

The background of the cover features a complex, abstract design. It includes several overlapping, semi-transparent clock faces with various colored hour markers (yellow, blue, green). Sweeping, fluid lines in shades of gold, blue, and red curve across the composition, creating a sense of motion and time. The overall aesthetic is modern and professional.

**Career  
Portfolio**

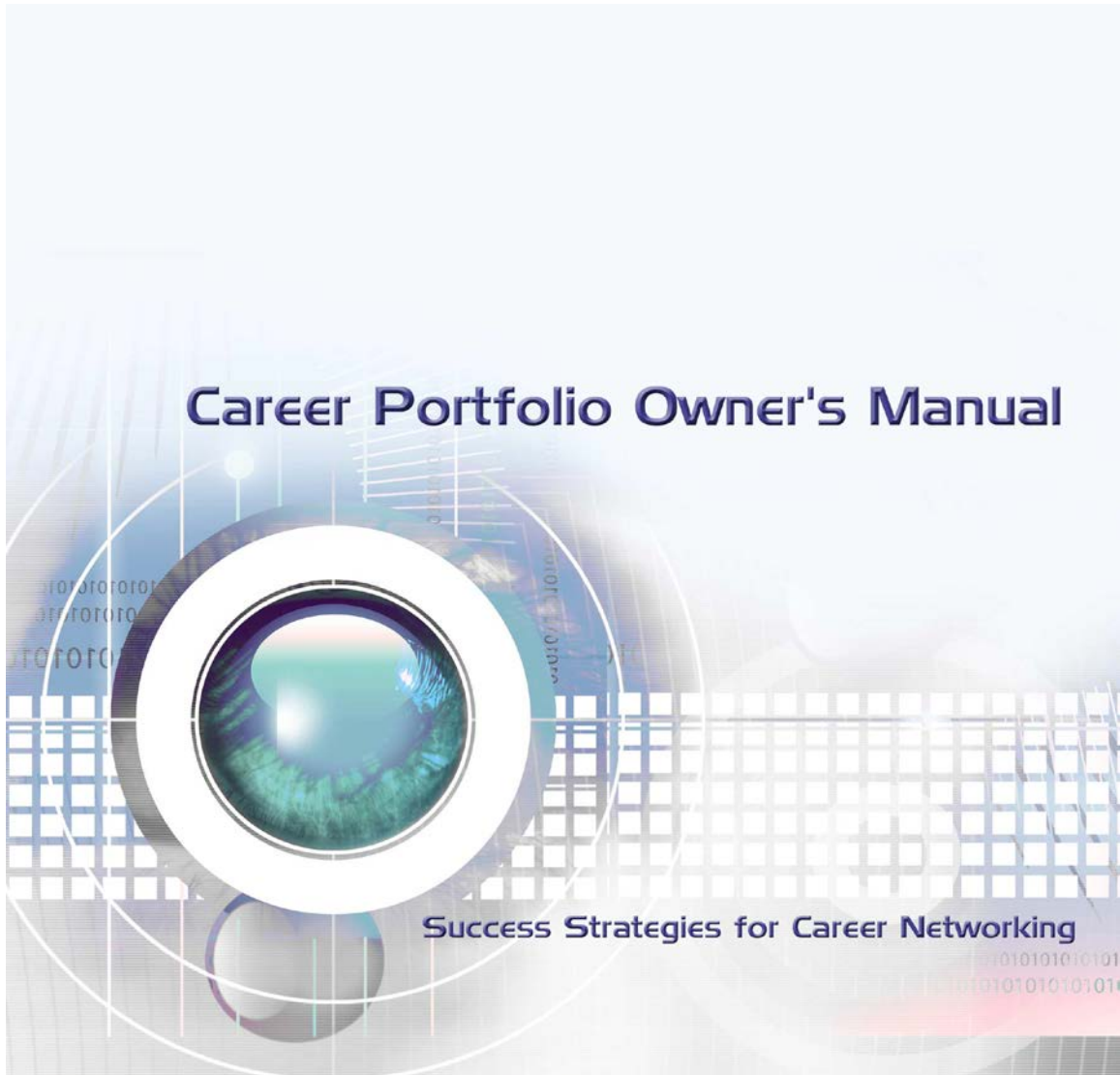
**Owner's  
Manual**

## Career Portfolio Owner's Manual

*Success Strategies for Career Networking*

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*Note: The publisher reserves the right to make continuous improvements in its software. Should you notice any differences between the owner's manual and the web portfolio software, follow the on-screen instructions.*



# Career Portfolio Owner's Manual



## **OVERVIEW**

### **What is a Career Portfolio?**

#### **Your Professional Online Identity**

A professional career portfolio is a 21st Century web-based networking instrument that conveys your unique value proposition to decision makers.

