

Women Say Sorry 295,650 Times In Their Lives - And Something Needs To Change

 Joanna Freedman

Published 13:57, 24 October 2019 BST



Why Girls Apologize Too Much

How to help them stop saying 'sorry' and express confidence

Writer: [Rae Jacobson](#)

Clinical Experts: [Rachel Busman, PsyD, ABPP](#), [Stephen Hinshaw, PhD](#)

Why women over-apologize and men under-apologize
I'm sorry but can I just say something?
MAHIMA VASHISHT
NOV 1, 2021

Women and Girls Need to Stop Apologizing for Everything

By [DR. ALIABADI EDUCATION TEAM](#) on 11/04/21

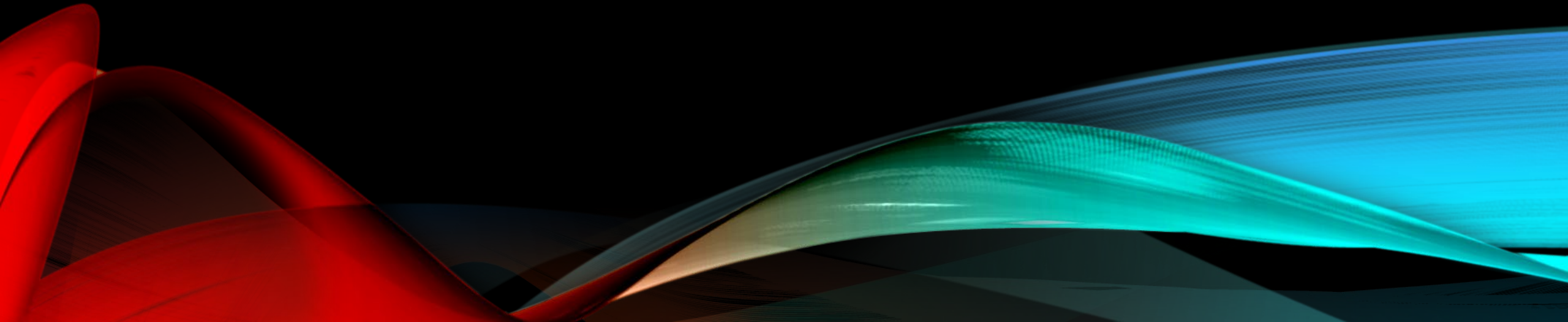


LET'S CHANGE THE NORM AND
STOP APOLOGIZING!

[this is my challenge for you]

I TOOK THE CHALLENGE

[I'm not sorry]





A FEW IMPACTS



BUT...IT'S TOO HARD!

[I'm not sorry about that]



