

 **Tupperware**Brands

# CULTIVATING **CONFIDENCE** CONVERSATIONS

---

Resource Guide



# CONFIDENCE MATTERS

For more than 70 years, Tupperware Brands has thrived on the ability to empower women to discover their own confidence by giving them the opportunity to enrich their lives, nourish their families and in turn fuel communities around the world.

Tupperware Brands matriarch, Brownie Wise famously stated, “If we build the people, they’ll build the business” and her words continue to reign true today. In 2017, in partnership with Georgetown University’s McDonough School of Business, we published *The Hard Value of Soft Skills* report that truly quantified Brownie’s original statement. The research discovered that more confident workers are 45% more optimistic about their life and future and 24% more likely to overcome challenges at work. More than that, the research informed our thinking about confidence and revealed a cycle in which it can be cultivated, starting with being capable, fearless, and resilient. The research also pointed to the impact confidence can have on professional and personal success.

This report acted as a catalyst to further the discussion around confidence, and to talk about solutions and change that can help women discover what it means to cultivate confidence themselves.

From this, the **Cultivating Confidence Conversation**\* series was born. These discussions, happening all over the world, focus on action-oriented steps that need to be taken to break down the barriers holding back women’s success and solutions to be implemented that enable a women to feel confident.

Why? Because a confident woman is an unstoppable woman!

We invite you to join the Conversation and empower yourself with more confidence.

\*For more information about Tupperware’s **Cultivating Confidence Conversations**, visit <https://www.tupperwarebrands.com/csr/cultivating-confidence>



INTRODUCTION TO HOSTING  
CULTIVATING **CONFIDENCE**  
CONVERSATIONS

# INTRODUCTION TO HOSTING CULTIVATING **CONFIDENCE** CONVERSATIONS

If you are intrigued by the possibilities that confidence opens up, and would like to explore this topic and share with others, this guide is for you.

The Conversations can take many different formats: they can be a lunch roundtable or a panel at work, a meet-up with a networking group, a video conference or a casual coffee among friends. It's your Conversation to shape and share with those who matter most.

## Start Your Own Cultivating Confidence Conversations

Whichever way you decide to organize your meeting, there are a few basic introductory steps to take in preparation:

- 1 Getting Started:** Identify the “why” and “why now,” including why the topic is relevant to you and your target audience, the format and subject matters to focus on.
- 2 Getting the Word Out:** If you're hosting the conversation at work, ensure that you've gone through the proper channels for approval, finalize the logistics of the conversation and get the word out to potential attendees.

## Timeline

**60 days out:** Getting in touch with leadership; securing necessary approvals

---

**6 weeks out:** Coordinate logistics

---

**30 days out:** Send out an invite to potential attendees

---

**2 weeks out:** Schedule a call or meeting to discuss the flow of the meeting with panelists

---

**1 week out:** E-mail any “homework” to attendees who have RSVPd

---

**Day before event:** Reminder to potential attendees to attend or tune-in, and send any materials that need to be read or watched in advance

---

**Ongoing:** Continue regular communication and updates to leadership, panelists and potential attendees

## 1 Getting Started

Before you reach out to potential attendees, you'll need to establish the foundation for your Conversation.

**“Why” and “why now”:** How is the subject matter relevant to you and your audience? Would a theme make sense?

---

**Format:** Based on your theme, there can be two approaches to your Conversation:

- **Moderated panel discussion:** A designated person leads a panel through questions and engages the audience. “Panelists” can be subject matter experts of your or your organization’s choice.

If the proposed Conversation is in the format of a moderated panel discussion, connect all of the panelists beforehand to review the basic flow for the Conversation and ensure that they are prepared. Some things to consider include:

- How are you going to introduce the relevance of the Conversation, or your theme?
  - Will you have any activities or ice-breakers prior to the discussion?
  - What is the order to discuss the suggested resources and questions?
- **Roundtable discussion:** One person facilitates a roundtable discussion by going through a list of topics and questions, and leading group activities.
- 

**External resources:** Online videos, news articles or studies can be a powerful way to set up, open and facilitate the discussion. (Some suggested resources are included in the Appendix.)



## 2 Getting the Word Out

Communicate your idea directly, and find the appropriate date and venue for your Conversation.

**Coordinate the logistics:** Planning an event, even a small one, requires some coordination of certain logistics. Below are some items to keep in mind to ensure your Conversation goes off without a hitch.

