



## **Leader's Guide: Build the People**

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### **The goal of this lesson is to:**

Provide the Manager with the knowledge, tools and skills to develop their team and build meaningful relationships.

### **The objectives of this lesson are to provide Managers with the ability to ...**

- Recognize the Manager's role and responsibilities in the orientation and development of a new Consultant.
- List the important elements of proper kit issue, Grand Opening and Training Party.
- Recognize the importance and goals of maintaining weekly contact with team members.
- Conduct productive Weekly Connect Calls providing support and guidance.
- Plan and conduct monthly Team Meetings.

### **Materials:**

- Name Tags (1 per participant)
- Build the People Workbook (1 per participant)
- Table-top flip chart (or easel with flip chart paper) and markers (optional)
- Welcome Pack Materials /Folder (1 per participant, not included with this guide)
- After the "Yes" Checklist (1 per participant) from Share the Opportunity Workbook
- Blank note cards/envelope (1 per participant)
- Build the People PowerPoint (optional)
- Stocked Feedback Bowl (optional)
- Certificate of Achievement (1 per participant) *printed on cardstock*

### **Key Points**

- The Build the People lesson can be used solely or in conjunction with the other lessons from the New Manager Success System. The lesson can also be used in a Manager Workshop as well as be incorporated into Conference Calls, Webinars and Leadership Meetings.
- The Lesson is designed for a small group of 3 to 5 new Managers and 90-minute delivery time. However, if your group is larger, you will need to adjust to a 2-hour delivery, in order to provide ample time to teach and discuss the objectives.



**Lesson At-a-Glance**

As the Learning Facilitator, once you're familiar with the details of the lesson plan, you can refer to this overview (which includes workbook and slide references) and the workbook as your reference when you facilitate the training. The slides and flip charts are optional but can reinforce the learning points. Suggested duration times for each major topic are noted on this at-a-glance; refer to the Lesson Outline for detailed timing.

**Reference Key:** workbook    handout    slide    flip chart    props/support

Step	Topic	Description	Duration	Visuals/Handouts
1	<b>Opening</b>	Welcome attendees Conduct introductions Review of objectives	10 minutes	Build the People Workbook pg. 1 slide 1 - 3
2	<b>Training Consultants</b>	Activity: Build the People Activity Review the New Consultant training process Activity: Brainstorm Training Opportunities Review Welcome Training Role-play: Welcome Pack Training Discuss Importance of Kit Issue Review importance of Grand Openings Review the purpose of Training Parties Review the Importance of NCO & Success Classes	45 minutes	pgs. 2 - 14 slide 4 – 11 Build the People Welcome Pack After the "Yes" Checklist Why Kit Issue Grand Opening Goals
3	<b>Contact and Connecting</b>	Introduce the importance of Weekly Contact Review how to hold Weekly Connect Calls Role-play: Weekly Connect Call Introduce the Manager's Team Meeting	20 minutes	pgs. 15 - 19 slide 12 – 14
4	<b>Expectations / Motivation / Recognition</b>	Introduce the Power of Expectations Review the Truths about Motivation and Recognition	10 minutes	pgs. 20 - 23 slide 15 – 16
5	<b>Lesson Feedback &amp; Review</b>	Review the key points and ask for feedback	5 minutes	slide 17
6	<b>Challenge/Action Plan</b>	Review the "Build the People Action Plan" Activity: Writing a "Well Done" note card Explain the Activity Coupons	5 minutes	pgs. 24 - 26 slide 18 Thank You Note/Envelope Certificate



## Suggested Outline

### Reference Topic

### My Notes

📄 slide 1

#### 1. Opening

##### Welcome the attendees (1 min.)

- Start by welcoming the participants to the Build the People Manager Success Class.
- Congratulate the Managers for continuing to invest their time in their ongoing development as a Tupperware Manager and leader in our business.

