MINDTHEORY
A CALMER MIND A BRIGHTER YOU

Why Criticism Sticks Longer Than Praise

Same Words. Different Weight.
A Kinder Mind Is Possible.



1 The Biological Brain

Your brain is wired to notice the negative more.

This is called **Negativity Bias** — an evolutionary survival mechanism. In the past, noticing threats helped us stay alive, so our brain gives more weight to negative information.



Criticism triggers the amygdala, activating a stress response, making it feel more real and intense.

KEY TAKEAWAYS

- Negative feedback feels more important than positive feedback.
- It activates your brain's threat system.
- It's a survival response, not a personal weakness.

"Your brain isn't being dramatic — it's just doing its ancient job."

2 The 5:1 Gottman Balance

You need more positive experiences to balance the negative.

Research by Dr. John Gottman shows that it takes about 5 positive interactions to offset the impact of 1 negative interaction in relationships.



Has a stronger impact.

It takes more positivity to balance it.

KEY TAKEAWAYS

- One critical comment can outweigh multiple compliments.
- This shows how powerful negative feedback can be.
- You need to intentionally look for, notice and value positive feedback.

"It's not that praise doesn't matter — it's that your brain needs more of it."

3 Your 3-Step Action Plan

Train your mind to notice and hold on to the good.

1 10-Second Savoring Rule

When you receive a compliment or positive feedback, pause for 10 seconds. Let it sink in. Feel it. Appreciate it.

"Don't rush past the good."

2 Praise Portfolio

Keep a note of kind words, positive messages or achievements. Revisit it when you're feeling low.

"Build a collection of good moments."

3 Fact vs. Feeling Audit

When you receive criticism, ask yourself:

- Is this a fact or just someone's opinion?
- Is it completely true?
- What can I actually learn from it?

"Be curious, not self-critical."

Progress Over Perfection

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