

# How To Stand Out

**Organize and Prepare A Career Portfolio**  
**Present Yourself To Potential Employers**



# What Is A Portfolio?

- A **Portfolio** is a living and changing collection of records that reflect your accomplishments, skills, experiences and attributes
- It highlights and showcases samples of some of your best work, along with life experiences, values and achievements
- Your **Personal Portfolio** can greatly reflect on your abilities as an individual as well as become a useful tool in marketing yourself to employers and corporations
- It Does NOT take the place of a resume, but it can accentuate your abilities and what you can offer in the chosen field. **The resume gets you the Interview, the portfolio gets you the job**

## **Employers are asking:**

- How much will you cost me to train?
- Can you keep your personal life in order so that it does not interfere with work?
- S.T.A.R. method in interviews/Behavioral-based
  - S**pecific **S**ituation **T**ask Assigned **A**ction Taken **R**esult of the situation

## **Employers are seeking:**

- Proof of current relevant soft skills
- Real work samples

# Why Do I Need A Portfolio?

- A **Portfolio** sets you apart from other applicants and speaks to your skills without saying “I’m good”
- It allows you to be more personal and creative in order to expand your skills, knowledge, projects and experiences.
- It is a method to self-discovery and confidence building
- A **Portfolio** is a diversified way to organize your accomplishments, goals, aspirations and to show your personality.

# Types Of Portfolios

- **Student Portfolio:** Useful in academic setting. It is helpful in continuing your education
- **Project Portfolio:** Used in an academic setting as well as professional setting to show the efforts and steps taken to complete a project
- **Professional Portfolio:** demonstrates your skills, background, accomplishments and experiences. This portfolio is versatile and can be arranged for a specific position or field. For example, a teaching portfolio
- **Online Portfolio:** useful in academic and professional settings. Enables your credentials to be easily accessible via the internet. This should not take place of a hard copy portfolio, but be created in addition to one. Technology fields can benefit greatly with the Online Portfolio
- **Personal Portfolio:** Simply for personal use. This portfolio is a collection or a scrapbook of things that interest you. Can be used as a stepping block to showcase where you are or where you are going

# Information To Include In A Portfolio

- Career, professional goals or a mission statement
- Resume/Cover letter
- Work philosophy
- List of accomplishments
- Samples of work (items produced from previous job)
- Memos or reports (optional)
- Designs and Photographs/Media (optional)
- Transcripts
- Licenses or Certifications
- Evidence of specific skills
- Letters of recommendations and appreciation
- List of references
- Records of community service/volunteer work
- Professional memberships/Networking Contacts

# Career Portfolio Sections

- Introductory title page/philosophy/mission/bio
- Table of contents (chronologically or functionally)
- Resume/Cover Letter
- Work samples by skill areas (soft skills/hard skills/reports)
- Work in progress/continuing education
- Community service/Volunteer work (transferable skills)
- Professional memberships and performance reviews
- Degrees, certifications and awards
- Photos and/or Media
- References
- Personal interests

# Skill Areas That Employers Want

- Analytical
- Communication (Oral & Written)
- Computer Skills
- Creativity
- Decisionmaking
- Flexibility
- Interpersonal
- Leadership
- Listening
- Multicultural
- Understanding
- Organizational
- Problem Solving
- Research
- Teamwork
- Time Management



# Portfolio Showcase Tips

- Include introduction and table of contents
- Organize work samples by skill areas
- Keep a consistent format
- Don't include original documents
- Don't punch holes in documents; use sheet protectors and dividers
- Use quality paper & captions
- Use a high-quality printer
- Don't use too many fonts
- Be creative
- Tailor your portfolio to include relevant information to the opportunity you are seeking
- Observe a maximum of 10-15 artifacts/avoid page numbers
- Consider having a copy of your portfolio or important parts to leave behind

# When To Present Your Portfolio

- In an interview to illustrate skills you are asked to describe
- To show concrete proof of your accomplishments as they relate to the opportunity at hand (do not send with resume or application package unless asked)
- In job performance evaluations to remind employer of your contribution and accomplishments, group and individual.
- To ask for a promotion or a raise (negotiation tool)

# Purposes Of The Portfolio

- **Self-assessment:** who you are and what you want to do
- **Repository for necessary documents:** keeps everything for the career together
- **Interviewing tool:** sell yourself with credibility
- **Performance appraisal tool:** show supervisor your work strengths
- **Negotiation tool:** it brings fact-value to the table
- **Legacy Value:** something to leave behind for your organization and the people you serve as you move into the next phase of your career or new ventures

# In Summary

- Everyone can use a portfolio to manage their professional or career assets and showcase their potential
- The very act of organizing your portfolio brings clarity to your career direction.
- This process requires reflection and analysis
- When you organize the samples in your portfolio, you begin thinking broadly about your collection of talents. You think deeply about who you are
- You will be prepared to tackle opportunities with great enthusiasm

# Quote

**“Every Minute Spent In Planning Will Save You Two In Execution”**

**Enjoy The Process**

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