##### Conduct Introductions (6 min.)

📖 pg. 1

- Refer the Managers to **WB page 1** and explain the introductions by asking each Manage

📄 slide 2

- name
- length of time in Tupperware
- how they felt as a new Consultant and why they have remained in the business
- Call for volunteers to begin the introductions. The introduction should be about 1 minute each. Thank everyone for sharing.

##### Review Lesson Objectives (2 min.)

📖 pg. 1

📄 slide 3

- Introduce the lesson objectives by sharing that the goal for today's class is to review in depth Manager Success Habit #4: Build the People by reviewing the knowledge, tools and skills necessary to develop their team and build meaningful relationships.
- By the end of the class, New Managers will be able to:
  - Recognize their role and responsibility in the orientation and development of a new Consultant.
  - List the important elements of proper kit issue, Grand Opening and Training Party.
  - Recognize the importance and goals of maintaining weekly contact with team members.
  - Conduct productive Weekly Connect Calls providing support and guidance.
  - Plan and conduct monthly Team Meetings.

#### 2. Training Consultants

- Introduce this segment by reminding the Managers of Brownie Wise's philosophy: "Build the people, and the people will build the business." That's why Habit #4: Build the People is one of the habits of highly successful Managers.



Reference Topic

My Notes

**Activity: Build the People (10 min.)**

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📄 slide 4

☐ Build the People

- Refer the Managers to **WB page 2** as you explain the activity by asking the Managers to reflect on what Brownie meant by “build the people” and how it relates to new Consultants.
- Draw a T-Chart on the flip chart and write Build the People at the top. Draw a frowning face on the left and a smiling face on the right.
- Ask the Managers to think of the activities they would do or not do that may lead to a new Consultant NOT having a positive experience in the beginning. Get responses from the group, and write responses on the left side of the chart under the frowning face. Possible answers include – no Grand Opening, no training parties, no kit issue or drive-by kit issue, no weekly contact, etc.
- Ask the Managers to think about the activities they should do to make sure the new Consultant has a positive experience. Get responses and flip chart on the right side of the chart under the smiling face. Possible answers should include:
  - Grand Opening within 7 days,
  - at least 2 training parties,
  - thorough kit issue,
  - date their first parties,
  - weekly contact,
  - encourage attendance at NCO, etc.
- Debrief the activity by making the following points:
  - Building relationships and building skills to create success habits is what building the people means. That is the purpose of contact and training.
  - Creating a habit requires a combination of three things: knowledge: “what to do and why,” skill: “how to do,” and desire: “want to do.” When these three areas combined consistently – a success habit is formed.

📄 slide 5

**Review the New Consultant Training Process**

- Set up the next brainstorm by reminding the Managers that Tupperware offers many opportunities for new Consultants to gain the knowledge, skills and desire to create lots of success habits.



Reference Topic

My Notes

**Activity: Brainstorm Training Opportunities (5 min.)**

- Lead a brainstorm by asking the Managers to come up with all the training opportunities available to a new Consultant for building their knowledge and skills. Get responses from the group and write on the flip chart. Possible answers should include:
  - Welcome Training
  - Kit Issue
  - Grand Opening
  - Training Parties
  - New Consultant Orientation and Success Classes
  - Team Meeting (Manager's, Director's, and Org.'s)
  - Field activities
  - Dream Interview
- Debrief the activity by thanking the Managers for sharing and adding any other examples you feel might be missing.

📖 pg. 3

📄 slide 6

- Refer the Managers to **WB page 3** for a list of eight ways to train a new Consultant, reminding them that a Consultant has the Manager and other people to help guide the new Consultant every step of the way to be successful.

📖 pg. 4

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- Refer the Managers to **WB page 4** for a handy at-a-glance reference chart to record the progress of a New Consultant's training experiences. The New Consultant Training Tracker can be used to keep track of the training experiences when the training has been completed.
- Reinforce that the Managers can see at-a-glance who has completed their new Consultant training and may be ready to become a prospective Manager as well as who might need encouragement to complete their training.