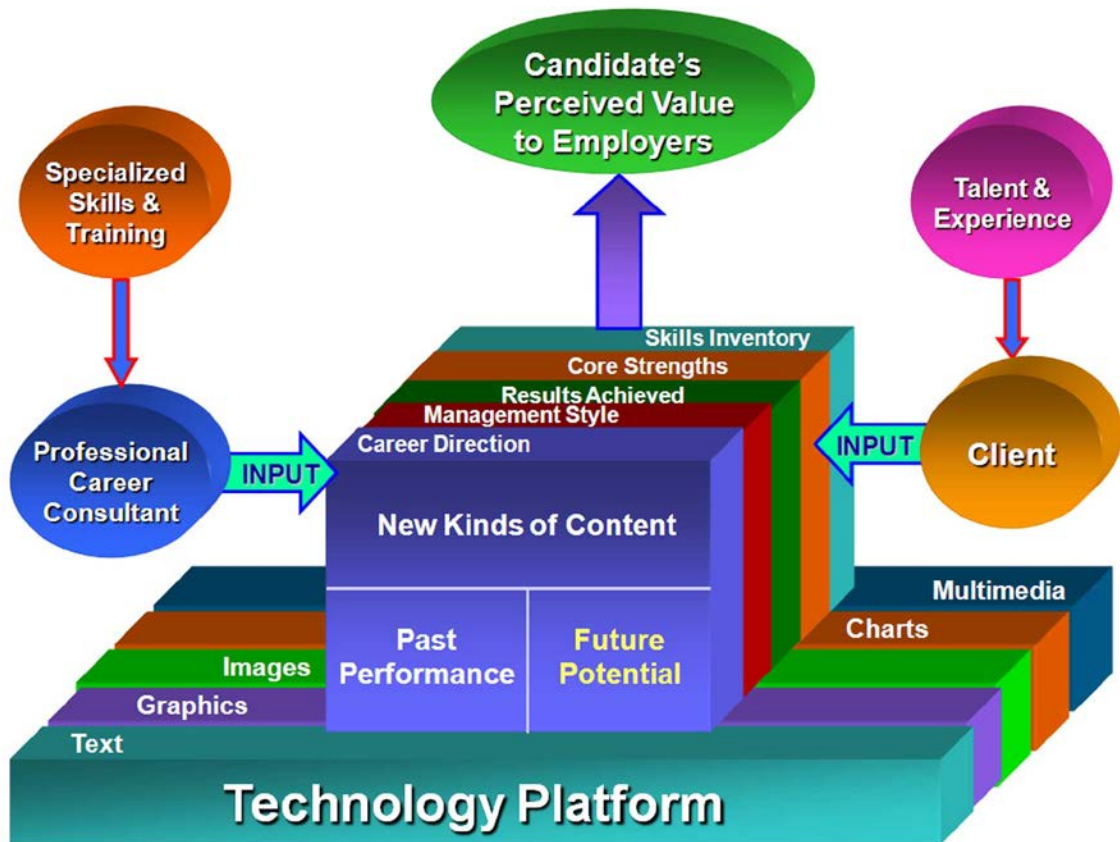
Your portfolio can encompass your presentations, publications, charts, graphs and work samples, ensuring that you are presented in the best possible light. It enhances your reputation and your prestige, positioning your focused message in the minds of decision makers, and increases your authority and credibility. No other career tool can provide the benefits of a professional web portfolio.

#### **Competitive Edge**

Career web portfolios leverage the multi-media power of the internet to deliver information-rich content which enables candidates and hiring managers to rapidly understand each other. Developed and used properly, a career web portfolio provides you with a competitive edge and differentiates you from other candidates. It is also an indispensable tool for business and career networking in today's interconnected world.

#### **Business and Professional Networking**

Today's candidates are networking in a high-tech, web-enabled world. A professional portfolio portrays you as up-to-date, web-savvy and a self-promoter. It introduces you and your achievements in a unique, elegant way, helping you to promote yourself in your company, your industry, your community and your profession.



