



Authenticity is one of those qualities that everyone seems to admire, yet it often feels surprisingly rare in everyday life. Lately, I have found myself reflecting on it more than ever, largely because I have become increasingly aware of how much our society seems to struggle with it, also through personal experiences. Trust and honesty

have always been among my top values and perhaps that is why the lack of authenticity I encounter affects me so deeply.

I often wonder why so many people find it difficult to simply be themselves, to communicate openly, and to speak their truth - even when it is uncomfortable or risks being unpopular. We live in an age where conversations about self-development, emotional intelligence and vulnerability are everywhere.

Social media is filled with messages encouraging people to "*be authentic*" and "*live their truth*." Yet when it comes to real-life situations, particularly those involving conflict or discomfort, many of us still retreat into old patterns. We avoid difficult conversations, soften our opinions to gain approval or say one thing to someone's face and another behind their back.

One of the biggest obstacles to authenticity, in my view, is the human desire to be accepted. We all want to belong. We want to be seen positively and avoid rejection. Yet in trying so hard to maintain our image, we sometimes sacrifice honesty. We say what we think others want to hear instead of what we actually believe. We suppress frustrations rather than addressing them directly.

Over time, this creates relationships that may appear harmonious on the surface but lack real trust underneath. And I've seen a lot of those.

I notice this most clearly in situations of conflict. When an issue arises, the goal often seems less about resolving the problem and more about discussing it endlessly with everyone except the person involved. Conversations move from colleague to colleague, friend to another friend, from lunch breaks to private messages... and before long, what could have been a simple discussion turns into a web of assumptions, interpretations and resentment. And it just seems so childish if you think about it.

This is where gossip enters the picture, often disguised as harmless venting. And while I understand the temptation - we all need moments to process our emotions - I have become increasingly aware of how damaging gossip can be. The problem is that it rarely creates solutions. It may provide temporary relief, but it seldom leads to understanding, accountability or resolution. Instead, it keeps people stuck.

The issue remains unsolved, relationships become strained and negativity quietly grows beneath the surface. I've always found it fascinating how quickly negativity spreads compared to positivity. One piece of gossip can travel through an office in hours, while a genuine compliment often remains unsaid. We seem naturally drawn to

drama, yet drama rarely leaves us feeling fulfilled. More often, it leaves us feeling drained, cynical and kind of disconnected.

What concerns me most is not only the impact gossip has on the people being discussed, but also the effect it has on the people engaging in it. The mind becomes accustomed to focusing on flaws, mistakes and frustrations. We begin to look for what is wrong rather than what is right.

Neuroscience tells us that the brain strengthens the pathways we use most frequently and I often think about how this applies to our conversations. If we consistently spend our time criticizing, judging and complaining, we train ourselves to see the world through that lens. Negativity becomes a habit rather than an occasional reaction.

### **Authenticity offers an alternative**

To me, authenticity isn't about saying everything that comes to mind or having no filter. It's about integrity. It's about ensuring that the person people see is the same person you are when nobody is watching. It's having the courage to communicate honestly, even when honesty feels uncomfortable. It's being willing to disagree respectfully, to admit when you're wrong and to express how you feel without hiding behind politeness, people-pleasing or indirect communication.

The truth is, authenticity requires courage because there is always a risk attached to it. Someone may disagree with you. Someone may not like what you have to say. Someone may even walk away. You become the “black sheep” in the community, office or friends circle. But authenticity taught me something important: being liked

Authenticity is the new rebellion  
11.06.2026, Zurich



by everyone is not the same as being respected and it certainly isn't the same as being at peace with yourself.

The people I admire most are not the people who tell everyone what they want to hear. They are the people whose words match their actions. The people who can have difficult conversations without making them destructive. Those who choose honesty over image and connection over shallow relationships.

In a world increasingly focused on appearances, authenticity feels almost like a luxury. A rare one. But perhaps that's exactly why it matters so much. Because at the end of the day, trust cannot exist without honesty and vulnerability. Meaningful relationships cannot exist without truth. And genuine connection can only happen when we allow ourselves to be seen as we really are; not as who we think others want us to be.

Authenticity may not always be comfortable, but it is one of the most liberating gifts we can give ourselves. And in my experience, it is also one of the greatest gifts we can offer to others.

In one word: **Authenticity 10/10 recommend.**