**Review Welcome Training (2 min.)**

📖 pg. 5

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- Refer Managers to **WB page 5** as you review the first training opportunity – Welcome Training.
- Remind the Managers that the first training they provide new Consultants occurs right at the conclusion of the interview using the materials from the Welcome Pack and the "Steps to a Successful Start-After the 'Yes' Checklist" which was reviewed in the Share the Opportunity lesson.
- The purpose of Welcome Training is to engage the new Consultant and get her learning and working within her first 72 hours before her kit arrives.



Reference	Topic	My Notes
	<ul style="list-style-type: none"><li>The key components of the Welcome Pack include a 72-hour checklist, dating training with word choices and "catalog wraps" to use as a dating tool for the first parties. Additionally, the pack contains website information on where the New Consultant can find training on how to craft her "30 second commercial" and "I-Story."</li></ul>	
Welcome Pack	<b>Role-play Welcome Pack Training (5 min.)</b> <ul style="list-style-type: none"><li>Pick one of the Managers you can role-play with as you review the Welcome Pack with a brand new Consultant at the conclusion of the interview. Give each participant a Welcome Pack and After the Yes Checklist to follow along.</li></ul>	
After the Yes Checklist		
<input type="checkbox"/> Why Kit Issue	<b>Discuss the Importance of Kit Issue (10 min.)</b> <ul style="list-style-type: none"><li>Lead a discussion on the importance of a proper kit issue. Ask the Managers why they feel this is such an important step. Get responses from the group and flip chart. Possible answers should include:<ul style="list-style-type: none"><li>Ensures Consultants are familiar with the products and the training material in the kit.</li><li>Provides an opportunity to continue building the relationship between the Consultant and the Manager.</li><li>Provides an opportunity for the Manager to address any questions or concerns.</li><li>Reassures the new Consultant that they will receive the support and training needed to be successful.</li><li>Provides an opportunity to discuss expectations and next steps.</li></ul></li></ul>	
pg. 6	<ul style="list-style-type: none"><li>Refer the Managers to <b>WB page 6</b> as you summarize the brainstorm by reiterating the purpose of kit issue is to train, build relationships, reassure, set goals and discuss next steps. And, it's important that this orientation take place as soon as the kit arrives.</li><li>The preferred method of kit issue is always face to face whenever possible, although it can be conducted successfully over the phone when necessary.</li><li>Reinforce that some Managers who live within driving distance of their new Consultant have the opportunity kit delivered to their home so they know for sure when the kit has arrived and can set up an appointment for the kit issue meeting.</li></ul>	
slide 9		



Reference	Topic	My Notes
📖 pg. 7-8	<ul style="list-style-type: none"><li>• Reinforce the use of the 1-2-3 Guide to Getting Started that comes with the kit as a checklist to guide your conversation as well as the “How to Issue an Opportunity Kit” checklist on <b>WB pages 7-8</b>.</li><li>• Explain that even if these important steps are reviewed during New Consultant Orientation, it is beneficial to hear the information multiple times to reinforce the learning.</li><li>• Encourage the Managers to challenge the new Consultant to watch both of the DVDs that come with the kit by a certain date and then set a time where she will call you with her comments and questions.</li><li>• Reinforce that the goal of kit issue is to train and motivate – not overwhelm. There is a lot to absorb, so the Manager is to be aware and observe how their new Consultant is taking it all in, because everyone is different.</li><li>• Remind the Managers that they have additional opportunities to train the new Consultant such as their Grand Opening, NCO, Training parties and during the weekly update call.</li></ul> <p><b>Review the Importance of Grand Openings (5 min.)</b></p>	
☐ Grand Opening Goals	<ul style="list-style-type: none"><li>• Segue to Grand Openings by leading a discussion on the purpose and goals of a Grand Opening. Get responses and flip chart.</li><li>• Possible answers should include:<ul style="list-style-type: none"><li>- Date parties into the next 2-3 weeks.</li><li>- Identify recruit leads.</li><li>- Recruit one or more new Consultants.</li><li>- Model how to demonstrate the products in the kit and have a successful party.</li></ul></li><li>• Reinforce that a Grand Opening should be held within her first 7 days is to get the new Consultant’s business off to a fast start and to help make money right away and clear the kit.</li><li>• Be prepared for potential questions regarding who should get the profit and sales credit from the party. This is an individual decision agreed upon by the New Consultant and Manager. Just remind the Managers that the sooner the new Consultant begins making money, the more likely they will be to remain in the business.</li></ul>	
📄 slide 10		
📖 pg. 9	<ul style="list-style-type: none"><li>• Refer the Managers to <b>WB page 9</b> as you review “How to Conduct a Successful Grand Opening” checklist.</li></ul>	



