



**Kintsugi art**

Benefits of Regret

- Can Improve Decisions — Negative Stab makes us collect more info
- Can Boost Performance
- Can Deepen Meaning by thinking in counterfactuals

How do we deal with outcomes?

- Analyze Gold, Silver, and Bronze medalists
  - At Least
  - If Only

No Regrets Myth

- Markowitz idea  
healthy combo of positive and negative emotions
- time travel and fabulism
- Regret is essential component of human emotion



**If only I had done the work**

Temporal Discounting

**If only I had taken the Risk**

Harm

Cheating

Disloyalty

Subversion

Desecration

**If only I had done the right thing**

If only I had reached out

Rifts and Drifts

Closed door & Open door regrets

Foundation  
Regrets

Boldness  
Regrets

Moral  
Regrets

Connection  
Regrets

Taxonomy

**THE DEEP STRUCTURE OF REGRET**

	What it sounds like	The human need it reveals
<b>Foundation</b>	If only I'd done the work.	Stability
<b>Boldness</b>	If only I'd taken the risk.	Growth
<b>Moral</b>	If only I'd done the right thing.	Goodness
<b>Connection</b>	If only I'd reached out.	Love

Not clustered around Education (unlike previous studies)

American Regret Survey

4489 people  
16,000 responses  
105 countries



