



## CHAPTER 7



Helene Martucci Lamarre Karen McClughan

# PROFESSIONAL PORTFOLIOS: A WAY TO PROVE YOURSELF

EVERY JOB IS A SELF-PORTRAIT OF THE PERSON  
WHO DOES IT. AUTOGRAPH YOUR WORK WITH  
EXCELLENCE.

Unknown



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- Portfolio skills assessment
- Selection and type of samples
- Planning the portfolio
- Primary skills area
- Formatting the portfolio
- Tips for increasing portfolio impact
- Electronic portfolios
- Using your portfolio



# CAREER FOCUS CANADA

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### SKILLS & ABILITIES TO SHOW IN YOUR PORTFOLIO



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- Problem-solving skills
- Communication skills
- Resource allocation skills
- Technical skills
- Teamwork skills
- Leadership skills
- Conflict-management skills

- Self-confidence
- Initiative
- Quality
- Drive
- Imagination
- Flexibility
- Goal achievement



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### SELECTION OF AND TYPES OF SAMPLES



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- Resumé
- Statement of Career Goals
- Work Samples
- Certifications, Diplomas, Degrees, and Awards
- Community Service
- Academic Record
- Letters of Recommendation
- Electronic Materials



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- Planning the Portfolio
  - Sample Message
  - Sample Goals Statement



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- Primary Skill Areas
  - Technical skills
  - Transferable skills
  - Functional skills
  - Personal skills



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- **Formatting the Portfolio**
  - Visual perception tips
  - Upper left to lower right
  - Strongest visual element
  - Larger items more important
  - More attention to colour



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- **Tips for Increasing Portfolio Impact**
  - Increase visual content
  - Create a visual identity
  - Keep formatting consistent
  - Remember that less is more





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- Electronic Portfolio Advantages
  - Employers can view at their convenience
  - Employers can spend more time
  - Convenient to share with others
  - Easy to update
  - Colourful, creative, dynamic
    - Can contain audio and video
  - Demonstrates computer savvy



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- Using Your Portfolio
  - Mention that you have it with you
  - Use it to demonstrate skills
  - Be cautious about leaving it
    - Leave only for short period of time with confirmation of pick up
  - Leave small samples instead