Reference	Topic	My Notes
pg. 10 slide 11	<ul style="list-style-type: none"><li>Review the "Helping Hand Dating Activity" on <b>WB page 10</b> as a fun activity they may want to use during the Grand Opening to get datings and recruit leads.</li></ul> <p><b>Review the Purpose of Training Parties (5 min.)</b></p> <ul style="list-style-type: none"><li>Explain that another key part of the training experience for the new Consultant is the training party and that some should be scheduled as soon as the new Consultant says "yes" to Tupperware.</li><li>Brainstorm why the Manager would want to encourage their new Consultant to attend training parties? Get responses from group.</li></ul>	
pg. 11	<ul style="list-style-type: none"><li>Refer the Managers to <b>WB page 11</b> as you review "How to Conduct a Successful Training Party" reviewing the points outlined in the workbook, adding examples or additional thoughts from your own experience.</li></ul>	
pg. 12	<ul style="list-style-type: none"><li>Encourage the Managers review their Training Party Checklist on <b>WB page 12</b> so the Consultant will know what to look for during the party.</li></ul>	
pg. 13	<ul style="list-style-type: none"><li>Suggest that the Manager may want to provide the new Consultant a copy of the "Training Party Observation Checklist" on <b>WB page 13</b> and review the checklist as they travel with the new Consultant to the party. They can discuss the new Consultant's observations on the way home.</li></ul> <p><b>Review the Importance of NCO and Consultant Success Classes (1 min.)</b></p> <ul style="list-style-type: none"><li>Remind the Managers that when they review the 72-Hour Partnering for Success Checklist from the Welcome Pack, they will want to make sure they invite the Consultant to attend upcoming training classes such as NCO and success classes to continue the orientation and training experience.</li><li>Emphasize that they need to make sure to write in the dates on the new Consultant's calendar in the Welcome Pack and in her STAR Datebook.</li></ul>	



Reference	Topic	My Notes
slide 12	<p><b>3. Connecting and Communicating</b></p> <p><b>Introduce the Importance of Weekly Contact (2 min.)</b></p> <ul style="list-style-type: none"><li>• Emphasize that besides communicating expectations, keeping consistent, weekly contact with their Consultants is one of the most important things they can do to build a productive, successful and growing team.</li><li>• Explain that it has been proven that role modeling, contact, coaching and support from the Manager and upline leadership can make the difference between a Consultant who is active and successful and one who is struggling and is potentially becoming inactive.</li><li>• Reinforce that a new Consultant is more receptive to their guidance and support in the early months than she ever will be again. The Manager should take advantage of that openness by helping instill and reinforce excellent weekly work habits and a productive focus from the start.</li><li>• Explain that some Managers set up two Weekly Connect Calls with the Consultants – one for development and one for taking the weekly status report. After a Consultant’s first week or two in the business, the weekly contacts should settle into a fairly predictable pattern.</li></ul> <p><b>Review How to Hold Weekly Connect Calls (5 min.)</b></p> <ul style="list-style-type: none"><li>• Explain that the Weekly Connect Calls the Managers have with their team each week are their opportunity to:</li></ul>	
slide 12	<ul style="list-style-type: none"><li>- Discuss accomplishments (such as parties, fundraisers, recruiting and recruit leads, etc.) from the week prior and planned activities for the current week and near future.</li><li>- “Catch them doing something right” by providing just-in-time recognition and reinforcement of the activities and behaviors that will help them reach their goals.</li><li>- Reinforce attendance at upcoming meetings / classes.</li><li>- Determine individual strengths and weaknesses.</li><li>- Evaluate progress toward monthly party, recruiting, and income goals.</li><li>- Schedule any field time if necessary.</li><li>- Determine development areas by asking specific questions and providing applicable suggestions to improve activity and results.</li><li>- Identify team training needs.</li></ul>	