- **Secure Approvals:** In a work or network setting, ensure you're communicating your idea to the appropriate channels and securing the appropriate approvals.
- **Introduce your idea:** To introduce your idea and make a strong case, your introductory communication can include:
  - The “why” and “why now”
  - Recommended date and venue
  - The format of the meeting, whether a moderated panel or roundtable discussion
  - Recommendations for the panelists, if moving forward with the moderated panelist discussion
  - External resources to kick-off the discussion
  - If your proposed conversation includes a virtual conference element, also contact your organization's IT team or begin looking into **video conferencing platforms**, including Skype, Zoom and Google Hangouts.

**Send an invite to your audience that includes:**

- ✓ Date
- ✓ Meeting Location
- ✓ Video conferencing details
- ✓ Panelists
- ✓ RSVP information

---

**Schedule a call or meeting to discuss the flow of the meeting with the panelists.** (See next section, “Hosting Your Conversation.”)

---

**E-mail any pre-read** (external resources to be read/viewed prior to the Conversation) **to attendees who have RSVPd**

---

**Send a reminder to attendees to participate/ tune-in [the day before the event].**

# HOSTING YOUR CONVERSATION

The stage is set. You've secured the necessary approvals, booked the meeting location, confirmed your panelists and invited your guests. On the following page is your checklist to ensure that your Conversation runs smoothly.



# HOSTING YOUR CONVERSATION

Arrive early at the meeting location to ensure everything is in order, greet the attendees and set up video conferencing, if applicable.

Your conversation can take many forms and directions, but we've provided a guideline for you to consider:

## 1 Kick-off:

Introduce yourself and provide background on why you were inspired to host this Conversation.

---

## 2 Emphasize confidentiality and support:

Stress that any personal stories or private information shared during the Conversation should remain within the context of the Conversation. The Conversation should be a supportive environment.

---

## 3 Introductions:

- **Moderated panel event:** If hosting a moderated panel event, introduce the moderator and panelists.
  - **Roundtable discussion:** If hosting a roundtable discussion, ask each attendee to introduce themselves and why they were inspired to join.
- 

## 4 Discussion (depending on the format):

- **Moderated panel:** This will be the time for the panel discussion and audience Q&A.
  - **Roundtable discussion:** For a roundtable discussion, elements can include sharing key learnings from resources, personal stories and other planned activities or goal-setting.
- 

## 5 Wrap-up:

Encourage the group to identify key take-aways, action items and learnings they can apply.

### Take the Conversation Online

Share guidelines on how to promote the Conversation and grow its presence online.