## Creation of your web portfolio

You have a lot at stake in your career. Your web portfolio should deliver the greatest possible value to you in advancing your business and financial interests. To achieve this, your portfolio needs to educe the maximum possible mileage from the internet medium in conveying a powerful message to the organizations you want to work for.



Building extremely effective career portfolios requires professional training and skills which are not intuitively obvious even to highly educated people. Therefore, you need the assistance of professional career consultants who are highly skilled in the art of portfolio development to ensure you receive the highest quality web presence.

Your career consultant will incorporate new kinds of information about you into your portfolio which will help strengthen the business case for your candidacy with prospective employers. They will also share with you the many ways to use your career portfolio in business networking to ensure you obtain the fastest possible results.



## Process and features

Your career portfolio will be made to meet rigorous standards of excellence for best practices in portfolio design, formulating content which effectively conveys your unique value proposition to prospective employers.

You will be notified when your web portfolio is ready. Your portfolio's text content is assembled using the source data you have provided, together with the discussions you have had with your career advisor. Occasionally, inaccuracies enter this process. When your portfolio is ready, you should carefully review it for accuracy and, if you discover any errors, please notify your advisor so they may be corrected.

Bear in mind that your portfolio has been developed by professional designers with specialized skills and knowledge, and years of experience designing effective career portfolios. Your career advisor will use proven marketing and branding principles and in-depth knowledge of the job market to produce an effective portfolio for you. Unless you have considerable expertise in these areas, your suggestions may not be improvements.

Your portfolio will *not* be registered with search engines. The portfolio does not magically generate leads, nor is it a substitute for good old-fashioned preparation. Rather, it augments the resume, job search and interviewing process.

Your online portfolio is a permanent career asset which can serve you in advancing your career interests through business networking for many years. Your career portfolio is hosted on a powerful, dedicated web hosting server with data security and privacy protection. At the conclusion of your career services program, you will be able to renew the web hosting for your portfolio.

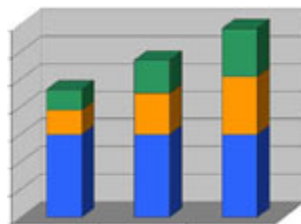
## Graphs and Charts

The portfolio's ability to display quantified achievements in visually-impactful graphs and charts helps to create a compelling business case for the client's candidacy. Quantifying achievements becomes more important than ever for portfolio clients.

A well done career portfolio quantifies, wherever possible, how much total value in dollars the candidate has created directly or as part of a leadership team, such as:

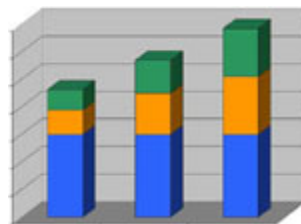
- Revenue enhancement
- Cost savings
- Customer satisfaction
- Employee productivity
- Inventory turns
- Profit improvement
- Production efficiency
- Expense avoidance
- Customer retention
- Return on investment

Think about what areas in which you have achieved measurable results. For example:



Year	Sales
2012	\$68M
2013	\$89M
2014	\$121M

- OR -



Year	Productivity
2012	74%
2013	82%
2014	91%

## Artifacts

Your portfolio's text copy impresses itself on your audience's left brain. Images, artwork, graphs, and the use of colors engage their right brain.

Decision-making is a whole brain activity. People respond not only to what you say, but how you say it. Given two candidates with comparable credentials, the candidate with the most compelling presentation has the greater chance of success.

Images that showcase your career successes cogently demonstrate the value you can bring to a hiring organization. Also, they tend to enhance the realism of your success in the minds of decision makers.

You can get all of these factors working for you with the intelligent use of imagery in your portfolio. To find images that add strength to your candidacy, think about the kinds of images companies put into their annual reports, such as photos of managers receiving awards, speaking to groups, and leading teams. Many professionals also create items that can be effectively displayed, such as business or consumer products or processes.

If you have any of these images, forward them to your career advisor for incorporation into your portfolio.









A career web portfolio can showcase your career in a way that is not constrained by a resume. It enhances and animates key information about you and your achievements.

