



*“Honestly share with us a personal or professional failure  
you couldn’t write if this wasn’t anonymous.”*

To Be Honest...

Where to begin.

TBH...

[to.be.honest.gew@gmail.com](mailto:to.be.honest.gew@gmail.com)

#GEW #TBH\_UK

**TBH (To Be Honest)** is a multimedia platform created for sharing anonymous confessions of professional and personal failures.

Entrepreneurship is essentially a personal endeavour. At TBH we believe that sharing doubts is as necessary as pitching strengths. There's a lot of pressure to project an image of success in the working world, yet everyone stumbles along the way - it's all part of the essential learning process. We set out to create a safe space for anonymously sharing confessions surrounding the theme of failure, hoping this cathartic process would be the starting point for promoting a culture of greater honesty and sharing between entrepreneurs and society.

We, a group of Goldsmiths Creative and Cultural Entrepreneurship MA students, launched TBH in London on 16 November 2015 as part of Global Entrepreneurship Week (GEW).

TBH confessors were present at several GEW events around London including FuckUp Night at Impact Hub King's Cross and Crowdfunding London at Makerversity. Confessions were also collected through social media and a pop-up confessional booth outside Goldsmiths University campus. All participants were asked to answer the following question :

*“Honestly share with us a personal or professional failure you couldn't write if this wasn't anonymous.”*

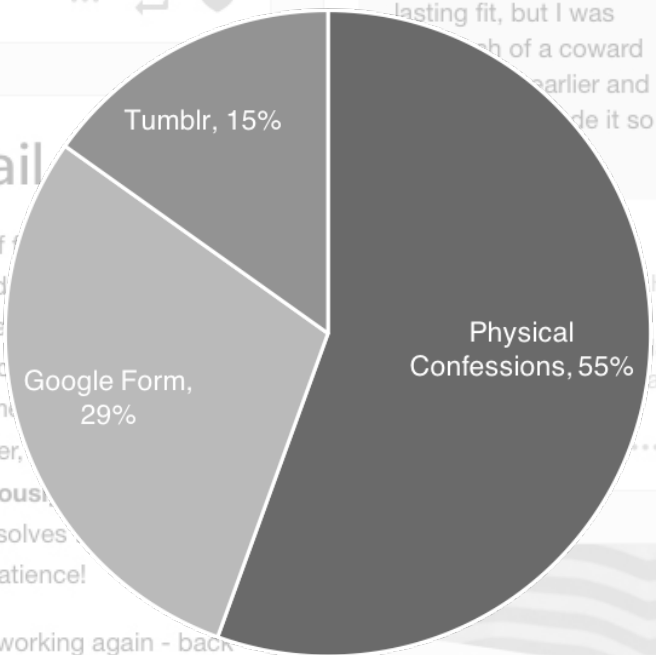
The confessions we received covered a variety of issues, with the most pervasive common concern being a personal sense of inadequacy, of feeling like a fraud.

We found through collecting confessions in person that our project opened a dialogue. The majority of those we approached were encouraged by the cathartic process of opening up, and commented on how they felt it was something they needed. It also sparked a debate among a select few who were opposed to the idea of revealing their weaknesses to strangers, as well as some who outright denied to have ever failed at anything.