---

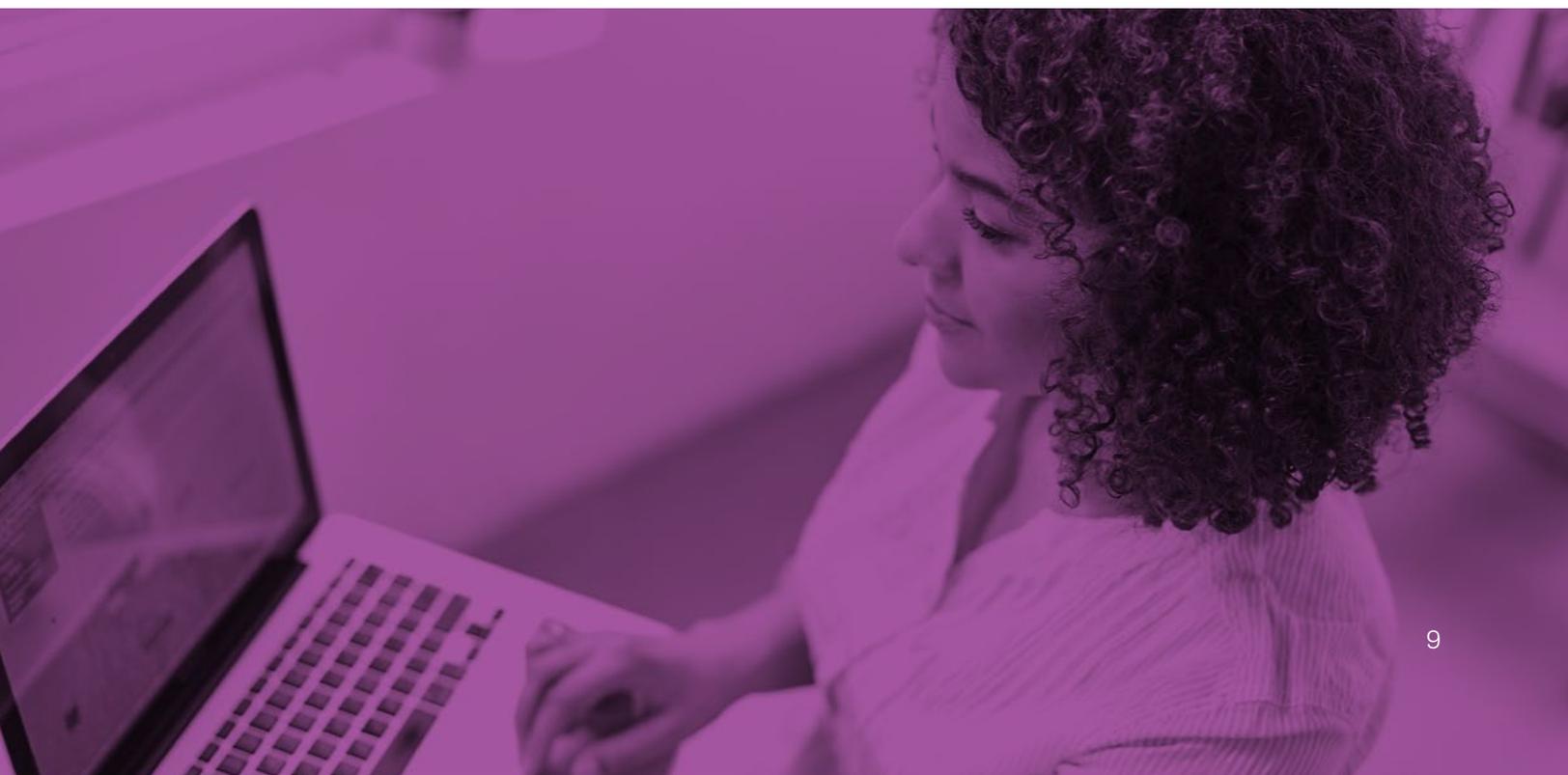
Attendees should share personal takeaways and reflection but avoid tweeting about confidential information or others' personal stories.

---

We'd love to see you continuing the conversation. We suggest you tag Tupperware social handles:

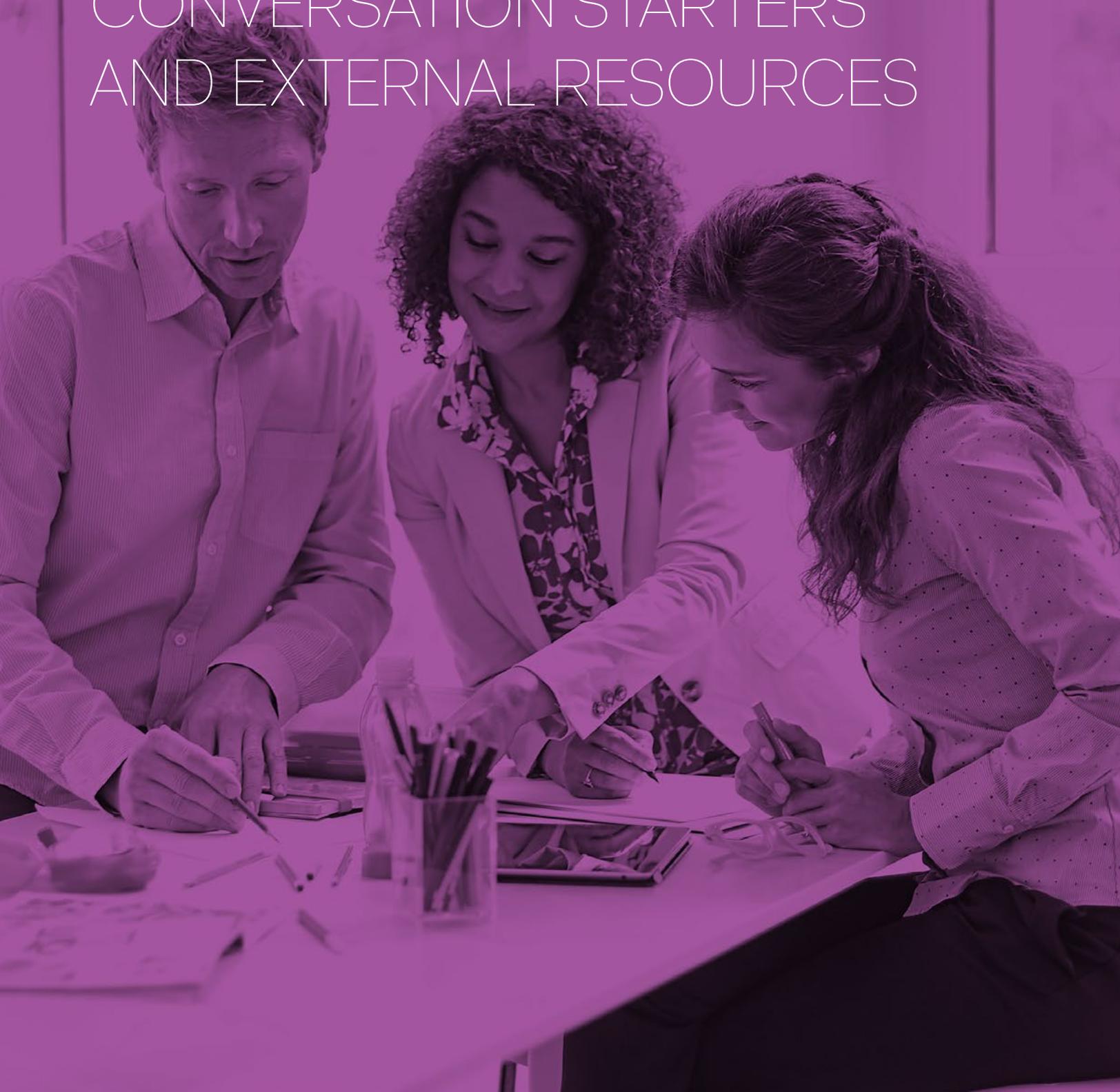
- **Twitter:** [@TupperwareWW](#)
  - **Facebook:** [@TupperwareBrandsCorp](#)
  - **LinkedIn:** [Tupperware Brands](#)
- 