You may include graphical artifacts (such as images and charts) in a career portfolio which add greater depth and dimensionality which strengthen your candidacy. Ask yourself if you have any of the following:

- **Charts** – Organization charts, bar charts, graphs, etc.
- **Presentations** - Copies of management presentations you have made highlighting measurable results of major projects or areas you were responsible for.
- **Spreadsheets** - Copies of spreadsheets containing measurable results of major projects or areas you were responsible for.
- **Publications** - Copies of articles written about the you or presentations you have made to professional associations.
- **Awards & Recognition** – Awards, recognition, endorsement letters.
- **Assessments** – Myers-Briggs; 360 Feedback, Mind maps, Skills maps.
- **Community service** – Board memberships, community organizations.
- **Photos** – Obtain a current photo for the your portfolio contact page. Ask yourself if you have photos of yourself receiving awards, presenting at conferences, product photo or group photos.
- **Endorsements** – Letters of recommendation, performance appraisals.
- **LinkedIn** – the working URL for your LinkedIn profile.

## Online Portfolio Education

There is an extensive online Solution Center containing valuable education and suggestions for maximizing your results from using your career web portfolio. The Client Resources page contains the online education section as shown below. Scroll down the page until you find this section.


Career Networking		Business Networking	
	<b>Lead Generation</b> Generate career networking leads.		<b>Inside Company</b> Increase your visibility in your firm.
	<b>Telephone Interviewing</b> Convert telephone interviews into appointments.		<b>Outside Company</b> Improve your industry networking.
	<b>Personal Interviews</b> Strengthen your impression on job interviews.		<b>Management Directories</b> Link portfolio to online directories.
Update Your Portfolio		Web Hosting	
	<b>Convert to employed portfolio.</b> <b>Add pages.</b>		<b>Renew portfolio web hosting.</b>

The career networking links on the left open up the career networking solution center pictured below. The business networking links on the right open up a similar page for business networking. The solution center inculcates candidates with best practices for using their portfolios to their greatest advantage in the marketplace.

## **CAREER NETWORKING**


The Career Networking section of the Solution Center provides education in using your portfolio for generating leads, telephone interviews, and personal interviews. There is also information on how to use your portfolio once you have a job offer, and to supplement your income.

# Career Networking Solution Center




Career Networking
Business Networking
Social Networking
Home

**Client Results:**  
 "Having a web site has been very beneficial in my job search. Potential employers who have viewed it have commented on its professional presentation, and I believe it has been a key factor in showcasing my talent at an executive level. As a matter of fact, I have two interviews next week that were a direct result of my web portfolio. Thanks for a job well done!"  
 -Wayne M., CPA, California



## ◆ Career Networking Solutions





The Career Networking Solution Center contains comprehensive practical advice for using your online portfolio to help you advance towards your career and financial goals.

Many ways to use portfolios are presented here which are not intuitively obvious even to highly intelligent people. Use these guidelines to help you get the maximum mileage out of your portfolio. Conscientiously applying these methods and techniques has a cumulative effect which can help you to:

- Stand out from the crowd and improve your competitive edge over other candidates.
- Get into a meaningful dialog more quickly with prospective employers, moving you ahead in the interviewing process.

Select your topic of interest from the navigation bar. Press the green arrow to advance from one page to the next within an area. Discuss any questions you may have with your career advisor.

[| BACK |](#)
[NEXT |](#)

