

Career Portfolio Development - Part 2

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Continued from Vol.1 No.25

Last week we talked a little about targeting your portfolio for a specific industry or job interview. This week we will continue to explore the different types of portfolios one can develop. Today we will learn about: ❶ Categories, ❷ Types, and ❸ Formats.

In the early developmental stages of a portfolio one should not become confused as to which portfolio style to choose from. Because assessing the audience is priority in organizing and presenting a portfolio. What I mean by this is that a portfolio is a unique tool that communicates to an audience on various levels of:

- Emotion
- Quality
- Analytical
- Intangible (Flexibility, humor, persistence, etc.)
- Facts (Numbers, Statistics, etc.).

❶ **Categories:** There are two main categories: Professional Portfolios and Personal Portfolios. I will deal primarily with Professional Portfolios in these articles.

❷ **Types:** There are many types of portfolios for different situations. Here are a few:

- Career Portfolio (Documenting your career)
- Job Search Portfolio (Designed for maximum effect during job searching)
- Career Advancement Portfolio (Designed to assist in the process of asking for a raise or position)
- Lifelong Learning Portfolio (Documenting your lifelong learning)
- Military to Civilian Portfolio (Designed for a transition from military life to civilian life).

❸ **Formats:** This is the format in which the artifacts are presented. There are three major formats:

- Chronological (Work experience, Education, Awards & Certificates, Special Skills, Personal accomplishments)
- Functional (Travel experience, Sales & Marketing, Customer service, Management experience)
- Thematically (Who is Jake ?, What has he done ?, Where is he going ?, Why should I hire him ?, Does he really have a s.m.a.r.t plan ?).

Tip #2: Presenting a visually stimulating portfolio to an employer can be a very satisfying experience. The first place to start is with the actual presentation binder. Most portfolios are developed on letter (8½ x 11) paper. This can be challenging when choosing a binder that will look professional while still accomplishing the goal of impressing the employer. The reasons for this are that no one has yet developed products specifically designed for this use. After much research I have found that Staples carries a "Presentation Binder" that has clear plastic sleeves which are perfect for portfolios. If you want to see a picture of them and find out their pricing please go to <http://www.careerportfolios.org> under "Presentations".

Next week...How do portfolios become "Employability Insurance"?

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