

LSIP 2014: Portfolio Assignment

Due 8/5/2015

You will present your portfolio in a small group for review before the final luncheon. The review will be conducted by an esteemed member of our professional community.

A portfolio is a very personal thing, and this will be something that you can take with you as you go forward in your careers. The portfolio will have two parts: Learning and Reflections, and Professional Tools. The following are requirements for a complete LSIP portfolio:

Learning and Reflections:

1. A written bio (1 paragraph)
2. Reflection piece 1: One to two pages, organized reflection on a seminar (or more than one seminar) that helped you personally or professionally.
3. Reflection piece 2: One to two pages, organized reflection on what you learned in the workplace that helped you personally or professionally.
4. A description of your proudest accomplishment from the program.
5. Reports on 2 informational interviews.

Professional Tools

6. Your updated resume that will include the work you have done over the summer
7. A list of at least 2 references (name and contact info) from your workplace (yes, you will need to develop relationships with your co-workers and supervisor for this one.)
8. 2-3 samples of your work. This could be analysis of your work with an anonymous client, a copy of a project you assisted with, something you published during your internship, a positive review from your supervisor, etc. (see page 3). This will vary between interns.
9. A description of your greatest strength (1 paragraph).
10. A description of your greatest weakness (1 paragraph).

You will be evaluated on the completion of the portfolio, but remember, what you put into this will significantly impact what you can get out of it. Time to start thinking about brand “you”!

How To Create An Awesome Work Portfolio

Excerpts from:

http://www.manifestyourpotential.com/work/take_up_life_work/8_get_hired/how_to_create_awesome_work_portfolio.htm

The benefits of having a portfolio make investing the time to create it definitely worth it.

We know from personal experiencing interviewing hundreds of people as well as going on interviews ourselves -- that actions do speak louder than words. Many times, you hear all the candidates saying the same thing -- they are the best person to hire and they want the job. Often, there is little separating most of the applicants -- so what you look for are the stars, the dream candidates who make it obvious they are a perfect fit for the job.

One way to spot a good applicant is to see who invests the time to learn about the company and its needs. This investment shows real interest because the applicant invested their own time instead of watching TV or doing a thousand other more fun things with their time. But a lot of people have caught on to this, and do some quick Internet research before an interview.

One way to spot a dream candidate, and be able to separate the good applicants from the stars, is to look beyond their work history and focus on what they excel at. Because in the end, what a hiring manager really cares about is what can you do for them in the future. And the best indicator of future performance is the past work you have done.

A good hiring manager can quickly see the time and effort you put into pulling all your work together, selecting the best examples and then putting them into a binder you can take into an interview. Showing them what you can do lets them see how good you really are, and eliminates any question of you exaggerating how good you are or what you can do. The confidence it takes to let your work speak for itself, as well as being honest about your skill level, is impressive and makes you stand out. So if you are walking into a job interview empty handed, you are missing a great opportunity to prove you are the dream candidate for your dream job.

But even if you never show your portfolio in an interview, it is still a good idea. Creating it means you are very prepared to answer any interview question about your experience, skills or past work. Also, when you see your body of work, your confidence goes up and that shows in the interview. And it is a great tool for refreshing your memory while you are in the waiting room and it can raise your spirits while job hunting.

The minute it takes you to find the example in your portfolio gives you a chance to think through what is behind the question and organize what you want to say. And having just the right example to answer the question tosses the question back to the interviewer, who usually expects the person interviewing to be stumped or unsure of what to reply.

In interviews, words are cheap. Examples of your work turn your interview into an opportunity to show them where you excel and exactly what they can expect if they hire you. And that often means the hiring manager can reach a level of comfort about hiring you that few candidates can match. And that could just give you the edge in an interview and mean you get the first offer.

What goes into a portfolio?

- **Copy of your complete résumé**
- **Real examples or representative samples of your work.**
 - writing samples such as white papers, press releases, newsletters, advertising copy, scripts, memos, and reports
 - finished product examples in the form of photographs or real samples
 - service testimonials such as client references, documented success stories
 - design samples such as brochures, written copy, and conceptual sketches
 - performance reviews (great ones only) and letters of commendation from previous bosses
 - award certificates (if you were employee of the month, you definitely need to include the picture and paperwork here)
 - professional development training (like what you learned in the Lewis Summer Intern Program!)
- **A brief list of your accomplishments.**
 - what you did and how much money, time, or effort you saved
 - when you took action to avoid a disaster
 - problems you solved or defused
 - when you helped another department out
 - when you went the extra mile for a client or boss. For example, when you spent the weekend working or stayed late into the night to meet a deadline.
 - examples of when you demonstrated company or personal values, such as high quality, promptness, keeping customer commitments, being discrete, or staying under budget
 - a short list of the ways you can benefit your employer based on real life examples