## **CAREER TRANSITION**

### **21<sup>st</sup> Century Technology**

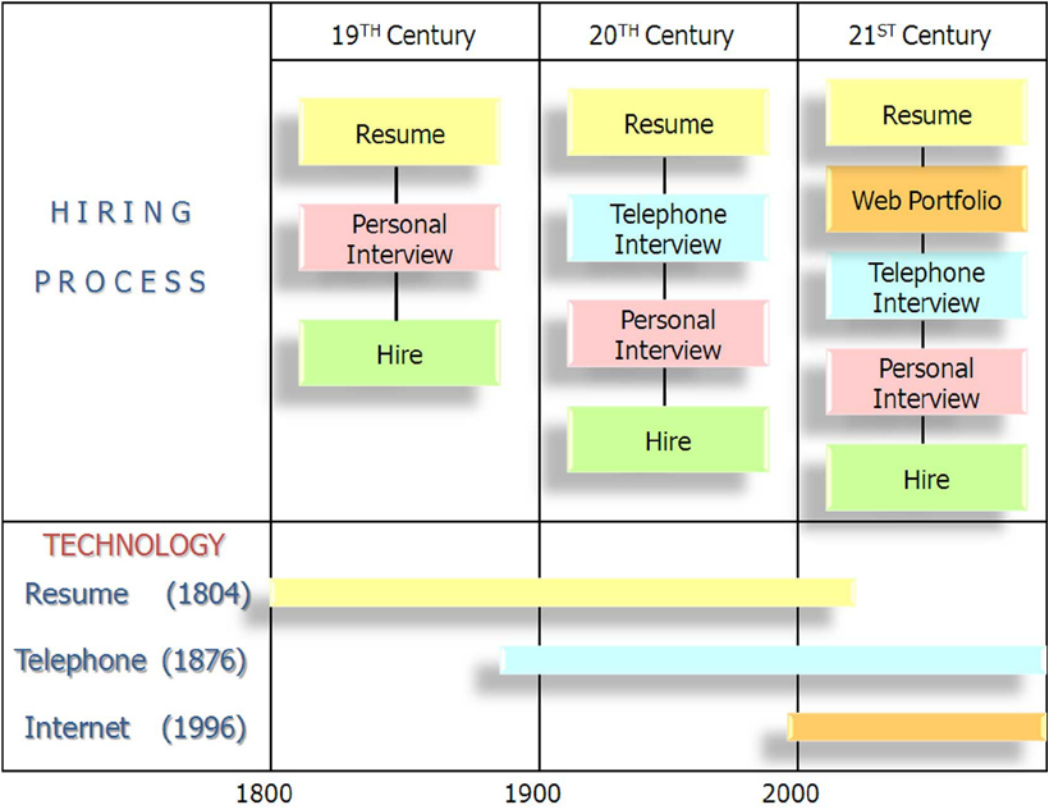
Many job seekers are still using 19th Century technology for the job search process, sending a cover letter and a resume to hiring managers, using 1804 technology, and then having a telephone conversation, using 1876 technology.

You distinguish yourself from the competition by using contemporary communications technology.

In today's competitive job market, employers want to hire men and women who project themselves as high achievers and who stand out from the crowd. A professional career portfolio gives you the edge in job transition by giving you the attention you deserve and the advantage you need to land the position you want.

Electronic career portfolios are the greatest technological advance in proactive job hunting in over a century. They enable employers and candidates to get into a meaningful dialog more quickly, whether over the telephone or in person, thereby improving the quality of the interviewing process for both parties.





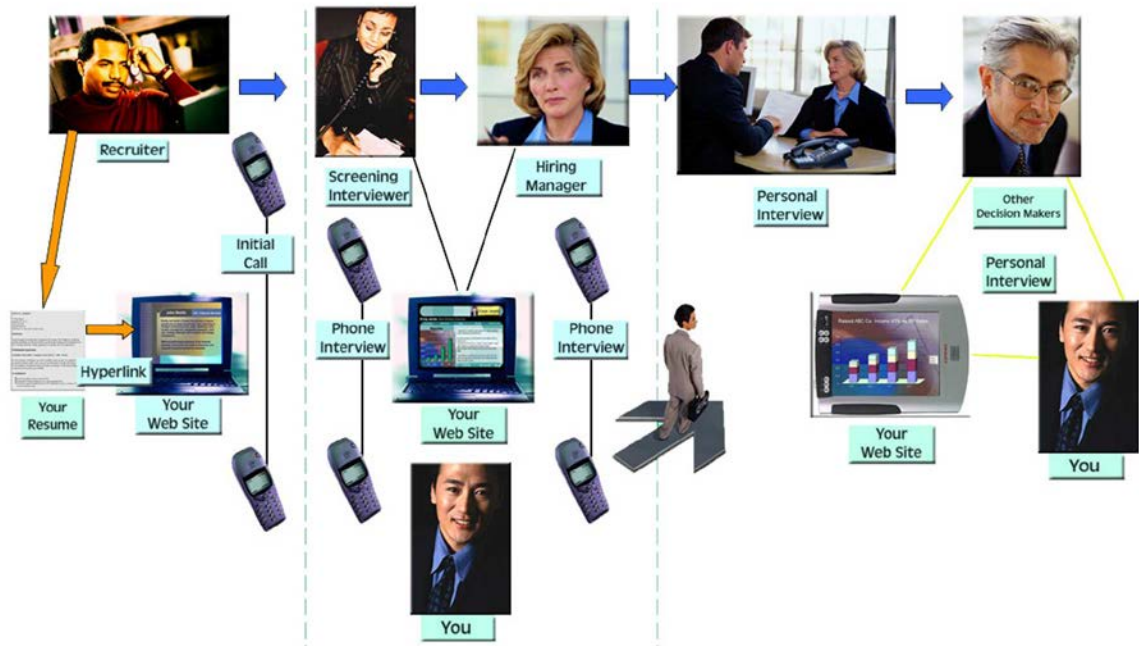
## **Your Portfolio In Job Search**

You can hyperlink your web portfolio to your resume to attract attention from recruiters and get the initial calls.

