

Step Into Your Power: Career Portfolios

Event Handout



SESSION GOALS

1. GET ORGANIZED – Set yourself up for success
2. DISCOVER TOOLS AND LEARN TERMINOLOGY
3. "CAREER PORTFOLIO" – Compile examples of your work that set you apart and help others see why they need to interview you!
4. INTERVIEW RESPONSE FORMATS – Prepare a running list of interview response examples (& practice them)!
5. "LEAVE BEHIND" – Gather research on the position you want and why you're a good fit.



Get Organized

Start tracking projects, work experiences, and results in a spreadsheet or document.



“Career Portfolio”

Think of this “professional” portfolio as a collection in progress, a place where you store those things related to your training, work experience, contributions, and special accomplishments. It is a place to document all your work-related talents and accomplishments so you have a good sense of your “assets.” As you gain a clear understanding of your lifework story, you’ll increase your ability to see your potential communicate it to others. This insight can assist you assessing where you are on your career track.



“Career Portfolio”

- Personal Brand Statement
- Resume
- Results Delivered



Build Interview Tools



“Know the **stories** they want you to **share** and the **impact** you had.”





S

Situation

Describe the situation when it took place and what was involved.

This is your opportunity to set the scene.

T

Task

As a result of this situation, what needed to happen?

Explain the tasks that needed to be completed to resolve the challenge

A

Action

Here you'll want to provide details about the actions taken to reach the achieved goal.

What was planned and for when?

R

Result

What was the outcome?

Describe a clear resolution - an ending to the challenge you outlined in your situation.

Can you share an example of a time you've shown **initiative** during your career?

1. Situation: When I was a PR coordinator, I supported my line manager on all client campaigns. We prepared all the work together, but she always presented pitches and results. Unfortunately, she had an accident just before a major pitch and was unable to work.

2. Task: We still needed to finalize the details of our pitch and polish the presentation. It needed forecasted figures added and for internal approval to be signed off. I volunteered to step up and lead the management of the pitch, including the presentation to the client.

3. Action: I called an emergency meeting to coordinate the efforts of the creative, media and finance teams. We worked out our priorities, forecasts and identified everyone's tasks over the upcoming weeks, including who would do what for the presentation. I was going to lead so I scheduled mock presentations to prepare. I made sure I would have the final concepts and forecasts two days before the pitch.

4. Result: By preparing with plenty of time, I felt confident going into my first pitch without my manager. The client appreciated our attention to detail and the pitch was warmly received. They adopted the campaign, and I got a promotion a couple of months later.

PARADE METHOD

P

Problem



What is the problem you or your organization faced?

A

Anticipated
Consequence



What consequence did you or your organization face if this problem continued without resolution?

R

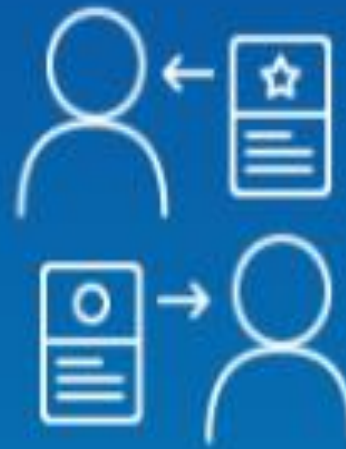
Role



What was your role in resolving this problem?

A

Action



What consequence did you or your organization face if this problem continued without resolution?

D

Decision-Making
Rationale



Explain why you decided to take the action that you did.

E

End-Result



What is the problem you or your organization faced?



"Leave Behind"

Sometimes referred to as a resume addendum, a leave-behind is similar to a portfolio in that it's a collection of documents and work samples directly related to the position that showcase your abilities and skills in a real and practical way.



"Leave Behind"

Demonstrate why you are a good fit for the specific position.