

*When People Don't Like the New You
Here's what's actually happening
17.01.2026, Zurich*



When people don't like the new you, it rarely comes with conflict. More often, it arrives in silence: fewer invitations, cooler energy, and an odd sense that your growth has unsettled someone.

There's a moment that tends to arrive shortly after you've stopped editing yourself: the realization that not everyone is enjoying the update.

They don't always say it directly. More often, it shows up as distance. Fewer invitations. A subtle cooling of enthusiasm. A sense that you've become "a lot" - without actually doing anything other than existing more fully. This is usually when people start using words like changed as if it were a diagnosis.

When People Don't Like the New You, Here's What It Means

The irony is that the "new you" is rarely new at all. It's usually the unfiltered version - the one that didn't make it into the earlier drafts, but was kind of there all along. The one that didn't prioritize likability quite as highly. When people don't like the new you, it's tempting to treat it as feedback. To ask yourself whether you've gone too far, become too sharp, too confident, too unavailable. But often, what's really happening has less to do with you and more to do with the loss of access... (and just for the

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record: is there even such thing as to be “too confident”? I have come to learn that self-love is so important and so hard to establish. So once you reached a good level of self-worth, don't change it for anyone!)

The new you doesn't over-explain. Doesn't anticipate discomfort. Doesn't manage the room. And that can feel unsettling to people who were used to the previous arrangement.

There's a specific discomfort that arises when someone no longer plays their assigned role. When the emotional labor shifts. When the dynamic has to be renegotiated instead of taken for granted. Some people are curious enough to adjust. Others quietly opt out. Neither reaction is wrong - but they are revealing 🧐

What's important to understand is that being liked is not the same as being aligned. The former is immediate. The latter is sustainable. And the two don't always coexist during periods of growth. You need to keep that in mind. I know that immediate outcomes/pleasure is always easier and more tempting than delayed gratification. But it goes as quick as it comes...

There's also something quietly empowering AND comforting about realizing you don't need universal approval to be valid. That not being everyone's favorite version doesn't mean you're failing - it often means you're finally being specific and authentic. And this took me a lot of time to understand and tbh it is still a process.

The people who remain, tend to see you more clearly (while you see yourself more clearly, too). They meet you without nostalgia. They don't ask for the old performance or reference who you used to be as a bargaining chip. They're interested in who you are now - not as a concept, but as a person. Plus, then there's the unexpected bonus: life gets lighter. Fewer explanations. Less negotiation. More ease. The room shifts when you enter it - not because you demand attention, but because you're no longer trying to manage it. A bit like I am explaining in my previous article about the [*power of unmanaged beauty*](#).

The truth is, every evolution comes with an edit. Some connections deepen, some fade, some were always conditional and simply stop pretending otherwise. That's life, and that's information, too.

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When people don't like the new you, it's rarely a sign to go backwards. More often, it's confirmation that you've stopped curating yourself for comfort. And that's not a flaw.

That's the whole point. So be happy and be YOU ♥

