



# Success Portfolio

# There's so much value in everything you do!

When you need to demonstrate capability, past accomplishments and success, an achievement portfolio is very handy. I find it especially helpful when interviewing for a job.

My portfolio is a zippered suede presentation notebook in which I have transparent holder pages which are used by a salesperson or an artist.

In the front pocket, I always keep my most recent resumé. Always walk into an interview with a copy of the resumé that you can give to whomever you are talking. Often your resumé does not reach the interviewer – or is misplaced. Having a resumé on hand shows your capability and attention to detail.

A success portfolio is helpful in other situations-such as applying for funds at a bank, or volunteering your services at an agency of your choice where you want to contribute. A talk show host might interview you about a fundraiser you are doing for your civic group. You might be running for office in a local organization. Any time you want to demonstrate your value from past action, your success portfolio really steps up your game.





## Here are some items I recommend including in your portfolio:

- Every business card you have used that shows your title, the department or group you took part in and the company where you served.
- Any brochure you have created or that has been created for and about you.
- Any professional profile that was created for you. I co-owned an engineering company for which we developed marketing materials. Each professional was highlighted along with their expertise.
- Any newsletters you have written.
- Your professional awards. Include a picture of the statue, the award ceremony where it was given to you, the certificate itself if available and any published material on the service you performed.
- Letters of appreciation or records of exemplary service. A client commented on the quality of one of our metallurgy stories, saying those “interesting pieces sounded like mini-novels. Well done.”
- Press releases about you and what you did.
- Open House Invitations or announcements.
- Brochures listing you as staff or instructor.
- Course descriptions of classes you have taught.
- Stationery from companies you have created.
- Photos of events that are special to you. I had a watercolor show at city hall that was catered on opening night.
- Copies of brochures such as Whole Life Expo or church bulletins, or a conference where you were included as a feature.
- Copies of your published articles, and the masthead of the newspaper or journal in which they were published.
- Certificates of attendance for specialized workshops you have taken.
- Certificates of training. I attended an instructor training workshop in Couples Communication with Sherod Miller, and a 3-month mini MBA program.
- Copies of notification letters including you as a conference presenter as well as copies of any transcripts or conference brochures.
- Screen shots of software you may have created or shortcuts you used to use certain software.
- Literature you created or helped create for advertising campaigns.
- Photos of you working with a client or making a presentation or making a speech.
- Any photos of you helping staff conference booths.
- Poetry you may have published.
- Photos of your art work.
- Newspaper articles about you. I was highlighted in an article showing how I had created amateur programming for our local cable network.
- Emails of appreciation.
- Letters of recommendation.
- Copies of your degrees.
- Certificates of completion for computer learning programs.
- Copies of the homepages of websites or You Tube videos you have created.
- Online articles in which you have been featured or advertised for podcasts.

## Creative ways to capture your successes:

Throughout your life, take photos of special events, people you meet, or accomplishments that would showcase in your success portfolio.

I wish I had photographs of the numerous how-to notebooks I created for my various employers. I couldn't remember how to do everything during a short training period, so I would take notes and create a how to notebook for each position I staffed temporarily. Those companies got one heck of a good deal and I got good at taking screen shots on the computer.

With your success notebook you create a visual document of the many activities you have undertaken, initiated, were highlighted in, etc.

Another option is to create an online video showcasing these same events. There might be applications, such as applying for a job out of town, when such a video could be very helpful. Videos should probably be no more than five to eight minutes long when unsolicited. And make sure the person who is to watch the video knows how long it is. They are much more apt to watch it if only lasts five minutes. The video could be a PowerPoint slide show with your voiceover.





## Get ready to **FEEL GREAT** and **HAVE FUN!**

The power of the physical notebook is that you never show all its content. You only highlight material you want your target audience to see. Seeing a full notebook will draw their curiosity which is a good thing.

Here is the truth. You are your own best representative and you are constantly “marketing” yourself in one way or another.

One of the remarkable byproducts of this notebook is that you create a kind of documentary of your life. It is a tangible and concrete reminder of your success. Remember that a portfolio is never complete because you never get it done and it is never perfect. Our life is a work of art in progress.

Holding your created success portfolio is a real self esteem booster. You get to accumulate the evidence of what you’ve created through the years, and you will see the years of experiences and energy you have poured into your life and the benefits for others.

Start today. Buy the binder and the presentation pages. Begin gathering all of these pieces of evidence of the exemplary person you are, showing your learning, growth, and many contributions. Then enjoy holding in your hand, this viable demonstration of your many successes.

# Here are some of MY portfolio elements:





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