Use the hashtag [#CultivateConfidence](#) to contribute to larger awareness around the Cultivating Confidence conversations.



# APPENDIX:

## CONVERSATION STARTERS AND EXTERNAL RESOURCES



# CONVERSATION STARTERS

**The below questions are thought-starters about the importance of confidence and how it impacts attendees' lives. They can be sprinkled in during different sections in the Conversation to encourage attendees to share.**

## Questions to Ask

If you could tell a younger you to be more confident in a particular moment, what would it be?

---

What are the three ways that confidence would help you grow (at work or in life)?

---

Describe a moment when witnessing someone's confidence inspired you.

---

Share an example of a project that you would volunteer to take on if you had more confidence.

## Challenges to Kick Off

Imagine that you did take on that "challenge project." Identify three concrete steps you can do to ensure a smooth execution.

---

Identify a "challenge project" for the coming month –whether it's a salary negotiation at work, having a difficult conversation or leading a team –and develop three steps to help yourself approach the task.

# LINKS TO EXTERNAL RESOURCES

Below are some external links (not affiliated with Tupperware) that you can share with attendees in advance as thought-starters. These external resources are publicly available online.

## TED Talks

[Why we have too few women leaders](#),  
Sheryl Sandberg

---

[How to make stress your friend](#), Kelly McGonigal

---

[Your body language may shape who you are](#),  
Amy Cuddy

---

[How to build your creative confidence](#),  
David Kelley

---

[Success, failure and the drive to keep creating](#),  
Elizabeth Gilbert

## Articles

**Forbes**, [From 'Me Too' To 'Where Now?' -- Five Ways Women Can Press For Progress](#), by Margie Warrell

---

**Harvard Business Review**, [How Age and Gender Affect Self-Improvement](#), by Jack Zenger and Joseph Folkman

---

**Harvard Business Review**, [Nice Girls Don't Ask](#)

## Studies

[KPMG Women's Leadership Study](#)  
(published [September 13, 2016](#))

---

American Association of University Women,  
[The Simple Truth About the Gender Pay Gap](#)

---

[Hard Value of Soft Skills: Tupperware Brands and Georgetown University's McDonough School of Business Research](#),  
Tupperware

---

[Tupperware and Georgetown Study Indicates Confidence Boosts Business](#),  
Tupperware

## Other Online Resources

**Talks at Google**, [The Confidence to Succeed](#),  
Donna Kennedy

---

**Talks at Google**, [Captivate: The Science of Succeeding with People](#), Vanessa van Edwards

---

**Talks at Google**, [Executive Presence](#),  
Sylvia Ann Hewitt

 **Tupperware**Brands

# CULTIVATING **CONFIDENCE** CONVERSATIONS

---

Resource Guide

