

## WNYEC Best Practice / Differentiator

<b>Portfolio</b> (area)	<b>Portfolio "Brag Book" and "Leave Behind"</b> (subject)
Donna C, Wally K, Jim W (team)	April 19,2010 (revision date)

Best Practice Topic	Best Practice Description
(1) What is a job portfolio?	<p>It is a job-hunting tool that gives employers a complete picture of who you are (experience, education, accomplishments, skills), and what you have the potential to become. A job portfolio contains a collection of the best examples of your work. It showcases what you excel at. It offers a unique opportunity to present your accomplishments and skills in the interview. It is an expansion of your resume much like LinkedIn is.</p> <p>The portfolio is a great tool for an interview but it is also a convenient resource for the job seeker to organize and quickly access all those documents and information that potential employers are looking for.</p>
(2) Benefits of having a portfolio	<p>The interviewer can quickly see the time and effort you put into pulling all your work together selecting the best examples and putting them into a binder you can take to the interview. This shows your organizational skills.</p> <p>It let's them see how good you really are, eliminating any question of you exaggerating how good you are or what you can do; words alone are cheap.</p> <p>The confidence it takes to let your work speak for itself is impressive and makes you stand out.</p> <p>It gives you a rare edge in interviews and gives the interviewer a much clearer idea of what you bring to the company.</p> <p>Without it, you are missing a great opportunity to prove you are the dream candidate for your dream job.</p>
(3) Types of Portfolios	
a. Comprehensive	Contains a representative sample of your work. This style is great if you are targeting more than one career field. This is a more general portfolio style.
b. Targeted	Contains samples that focus on a particular subject. Shows your depth of your experience in your area.
c. "Send Ahead" or "Leave Behind"	Contains the resume, biography (optional), letters of recommendation/testimonials, business card, cover letter, references.
(4) Building Your Portfolio-Supplies Needed	
a. Binder	Professional three-ring binder. Dark color (black) zipper optional. 1" Capacity
b. Sheet Protectors	Recommend Clear Super Heavyweight
c. Tabs or Dividers	Make sure to buy extra wide dividers (so that they are wider than the sheet protectors)
d. Cover/Title Page	Make sure to include your name. Optional-photo
e. Table of Contents	With a number tab system (Avery) or labeled tabs. This makes documents much easier to find during an interview. This shows your organization skills.
(5) What to Include in Your Portfolio	This is where you get to be creative and decide what you want to include and how to organize it. Below is a list of suggested items.
a. Resume	Keep a few copies of your resume in the sheet protectors so that you can easily distribute them during an interview.
b. Samples of Your Work	Include reports, papers, studies, brochures, projects, presentations, writing samples, written descriptions of major projects, product examples in photo form. These clearly show you have done what is on your resume and show your level of skill and quality.
c. Research, Publications Reports	Published books, papers, reports and conference proceedings.
d. Awards and Honors	Certificates of awards, honors, scholarships.
e. News Paper Clippings	Did you save the company big \$\$\$ or did you project make an impact on the community? Sometimes companies make public announcements in the newspaper or featured in a magazine or journal - that is impressive and the portfolio is the place to showcase your accomplishment to your next employer
f. Conferences and Workshops	A list of conferences, seminars, and workshops you've participated in and/or attended.
g. Education	Copies of College Transcripts, Diplomas, Licenses, and Certificates. Note: It is becoming more common for perspective employers to require official college transcripts so you may want to have a couple on hand just in case. An "unofficial transcript" is fine for inclusion in your portfolio.
h. Professional Development Activities	A listing of professional associations and conferences attended, training and certificate courses completed. Examples: Dale Carnegie Leadership Training; Evening Management course at UB
i. Volunteering/Community Service	A description of community service activities, volunteer or pro bono work you have completed, especially if it relates to your career.

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j. References	List three to five people (include full names, titles, addresses, phone number, email address) who are willing to speak on your strengths, abilities and experience. Three of your references should be professional (a former supervisor).
k. Letters of Recommendation/Testimonials	From customers, clients, colleagues, past employers, professors, etc. You may even want to include past employer reviews and evaluations (good ones!).
l. Business Card	* See Best Practices for Business Cards
(6) How to Use the Portfolio in an Interview	<p>Recommend taking your portfolio along on every interview. Since each interview is different, you do not have to open it if it does not feel right!</p> <p>Remember the interviewer is in charge. Don't take over the interview with your portfolio. Use your best judgement on when and how to introduce your portfolio.</p> <p>If the job is clearly not a fit, or if you feel interviewer will be overwhelmed, keep it tucked discretely out of sight. If confident, lay it out at edge of desk. You can mention you brought it along in case they wanted to see some samples of your work.</p> <p>Since all the material in your portfolio is contained in an easy to open 3-ring binder, individual pages can be removed and handed to the interviewer.</p>