Reference Topic

My Notes

- 📖 pg. 14
- Refer the Managers to **WB page 14** for a "Guide to Weekly Connect Calls." This guide contains discussion topics that will give the Manager greater insight into coaching and guiding their Consultants. The questions help the Manager discover the "little things" the new Consultant might be leaving undone that will keep them from making the money they want to earn.
  - Remind the Managers that the goal is to keep the support and the accountability going! Their workbook contains some thought-starting word choices to get that conversation going and productive.
  - Encourage the Managers to study the "Discovery Questions" word choices so you can be prepared for their weekly calls ahead of time.
  - Emphasize that when a Manager is asking questions in an area their Consultant is experiencing challenges, that the Manager should show empathy and genuine concern. It's equally important that during the discovery part of the questioning that the Manager talk 20% and listen 80%. By doing so, the Manager lets the Consultant know that you truly want to help and provide guidance.
- 📄 slide 13
- 📖 pg. 15
- Refer the Managers to **WB page 15** for some common challenges experienced by new Consultants and a list of potential questions to ask to determine next steps.
- Role-play the Weekly Connect Call (5 min.)**
- Role-play one of the scenarios from the workbook with one of the Managers using the discovery questions and provide suggestions using your own words and experience.
- 📖 pg. 16
- Refer the Manager to **WB page 16** as you summarize the key points suggesting that the Manager can use the Perfect Party Checklist during the call.
  - Debrief the role-play by reinforcing the importance of the Manager's preparation before making the weekly call by understanding where the new Consultant is in the STAR Program and what goals need to be achieved to receive rewards. *(You may need to demonstrate in My Sales where the Manager can view a new Consultant's progress.)*
- Introduce the Manager Team Meetings (5 min.)**
- Explain that when it comes to building the people and connecting with the team, another important tool the Manager can use for both their new Consultants as well as their established Consultants is their monthly Team Meetings.



Reference Topic

My Notes

- Emphasize that when the Manager is ready, they should speak to their Director about tips on planning and holding these meetings.
- Explain that some Managers start off slowly with holding “Team Huddles” either immediately before or immediately after their Director’s Team Meeting and/or Organizational Rally. These huddles can be quick team bonding opportunities and a chance for the Manager to reinforce goals and answer any questions.
- Explain that a Manager’s monthly Team Meeting is an important avenue of communication, relationship and team building between the Manager and the Consultants as well as between the Consultants themselves.

📖 pg. 17

📄 slide 14

- Refer the Managers to **WB page 17** as you emphasize that the purposes of Manager’s Team Meetings are to:
  - Create friendships among all the members of the team.
  - Create and foster team spirit.
  - Provide an opportunity for the Manager to conduct specialized training.
  - Provide the Manager with a place for setting team goals and inspiring the team into action.
  - Provide an opportunity for the Manager to give recognition to the Consultants in front of their peers.
  - Provide updates to the team.
  - Give the Consultants an opportunity to see the Manager as a leader.

📖 pgs. 17-18

- Reiterate that when the Manager is ready they should speak to their Director.
- Refer the Managers to **WB pages 17–18** as a reference guide with “Tips for Your Team Meeting” when planning the training and recognition portions of their own meetings.

