



The Professional Portfolio

**A Great Way to Market
Yourself!**



CLARIFICATION

There are two types of Portfolios:

Personal Portfolio
And
Professional Portfolio



Common traits of both the Professional and Personal Portfolio

- Both are designed to encourage and increase self-knowledge.
- Both encourage assessment of strengths.
- Both are designed to help and guide the “owner” in his or her career path.



The Personal Portfolio

- ~ **Personal Portfolio: focus is on personal insight, self-evaluation and career goals.**
- ~ **Very important for use in personal growth and keeping in line with your career goals.**
- ~ **Very informally structured based on owner preference.**



Personal Portfolio may include:

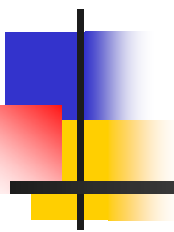
- Wage determination
- Informational interview notes
- Personal and professional assessments
- Journal thought on past work experiences
- Personal goals and career goals
- An education plan
- Job progression plan

Structure of the Personal

Portfolio... *Based on the owner's organizational preferences:*



- Could be highly organized and categorized in a binder
- Could be casually organized in an accordion folder
- Could be in multiple file folders
- Need to be accessible to you as you are career planning



A Personal Portfolio is
NOT
seen by an employer



The Professional Portfolio: A very different document...

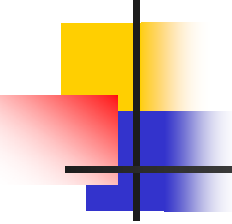
- A Professional Portfolio's focus is on the unique skills I have to offer the employer.
- It answers "The BIG Questions":
"Why should I hire you?"



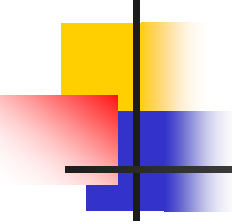
In general terms:

A Professional Portfolio is a document comprised of *artifacts* that provides proof of your skills and abilities.

How will a Professional Portfolio make my job search/career progression easier?

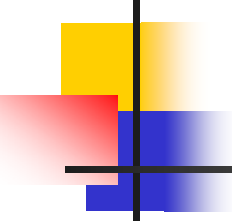


- Provides a lasting impression and picture to an employer to see “who you are” and “what you have to offer”.
- Provides a focus to the conversation (assists in answering the interview questions).



Continued... How will a Professional Portfolio make my job search/career progression easier?

- Provides instant proof of your skills:
Many people have great resumes and can possibly even talk their way through an interview... but then do not prove worthy after an interview.



continued: how will a Professional Portfolio make my job search/career progression easier?

- It may lead to higher salary because your employer has a good picture of your skills...

and

- even if you are currently applying for an entry level position, it may open the door to future management or promotion.



How do I decide what to put in my Professional Portfolio?

- Start with these questions:
 1. *What is your career path?*
 2. *What kind of skills is your industry looking for?*
 3. *What are your strengths?*
 4. *What skills would you like to sell to an employer?*



Self Assessment & Research: A Crucial Step...

- Identify your strengths~
 - Hard skills (are you able to demonstrate)
 - Transferable skills (dependable, prompt, flexible, hard working...)
- Identify the skills employers are looking for in your field~



A Professional Portfolio may include:

- Resume
- Transcripts
- Certificates of training
- Letters of recommendation
- Volunteer awards
- Pictures of achievements or projects
- Unique items from a specific trade



The formal structure of the Professional Portfolio:

The structure should easily demonstrate the content. It needs to make sense to the viewer with minimal guidance.

Conceptualize how you will use your portfolio... How will you make reference to your portfolio?

Options are to either put your portfolio in **chronological** order or in **categories**.

Portfolio development

VS

Portfolio presentation

- Collect any and all artifacts of past and present training, letters of recommendation, examples of projects, volunteer experiences, and certificates.
- When you are ready to use your portfolio...it is time to “assess and filter” to show the most powerful examples of your skills for the specific job.

Assessing and Filtering

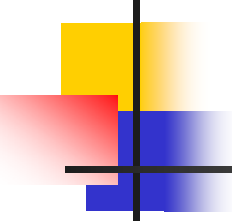
An evaluation of my Professional Portfolio for job search, interviews, and job progression.

- Evaluate the appropriate size and length of your portfolio:
 1. What you include is just as important as what you leave out.
 2. Better to have five outstanding examples than a portfolio loaded with mediocre examples.
- Continue to evaluate your portfolio for better ways to market yourself.
- Continue to network with people in your profession.



Assessing and Filtering continued...

- Review and reconsider any items on a political or social issue unless you know your audience agrees with your content.
- Give brief examples of bulky items such reports, database items, and papers.
- Do not expect a person to absorb more than 6-10 samples when reviewing your portfolio.



When do I use my Professional Portfolio?

Networking

- Evaluating your skills from an employers point of view.

Applying for jobs

- Make reference to your portfolio in your cover letter.
- Bring your portfolio when you are completing applications.

At an interview

- Presenting your portfolio (when and how?)
- Making reference to your portfolio while answering interview questions.



When I use my portfolio?

continued...

Continue pursuit of career goals

- Use at a performance review or an interview for a promotional position
- Maintain a personal positive outlook on the career choices that are available. You are empowered to make a change if you are no longer satisfied with your career, position, job profession, business and responsibilities.



A Review...

Tell me again...
“What’s in it for me?”



For a job seeker

- Easier job search/career changes.
- Help when answering questions in an interview.
- Positive mental health and stress reduction, a place to empower.
- Life long learning for everyone.
 - Value of knowing ones strengths related to retain a job and confidence to do more.
 - Personal satisfaction of accomplishments.
 - Increase self-awareness and self-image.



Any questions?

Recommended resources:

"Portfolio Power: The New Way
To Showcase All Your Job Skills
and Experiences"

Martin Kimelforf (March, 1997)