Co-browse your career web portfolio with screening interviewers and hiring managers during telephone interviews. Take advantage of advertising psychology and the visual impact of the portfolio. This is an extraordinary way to create a tangible, positive impression.

When you arrive at your personal interview, the hiring manager will have already seen your web portfolio during your telephone interview. However, most professional and executive positions involve a series of interviews with several people. You may be speaking with the hiring manager's peers, staff, and boss.

In these meetings, you can use your portfolio to quickly display your most important achievements and demonstrate the value you can bring to the firm. This can further improve your competitive edge over other candidates and help you to receive the job offer.



## Ten ways to maximize results with your portfolio

- 1. *Promoting your website URL:*** Put your web site address in front of potential employers, interviewers and networking colleagues.
- 2. *E-mailing your resume:*** Direct the recipient to your career web portfolio, e.g., "For your convenience, my resume is attached. You can also visit my career web portfolio to view additional information on my experience and skills."
- 3. *Cover letters:*** When preparing cover letters to accompany resumes, add a closing section that mentions the career web portfolio, e.g., "My resume is enclosed; however, you can also view it online along with additional information on my experience, accomplishments and strengths at [www.executivebio.net/williamsmith](http://www.executivebio.net/williamsmith)."
- 4. *Business cards:*** Your business cards should carry your career web portfolio address along with traditional contact information.
- 5. *E-mail signature line:*** Make your signature sell you whenever you send e-mail by adding your career web portfolio URL to your e-mail signature line.
- 6. *Resume:*** Include your career web portfolio URL in the contact information on your resume, cover letter, interview follow up letters and any other documents.
- 7. *Linked In:*** You can enrich the value of your Linked In profile by adding a link to your portfolio.
- 8. *Telephone interview:*** Use your career web portfolio in the telephone interview. This is an extraordinary way to create a tangible, positive impression with your telephone interview. If the interviewer can visit your

career web portfolio during the interview, you have just increased your impact significantly. Even if the interviewer cannot visit the site while you are on the phone, you can give them the address before your phone interview ends.

**9. *Personal interview:*** When the hiring manager invites you for a personal interview, ask them if they would mind sharing your web portfolio with the other executives you will be meeting with. Your portfolio then works for you to improve the quality of your interviews with the hiring manager's peers and staff (who will influence the hiring decision). These managers will be much more likely to read your portfolio than the stack of resumes on their desk.

**10. *Job offer:*** After you accept a job offer, you can use your portfolio during onboarding to help introduce yourself to your peers and co-workers in the new firm.

**11. *Business networking:*** Continual career networking activity after re-employment is considered essential by many experts. Your career web portfolio is a permanent career asset which can improve the effectiveness of your career networking activity in the years ahead. After you accept a job offer, inform your career advisor so they can have your portfolio updated to reflect your new position. Be sure to renew your web hosting at [www.powertalent.net/renewal](http://www.powertalent.net/renewal) to keep your portfolio active.

## **BUSINESS NETWORKING**

### **Brand “You”**

Personal branding isn't only important for promoting a product or business, but also for promoting yourself.

- Think of yourself as your number one product.
- Manage your career like your number one product.
- Market yourself like your number one product.

### **Developing Your Brand**

The first priority in developing Brand “You” is to develop your skills, abilities and professional reputation. You can do this by identifying your strengths, value and accomplishments, then broadcasting them in your industry, profession and community, with the help of your online portfolio.

### **Promoting Brand “You”**

- Adds perceived value
- Increases your earning potential
- Differentiates you from the competition
- Enhances your reputation and prestige
- Positions your focused message in the minds of your target market
- Confers top-of-mind status
- Increases your authority and credibility



### **Lifelong networking**

Branding yourself should become a life long habit. Once you've recognized and developed your strengths, think about how you best connect with people. Consider what your target audience needs and wants, identify the value you deliver to meet those needs and wants, and communicate that value in a way that reaches your target market through the channels that work best for you. Word of mouth works, speaking works and giving presentations works. Social networking sites work. Practice them all.