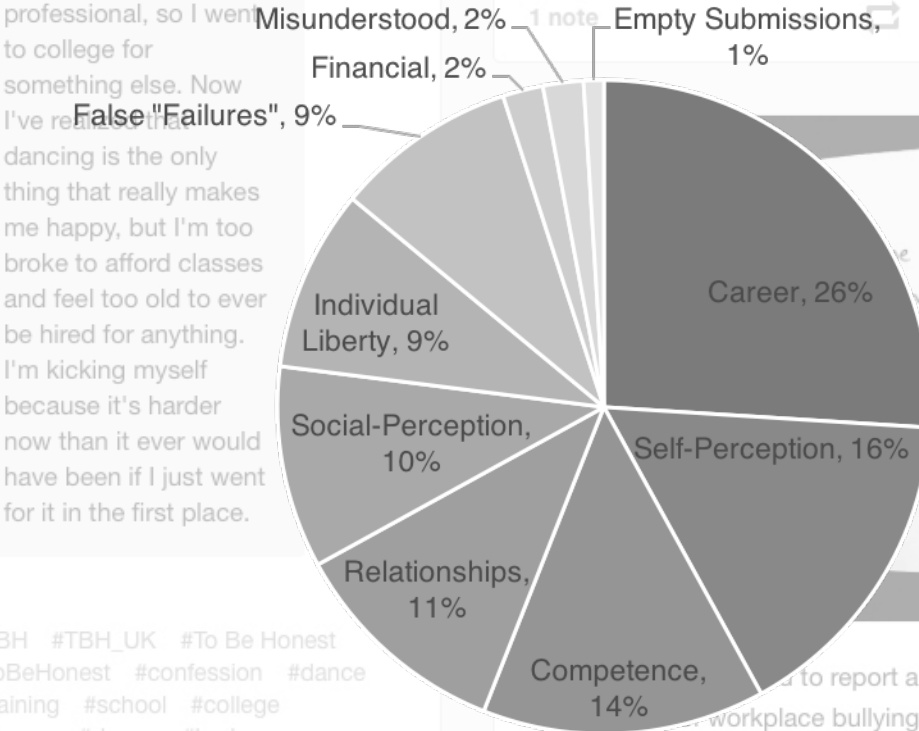
Online engagement was highest on direct posts of confessions, indicating a high number of page lurkers, silently reading and perhaps identifying with the stories of others without comment. Online visibility of the confessions was our main goal from the beginning and we feel that it was reached. Although we can measure engagement, we have no way of gathering data as to what motivated people to visit our sites and how they identified with them.

In general, we can consider TBH's success as evidence of a need for honesty and openness, though we do not know how this honesty could be transferred from anonymous to non-anonymous sharing in entrepreneurship and society. We consider this shift to be of utmost importance for the sustainability and wellbeing of entrepreneurship and hope that the research we have carried out will be a first step towards the achievement of this goal.

## Confessions by source



## Confessions by Type



**Total views: 1,267**



**Total Reach: 12,564**

See Appendix for Additional Data

really feel

know what I'm



## GEW Events

TBH Team was present at several events during Global Entrepreneurship Week:

*FuckUp Night* at Impact Hub Kings Cross

*Crowdfunding London* at Makerversity, Somerset House

*NXCreative Lab: Taste* at Bottle Shop

*FaceEntrepreneurship* at Wayra Incubator

*How to generate great ideas* at Goldsmiths University



## Pop-up Confessional Booth

TBH collected confessions from a broken telephone booth converted into a confessional outside Goldsmiths University.



## TBH Team

Yumi Amamuna

Norhan El Sakkout

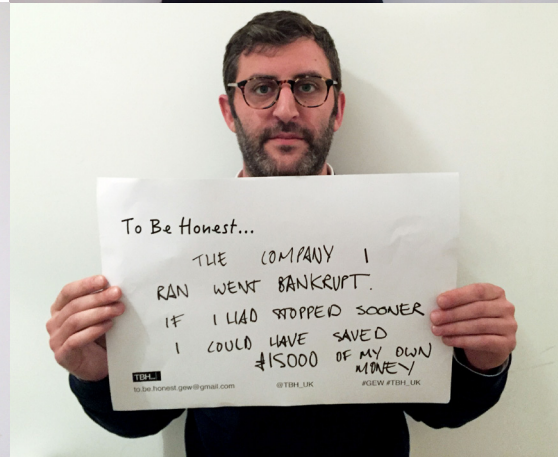
Ben Kreeger

Leah Leslie

Marcello Enea Newman

Daphne Politi

Zosia Poulter



Special thanks to:

Isabel McMullan

Shadi A. Baker

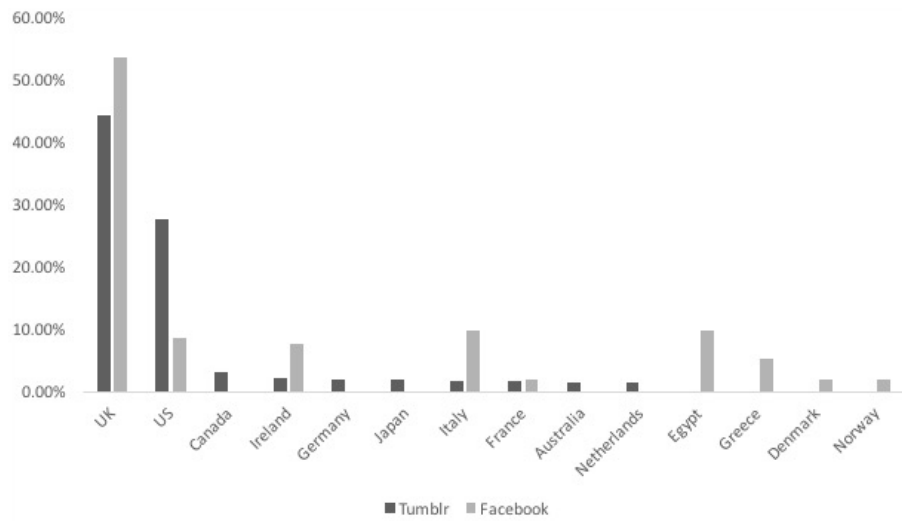
May Wu

Marta Benaglia

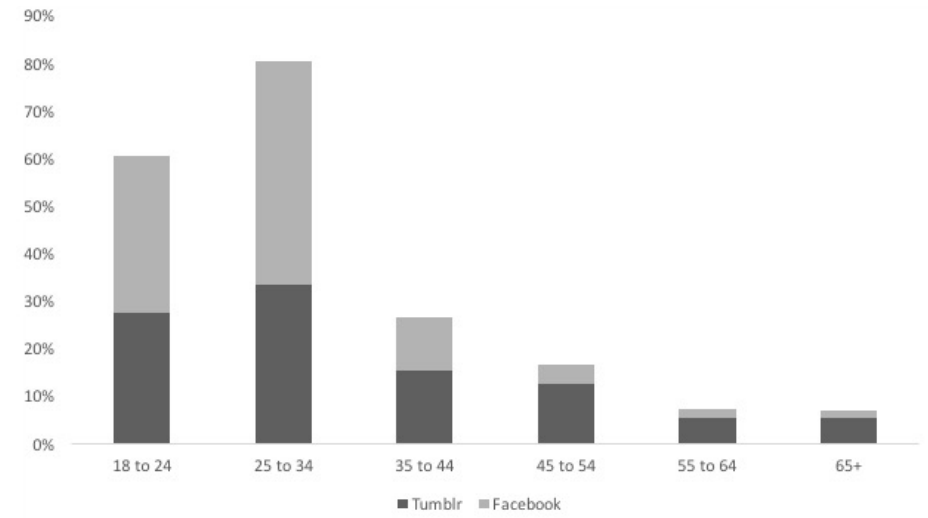


# Appendix

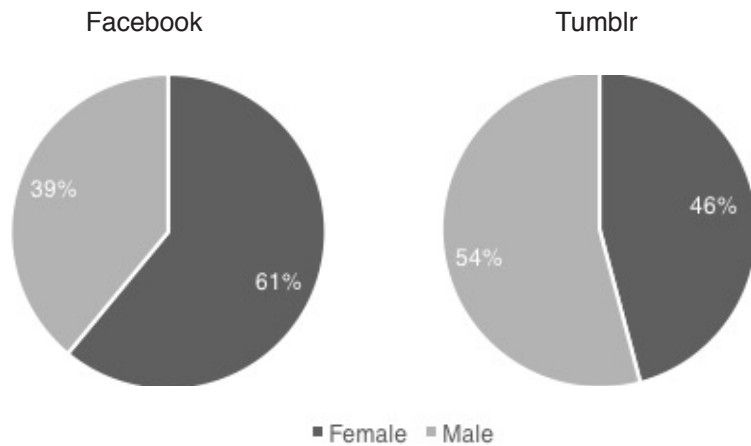
## Followers by Country



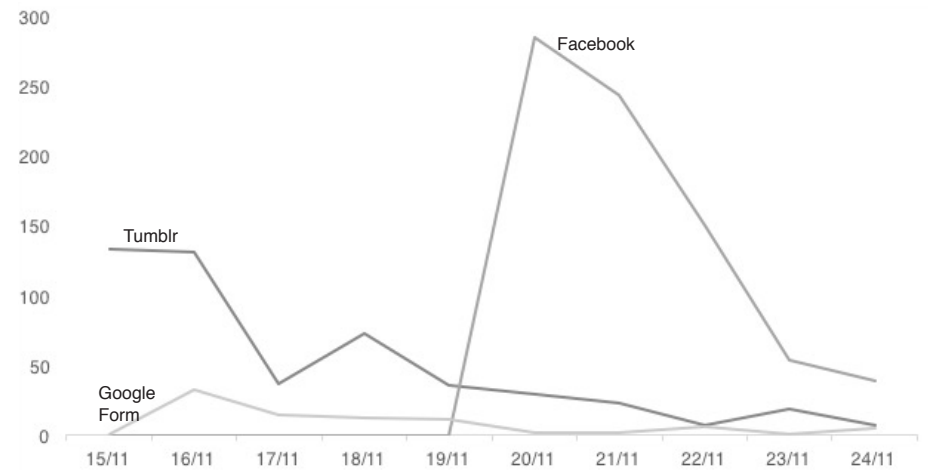
## Followers by Age



## Followers by Gender



## Views per Site



To Be Honest...

I don't care about being  
extraordinary anymore.

TBH...

[to.be.honest.gew@gmail.com](mailto:to.be.honest.gew@gmail.com)

