



The Surprising Science Behind Compliments.

One Thing to Remember: Specific and genuine compliments engage the brain's reward system, particularly the ventral striatum, and also involve the Default Mode Network (DMN) and Central Executive Network (CEN), reinforcing self-concept and enhancing social bonds.

The Neuroscience of Specific Compliments. When you give a specific compliment, you are activating key brain areas involved in reward and social cognition. *The ventral striatum*, which is part of the brain's reward circuitry, is engaged, leading to a positive emotional response in the recipient. Simultaneously, *the Default Mode Network (DMN)*, which is responsible for self-referential thinking, processes the compliment in relation to the recipient's self-concept. This is especially potent when the compliment is specific, as it reinforces positive self-perception. The giver also engages *the Central Executive Network (CEN)* in formulating the compliment, which requires attention to detail and intentional thought. This process not only strengthens social bonds but also fosters a positive feedback loop of mutual appreciation and respect.

One Thing to Try:

- **In Work Context:** Compliment a colleague by saying, "Your analysis in yesterday's meeting was thorough and insightful; it really helped us see the project's potential from a new angle." This specific praise boosts their confidence and reinforces the value of their contribution.
- **In Intimate Relationships:** Tell your partner, "I really appreciate how you always remember the little details about our day; it shows how much you care." This compliment strengthens your emotional bond and highlights the importance of their attentiveness.
- **With Kids:** Praise your child by saying, "You did a great job organising your toys after playing. It shows how responsible you're becoming." This reinforces positive behavior and helps build their self-esteem.

Aidyn and NX10 Team

At Nx10, we're on a mission to harness data on brain function to extend and enhance good quality life years. Imagine a future where everyone enjoys a longer, healthier quality life - that's our vision!

P.S. Got Questions? We're all ears!

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