The same applies to those times you may be forwarding information to an industry convention where you'll speak, or to a community organization you may join, or even a manager in another branch of your company. Your web portfolio speaks volumes about you, and helps you get the attention you deserve.

## Business & Professional Networking

You can use your online portfolio to promote yourself to decision makers in your company, your industry, your profession, and your community.





### Company:

- ▲ Starting new working relationships with peers, staff and suppliers
- ▲ Giving project teams, review boards, and committees a better understanding of your skills
- ▲ Supporting your presentations to interdivisional meetings
- ▲ Introducing yourself to your company's customers and prospects

### Industry:

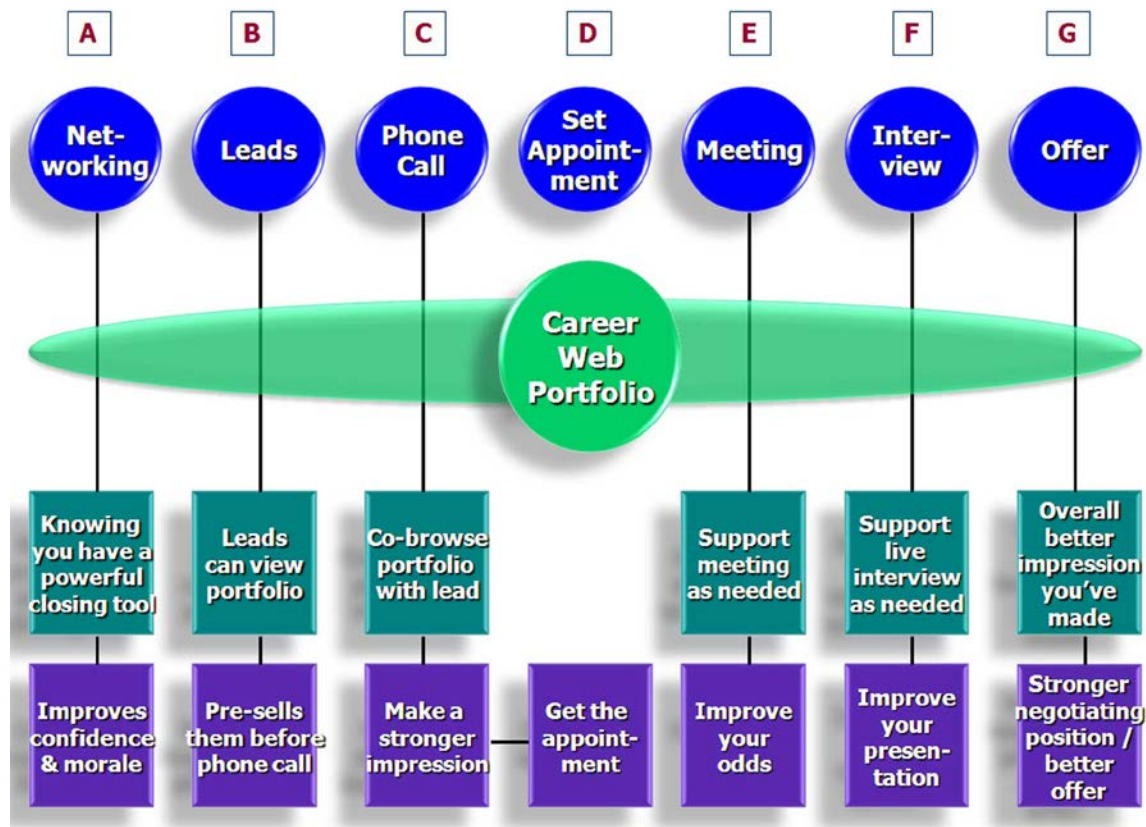
- ▲ Increasing your odds of transforming new acquaintances from industry conventions into fruitful follow-on conversations and meetings
- ▲ Supporting speaking proposals you submit to industry conventions
- ▲ Improving your audience pull-through from presentations you make

### Profession:

- ▲ Supporting your applications for officer or committee member positions in professional associations
- ▲ Strengthening your biography when submitting articles for publication in professional journals or industry media

### Community:

- ▲ Helping to convert new acquaintances you make at community events, organizations and clubs into fruitful follow-on conversations
- ▲ Supporting your applications for officer or committee member positions in community and civic associations or clubs



## **Greater networking results**

Business networking is only as productive as you are effective in converting the new networking acquaintances you make into follow-on conversations and meetings which serve to advance your career interests.

