

# HOW TO CREATE A LEADER'S PORTFOLIO



## WHY we need a Portfolio

- As a leader, you need a portfolio **that showcases not only your skills and projects, but also your vision, strategy, and impact.**
- A powerful design portfolio can help you attract clients, partners, and employers, as well as demonstrate your leadership potential and influence.

**???How do you create one that stands out from the crowd and reflects your unique value proposition???**

## Know your audience

- Before you start designing your portfolio, you need to understand:
- Who you are creating it for and what they are looking for.
- Are you targeting a specific industry, niche, or role?
- Are you aiming to showcase your breadth or depth of expertise?
- Are you highlighting your individual or team contributions?

**Depending on your audience, you may need to tailor your portfolio to emphasize different aspects of your work, such as your process, outcomes, challenges, or learnings. Research your audience's needs, expectations, and preferences, and align your portfolio accordingly.**

# Choose your best work

- Your portfolio should showcase your best and most relevant work, not everything you have ever done.
- Quality over quantity is the key here.
- You want to select projects that demonstrate your skills, creativity, and impact as a design leader, as well as your ability to solve complex problems, collaborate with others, and deliver value to your clients or stakeholders.
- **Choose work that reflects your personal brand, style, and vision, as well as your professional goals and aspirations.**
- Avoid including outdated, irrelevant, or inconsistent work that may confuse or distract your audience.

# Tell a story

- Your portfolio should not just be a collection of images and screenshots, but a narrative that connects your work and showcases your journey as a design leader.
- For each project, you need to provide context, explain your role and responsibilities, describe your process and methods, highlight your challenges and solutions, and showcase your results and impact.
- You also need to articulate your insights, learnings, and reflections, as well as your feedback and recognition.
- Use clear and engaging language, visuals, and data to tell a story that captures your audience's attention and interest.

# Optimize your format

- Your portfolio should be easy to access, navigate, and view by your audience. You need to choose a format that suits your purpose, audience, and work.
- You may opt for a website, a PDF, a slide deck, or a video, depending on your preferences and resources.
- You also need to consider the design, layout, and functionality of your portfolio, such as the colors, fonts, images, animations, menus, buttons, and links.
- You need to ensure that your portfolio is responsive, accessible, and compatible with different devices and browsers.
- You also need to test and update your portfolio regularly to ensure that it works well and reflects your current work.

# Get feedback

- Your portfolio is not a static or final product, but a dynamic and evolving one. You need to constantly review, refine, and improve your portfolio based on your goals, audience, and work.
- You also need to get feedback from others, such as your peers, mentors, clients, or employers, to gain new perspectives, insights, and suggestions.
- You need to be open to constructive criticism, as well as praise and recognition.
- You need to use feedback as an opportunity to learn, grow, and enhance your portfolio as a design leader.



## Here's what else to consider

- This is a space to share examples, stories, or insights that don't fit into any of the previous sections. What else would you like to add?



# Showcase your own leadership /**I am a leader**/

- Your portfolio should not only show what you did, **but how you did** it and why it matters.
- As a leader, you need to showcase your leadership skills and qualities, such as your vision, strategy, communication, collaboration, innovation, and influence.
- You need to demonstrate how you led or managed teams, projects, or initiatives, how you aligned and engaged stakeholders, how you fostered a culture of design thinking and user-centricity, how you mentored or coached others, and how you contributed to the growth and success of your organization or community.
- Use examples, testimonials, and case studies to showcase your leadership.