📖 pg. 19

- Encourage the Managers to use the “Planning a Manager Team Meeting” worksheet on **WB page 19** when they are ready to begin holding meetings.

#### 4. Expectations / Motivation / Recognition

##### Introduce the Power of Your Expectations (5 min.)

- Reinforce that the Manager’s mission is to create a vision of success for every new Consultant – every single person wants success and the Manager’s job is to demonstrate how to achieve it.



Reference Topic

My Notes

- pg. 20  
slide 15
- Refer the Managers to **WB page 20** as you review each point and add any other key points from your own experience. Make the following points:
    - What they expect from their Consultants and the way they treat them largely determines the Consultant's performance and progress.
    - For example, if a Manager tells a brand new Consultant, "Most of my Consultants hold one party every 3-4 weeks," what is the Consultant going to do? Hold one party a month.
    - If, on the other hand, the Manager tells that same new Consultant, "The successful Consultants on my team hold about 1-2 parties each week. Which days would work best for you for those parties?" What do you think your Consultant is going to do?
    - The Consultant will certainly try to live up to the Manager's expectations of 1-2 parties per week, and though may not always do it, they will be more likely to try than the Consultant who thinks it's okay to hold one party a month.
    - When a Manager communicates expectations, they not only need to provide training on the knowledge and skills the Consultant will need in order to exhibit those behaviors but also communicate the benefits of those activities. This will help to create the desire and, when done consistently, will form lasting habits that will lead to their continued success.

**Review the Truths of Motivation / Recognition (5 min.)**

- pg. 21  
slide 16
- Refer the Managers to **WB page 21** as you introduce the truths about motivation and recognition, making the following points:
    - Motivation is internal.
    - All people are motivated differently but they do things for their own reasons, not yours.
    - Money isn't everything – achievement, recognition, advancement, interest, and responsibility are equally or more important.
    - As a leader, you can create an environment that fosters personal motivation in others.
  - Explain that the second truth concerns recognition. Recognition and especially praise (which costs very little) is a powerful motivator.
- pg. 21  
- 23
- Refer the Managers to **WB page 21-23** for tips to create a motivated team and recognition.



Reference	Topic	My Notes
Slide 17	<p><b>5. Lesson Review / Feedback (5 min.)</b></p> <ul style="list-style-type: none"><li>• Key points:<ul style="list-style-type: none"><li>- The Manager's continuous support, guidance, and development of the new Consultant is critical to both the Consultant's and the team's success so help the Consultant take advantage of the multiple train opportunities available to them.</li><li>- The Consultant will live up to or down to the Manager's belief and expectations.</li><li>- Managers should set aside time weekly to contact each Consultant to gain insight into their business and developmental needs.</li><li>- When the Manager is ready, conducting a monthly Team Meeting will build the team and provide a venue to inform, recognize, train, motivate, and inspire team members.</li><li>- There are many ways to recognize Consultant's efforts through the power of praise.</li></ul></li></ul>	
Thank You Note/Envelope	<p><b>Lesson Feedback</b></p> <p>Ask each participant to share one key idea they learned and how they are going to apply it in their business.</p> <p><b>6. Challenge / Action Plan (5 min.)</b></p> <ul style="list-style-type: none"><li>• Hand out a blank Thank You Note and envelope and challenge the Managers to write a "Well Done" note to someone on their team. The Managers can refer to the "99 Ways to Say Well Done" in their workbook for inspiration.</li><li>• Encourage the Managers to write down their next career goal and to achieve at least three goals on the "Build the People Action Plan."</li></ul>	
pg. 24	<ul style="list-style-type: none"><li>• Explain the Activity Reward Coupons (optional) on <b>WB pages 25 and 26</b> and what they will receive when they complete the activity and redeem the coupon.</li><li>• Hand out the completed Certificate of Achievement.</li></ul>	
Certificate		