Your web portfolio is a reusable asset you can apply to your advantage throughout all seven stages of business and career networking activity.

A career web portfolio increases your odds of turning new acquaintances into useful professional resources, enabling you to reap greater results from your networking activity.

Your web portfolio can increase the efficiency of your networking activity by helping you to convert leads into meeting appointments, and strengthening meetings and follow-ups.

## **AFTER RE-EMPLOYMENT**

### **Renewing Your Portfolio Web Hosting**

Your online portfolio is a permanent career asset which can serve you in advancing your career interests through business networking for many years to come. Your career portfolio is hosted on a powerful, dedicated web hosting server with data security and privacy protection. At the end of your career services program, you will have the opportunity to renew your portfolio hosting, and we recommend that you do so. You can renew your portfolio hosting online at [www.powertalent.net/renewal](http://www.powertalent.net/renewal).

### **Top Five Reasons to Keep Your Portfolio Online**

1. Average job longevity in America is only 3½ years (compared to 17 years in some European countries). Realistically, you work for yourself and rent yourself out to corporations. You are in charge of managing your career.
2. You never know when an opportunity to advance your career interests will arise. Friends, family, business associates, trade shows, classes, social events and vendors all can be sources of unexpected new contacts and career opportunities.
3. Being prepared to take advantage of a new career opportunity enables you to respond much more effectively to it.
4. Responding more effectively to an opportunity can mean the difference between successful career advancement and stagnation.
5. Advancing your career more rapidly has a significant financial effect on your life. A raise of only \$15,000 adds up to \$75,000 over five years, and for senior executives, the rewards can be even greater. A few dollars a month to keep your portfolio online is a wise investment.



**Update Your Portfolio:**

How Does It Benefit Me?  
Why Do I Need It?  
Why Is It A Bargain?  
How Do I Go About It?

**Get Started:**

Pricing  
Update Contact Info  
Renew Web Hosting  
Order Offline Storage

**Help & Support:**

F.A.Q.  
Testimonials  
Contact  
Career Center Home




**Power Talent Network Career Portfolio**

Invest in your professional advancement.  
Network with confidence.  
Showcase yourself and your achievements.





**I Have A Job Now... Why Do I Still Need A Portfolio?mmm**

The best career insurance against economic uncertainties is proactive self promotion through business networking. Networking is now more important than by expanding your universe of active business and professional contacts through networking.

Your web portfolio is a networking supercharger, helping you develop a dynamic dialog with the contacts you make through networking activities, yielding a wide range of opportunities.



**Update Your Portfolio**

Update your portfolio to reflect your position in your new company. Use your portfolio to promote yourself and your company in your industry, your profession, your community.

Career experts unanimously agree that ongoing business networking is a necessity in today's market, even after you are re-employed. Consider the following:



**Top 5 Reasons To Update Your Portfolio**

1. Average job longevity in America is only 3½ years. Realistically, you work for yourself and rent yourself out to corporations.
2. You never know when an opportunity to advance your career interests will arise.
3. You can respond more effectively to a new opportunity when you are prepared to take advantage of it with a top notch career portfolio.
4. Responding more effectively to a new opportunity can mean the difference between successful career advancement or stagnation.
5. Advancing your career more rapidly has a significant financial effect on your life. A raise of only \$25,000 adds up to \$125,000 over five years, and...

## **Networking with Your Portfolio**

Use your portfolio within your organization to introduce yourself to project teams, at management meetings and with new staff and peers.

For industry networking functions, listings in professional directories and on programs for events you participate in, your portfolio speaks on your behalf.

When submitting applications for membership, articles for publication, or proposals for presentations, your professional portfolio increases your visibility and graphically presents your unique value statement.

Your portfolio supports community volunteering, alumnae contacts, freelance consulting work, and a multitude of applications in your professional and business networking arena.







Designed and used correctly,  
the executive career portfolio is  
a precision networking instrument  
which enables leaders in many fields  
to accelerate their results from business  
and professional networking, helping  
them to achieve their career and  
financial goals.