

The Hard Value of Soft Skills: Tupperware and Georgetown Prove Confidence Boosts Business

Tupperware Brands is a global company helping to empower women around the world. For decades, Tupperware has believed that confidence is a business driver for women. An international research study proves the value of cultivating confidence within the workplace.

Whom Did We Survey?

4,000 employed adults from the United States, South Africa, and Brazil

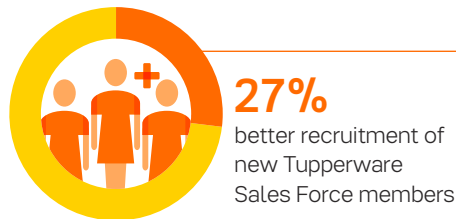


Confidence Benefits the Bottom Line

Workers became more confident when they were told that their organization supported them in making – and learning from – mistakes.

These workers then yielded better and more productive business results in terms of net sales, lead generation and organizational affinity.

Greater confidence yielded ...



Confident Workers Make Their Own Success

Increasing individuals' confidence helps to drive worker productivity and satisfaction.



More confident workers are **45%** more optimistic about their life and future



More confident workers are **24%** more likely to overcome challenges encountered at work



Confidence Matters Across Gender, Geography and Industry

Confidence as a driver of workplace success is universal — it should matter to all businesses and all workers.

It's true:



For both men and women, no matter the organization or workplace



Across countries and cultures — from the United States to South Africa to Brazil



Within Tupperware and among the general public



Confidence Can Be Cultivated — and Teaching It Is Straight-Forward

Contrary to what some think, confidence isn't a fixed trait. Organizations that allow making and learning from mistakes produce more confident, productive and successful workers. **In fact, workers' confidence can be increased by up to 30% if organizations create supportive and empowering workplace cultures.**



This message has to come from the organization, not direct supervisors — and must be consistent and consecutive.