#GEW #TBH\_UK

to.be.honest.gew@gmail.com

www.facebook.com/TBHxToBeHonest

tobehonest-tbh.tumblr.com

I've yet to find professional work where I have a feeling of self importance in what I'm doing. I always work in the background, but it never feels that essential. / I am crap at social media! / I don't care at all about what I do, I am just very good at faking commitment at work and I am afraid I won't be able to this for much longer. / When I had my first performance produced, there was one day we had only 2 audience. but I learned from it! / 洋服選びが面倒臭過ぎて毎日同じ服でいたい。( I want to always wear the same clothes because it' s too much hassle thinking of matching them. ) / Sometimes I get so anxious for no reason and I feel like I'm suffocating myself. / My personal failure is the fact that I choose the university that my parents choose./ I truly believe I'll be 'forever alone' and I'm okay with it. / Αισθάνομαι πως δεν έχω επαγγελματική κατεύθυνση .. ( I feel like I have no professional direction .. ) / I lost my job and couldn't even talk myself out of the worst of it. I didn't gain anything I had right to. I just... let myself to be dealt with as they pleased. / I'm fairly successful in most areas of my life. I'm a best friend to many, a hard worker and I'm very close to my family. But I'm nearing thirty now and I still haven't found love. I feel like an alien... I've dated a bit, but I don't feel romantic connections easily and don't think it's fair to lead people on. I feel like I'm failing a huge aspect of what it means to be human! / STEAL FROM WORK / Is everyone elce as frightened as I am? / I don' t care about being extraordinary anymore. / 今の仕事内容は嫌い! もっと新しいことがしたい! 新しい挑戦がしたい! 海外のネットワークを広げたい! 好きなことがしたい! ( I hate my current job! I want to do and challenge more new things, spread my own international network, and do only what I want to! ) / I' m really high / I stitched up my business partner and then the universe stitched me up. Karma! / I've never managed to make someone fall in love with me back. / I'm not looking for a job because I'm too scared of getting fired. / I used to be beautiful when I was young but I was very self-conscious, and spent all my time worrying about my weight and focusing on my flaws, so much so that I wouldn't go swimming (bikinis!) or properly date because I just wasn't confident. Now that I'm older, fatter, saggier, and alone, I'm kicking myself for not appreciating what I had and for missing out on life. / People come to me for advice and I always oblige, but secretly I want them to fail because I don't want them to surpass me. / I've dreamed of becoming an animator and big time concept artist for YEARS. And now I've finally gotten into a program that can help me do it. But the second something goes wrong all my skills just plummet and I'm just stuck in a standstill. I'm losing my dreams because my motivation absolutely hates me. / I let down the best friend I've ever had in the worst possible way. I'm so sorry. / I'm a healthcare worker, but I have substance abuse issues. Without them I struggle to carry on through my night shifts. I'm not using them to get high, it's more to get by. / I wish I would have told you that I love you before I let you walk away. / I wish I felt as confident and secure in my professional life as I do in my personal life. Despite five years of college and "going places" by outward appearances, I spend my workdays feeling lost, deflated, and insignificant. / I've failed at university by quitting the only subject that has ever mattered in my life, music. Subsequently, I have started courses in a bid to change my life but I never finished them. I'm in dead end jobs that make me unhappy and stressed and I suffer with depression. There have been times often at