STEPS TOWARD A SORRY-FREE LIFE

STEP ONE

Admission



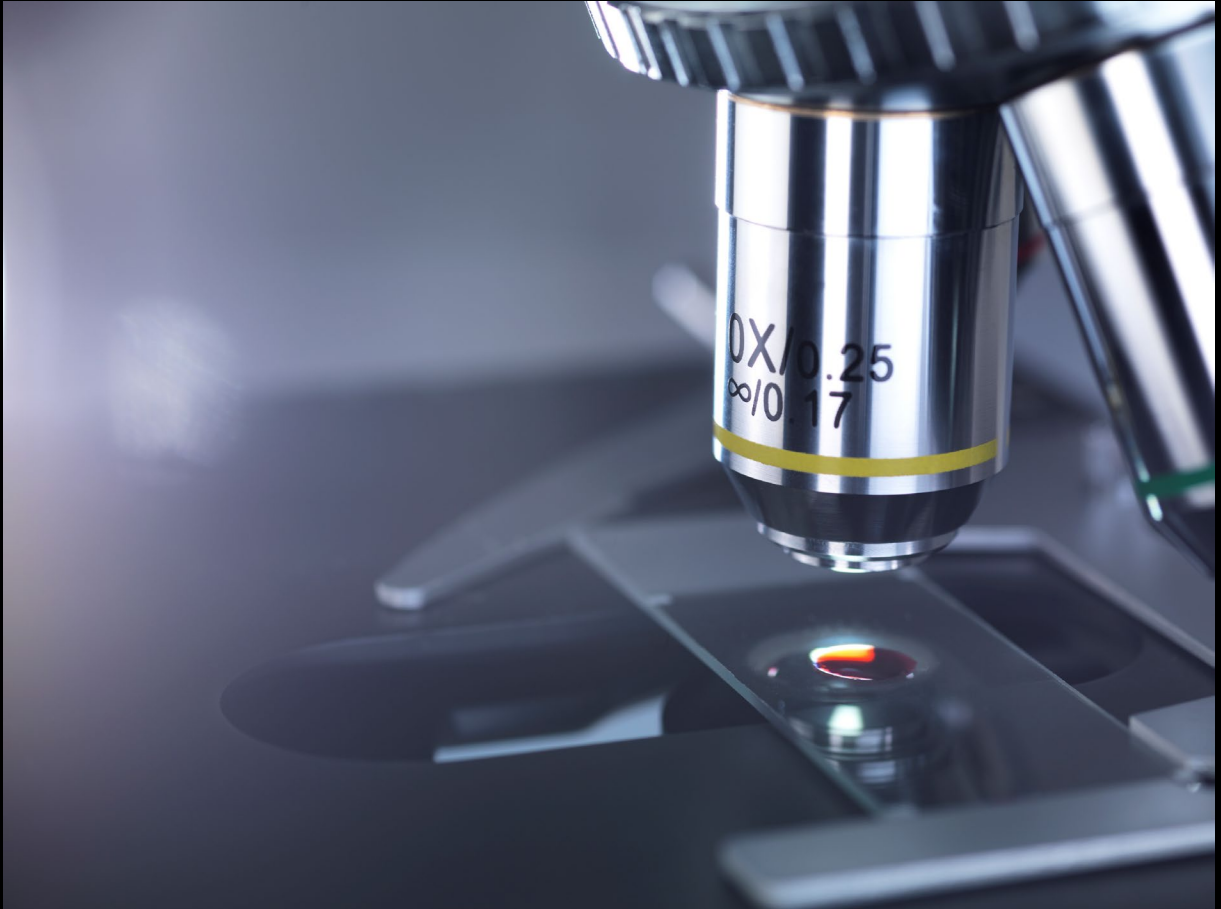
STEP TWO

Ability



STEP THREE

Examine



STEP FOUR

Commit



STEP FIVE

Deploy





STEP SIX

Celebrate

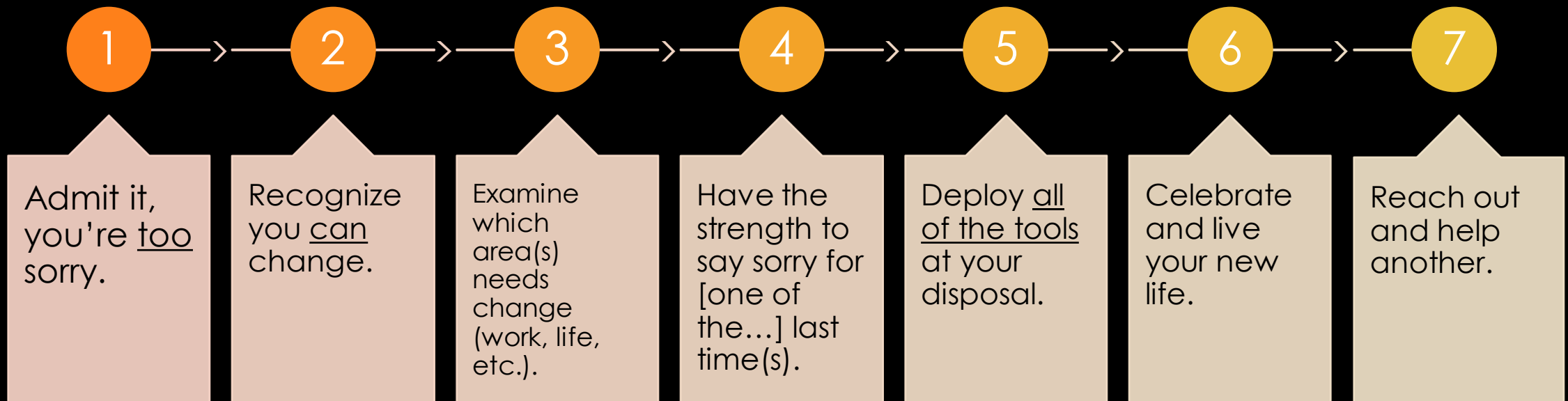


STEP SEVEN

Support



STEPS TOWARD A SORRY-FREE LIFE



WHAT I'VE REALIZED

- I am not intimidating. You are intimidated.
 - I am not mean. I am honest.
 - I am not aggressive. I am assertive.
 - I do not ask too many questions. I am inquisitive.
 - I am not judgmental. I have the right boundaries.
 - I am not intense. I am passionate.
 - It is not ME that makes you uncomfortable. My PRESENCE challenges your comfort.
- I don't need to be LESS for you
to feel better about yourself.**

THERE IS A DIFFERENCE.

An abstract graphic at the top of the page consisting of several overlapping, wavy bands of color. From left to right, the colors transition from dark red to orange, then yellow, and finally to bright cyan and light blue. The bands have a slight gradient and a soft, ethereal quality.

PUNCH LINE



ARE YOU
READY
TO NOT
BE
SORRY,
TOO?

THANK YOU

