Public, intergroup apologies for historical and contemporary harms have steeply increased in recent times (e.g., Harper’s apology to Canada’s Indigenous people for the Residential School System). In fact, some have argued the world has entered an “age of apology.” Although it is widely assumed that such apologies help promote intergroup forgiveness and reconciliation, evidence for a strong link between the two remains elusive. In this talk, I review my program of research on intergroup apologies through the lens of the Staircase Model of Intergroup Apologies (Wohl, Hornsey, & Philpot, 2011). Focus is placed on understanding when and why intergroup apologies fail, and concrete strategies for maximizing intergroup apology effectiveness.