my lowest where i feel that I am a waste of space, an oxygen thief trying to fight a pointless battle. Unmarried, no kids, no proper career, no home ownership and 36 years old. My parents are secretly disappointed with me. Everyday is a reminder of my failures. / I lack so much 'continuity / perseverance' that I decided to stop working on a greatLoosing temper slightly with a colleague due to being over stressed at work potential product out of fear of failure (and out of fear of having my idea stolen... Yes I am in Egypt where the notion of patent is pretty much inexistent)! Which is the exact definition of failure. / 毎日があつという間に過ぎていく。ときどき、何にも考えずに、床にごろんと寝転がりたい。そして、外から聞こえる音に耳をすませてゴーンとしたい。( Time flies so quickly. Sometimes I want to lie on the floor, stop thinking and just focus on the sounds outside. ) / I hate people who hate people. / I couldn't focus on ANYTHING and this makes me feel that I'm a loser. / I was sometimes too lazy to make some records of conversation between my clients and me, and didn't even remember what we discussed...such unprofessional... / Fear of failing certain others around me is what drives me both personally and professionally. / To be honest..... I'm broken / I consider whatever I do a total failure. I never persist, unconsciously undermining every chance and talent I had or still have. I am over thirty and I never really tried hard to do something. I had dreams, but I just let things happen without trying to build my own path. Now I tell myself once more it's the right time to be strong and determined, but I don't feel confident, I never felt confident and I fear I will be back to the starting point again. / I hate myself for not standing up for what I believe in / I don't know if I'm in the right line of work / I worry if I am going to get fired the next day. / I am not so brave as I want to be . Every day I see all the refugees struggling though the sea to find a new home . I want to open my house and share it with a woman and a child that they have lost their home but until now i do not have the courage because I am afraid of their culture and religion that they are completely strange to me and to my family. / 全部 や め た い。( I want to quit everything. ) / After starting a new job I' ve become really anxious and timid at the workplace. As a result, I come across as jittery, awkward and have been stuttering when I speak. At the end of the day I' m left feeling like an idiot, and reminded of my past self-loathing adolescence when I was severely shy. I know this is mostly stemming from my fear of not meeting their expectations, fear of making mistakes and of course my fear of being fired. / I failed to report a serious case of workplace bullying. My boss undermined and criticised me so much I almost had a nervous breakdown. I wish I' d spoken up, because it' s probably happening to someone else now / I' m afraid I will never figure out what I want to do and won' t have an impact on the world. / I don't think I'm talented enough for this industry. Does this make me a fraud? / FEAR OF FAILURE! (Especially career, but also relationships) I' m thinking Bridget Jones crying, drinking vodka. / I keep telling myself I' m going to start a new project. I' ve been telling myself that for the past 5 years :/ I completely fucked up my chance to do the one thing I really loved and was good at through sheer stupidity and willful denial. Now I'm over thirty and I'm stuck in a situation of having to start all over again in a profession I neither like nor want to work in but I don't have any other options. I'm desperately unhappy and can't get past my regrets. / I can't picture the future being good for me. / I hate how knowing the right people is more beneficial than knowing your stuff. It makes me sick.