

Welcome to our webinar:

Is a Portfolio

Career for you?

Secure. Purposeful. Flexible: The Portfolio Career Model

ANDREIA FERNANDES

E-MAIL
andreia@andreafernandes.com

WEBSITE
www.portfoliocareer.ch

PHONE
+41 79 545 28 90



Are you in a Portfolio Career?

What is a Portfolio Career (PFC)?



What is a Portfolio Career (PFC)

PORTFOLIO CAREER

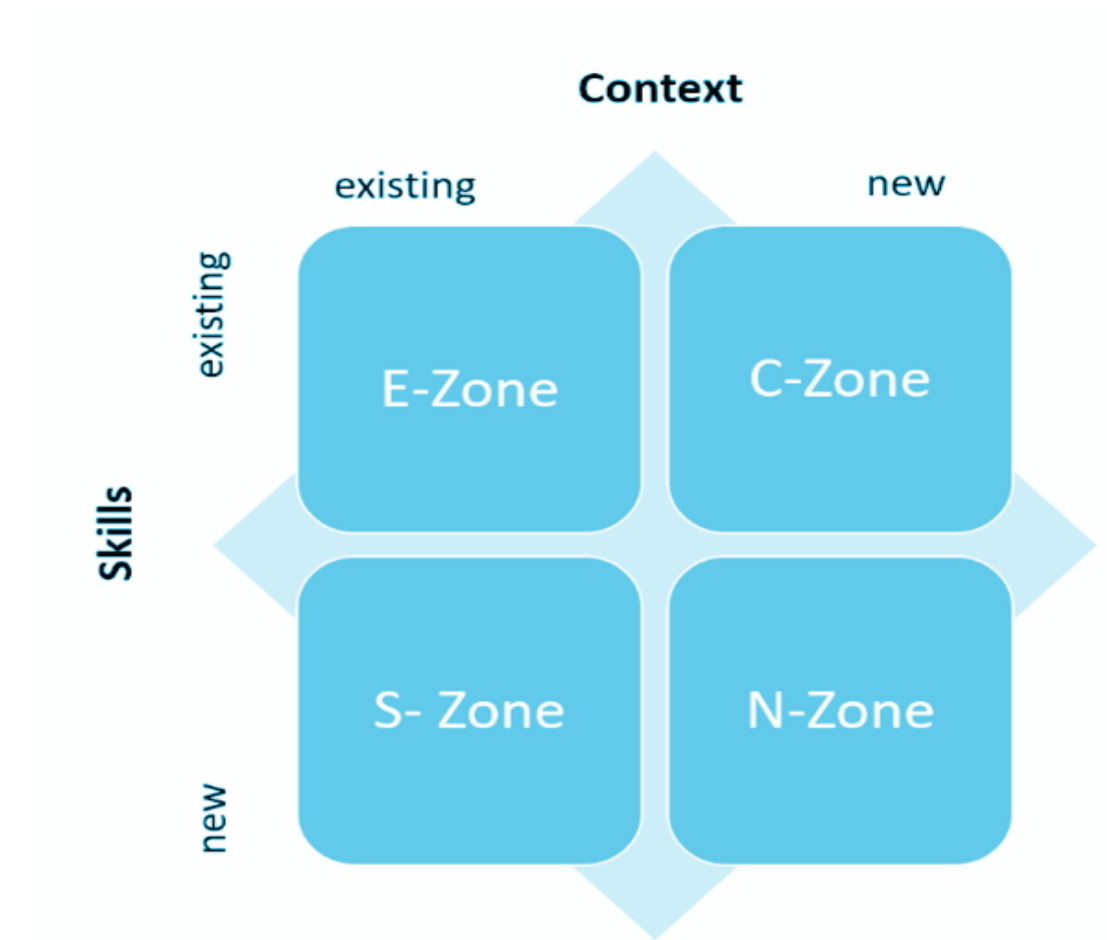
A portfolio career involves monetising your skills in many ways and having multiple income sources.

TRADITIONAL WORK		PORTFOLIO WORK
 One main job	➔	Multiple sources of income 
 Work for someone else	➔	Work for yourself 
 Office-based	➔	Remote 
 Repetitive daily grind	➔	Every day is different 

THE PORTFOLIO COLLECTIVE

*Portfolio career according to Portfolio Collective
Source: Legg, 2020*

Dimensions of PFC



© 2025 Andreia Fernandes Personal Definition of PFC

I didn't invent the term! 😊

Portfolio career

🌐 1 language ▾

Article [Talk](#)

Read [Edit](#) [View history](#) [Tools](#) ▾

From Wikipedia, the free encyclopedia



This article has multiple issues. Please help [improve it](#) or discuss these issues on the [talk page](#). [\[show\]](#)
(Learn how and when to remove these messages)

A **portfolio career** comprises a variety of roles rather than one [job](#) at a single organisation. It can be a [career](#) that combines multiple paid and/or voluntary roles. The philosopher and organisational behaviourist [Charles Handy](#) popularised the "portfolio" concept^[1] in works like his [1994](#) book *The Empty Raincoat*.^[2] Handy's recognition of the portfolio career-path came about when he realised that individuals would be required to develop portable skillsets to meet the needs of a fast-moving future workplace.^[3] His prediction foresaw what is now known as the [gig economy](#).^[4]

In 2006 journalist [Penelope Trunk](#) wrote on her blog that the rise of portfolio careers came "as members of [Generation X](#) entered the workforce. Two-thirds of them were looking for an alternative to full-time employment as a more efficient path to [self-discovery](#) and finding the right career."^[5]

Portfolio careers are often found in the [creative industries](#) where [freelancing](#) is the norm.^[6] Economic conditions^[which?] mean many are now^[when?] actively choosing to pursue portfolio careers to make the most of their earning potential.^[7]^[need quotation to verify]

https://en.wikipedia.org/wiki/Portfolio_career

Whom are you talking to?

A decade of portfolio career

Entrepreneur

SEABRAND International

- Strategy & Leadership (Facilitation, trainings, coaching, consulting)
- Intercultural Teams
- Sexy Little BAg

Lecturer

Executive Coach

Coaching C-Level executives of publicly traded companies

Coach to Founders i.e. Fachstelle Selbständigkeit

Coach to highly Qualified Job Seekers

Author

Entrepreneurial failure
[The dinosaur principle](#), Springer Verlag 2018



Speaker



Andreia Fernandes

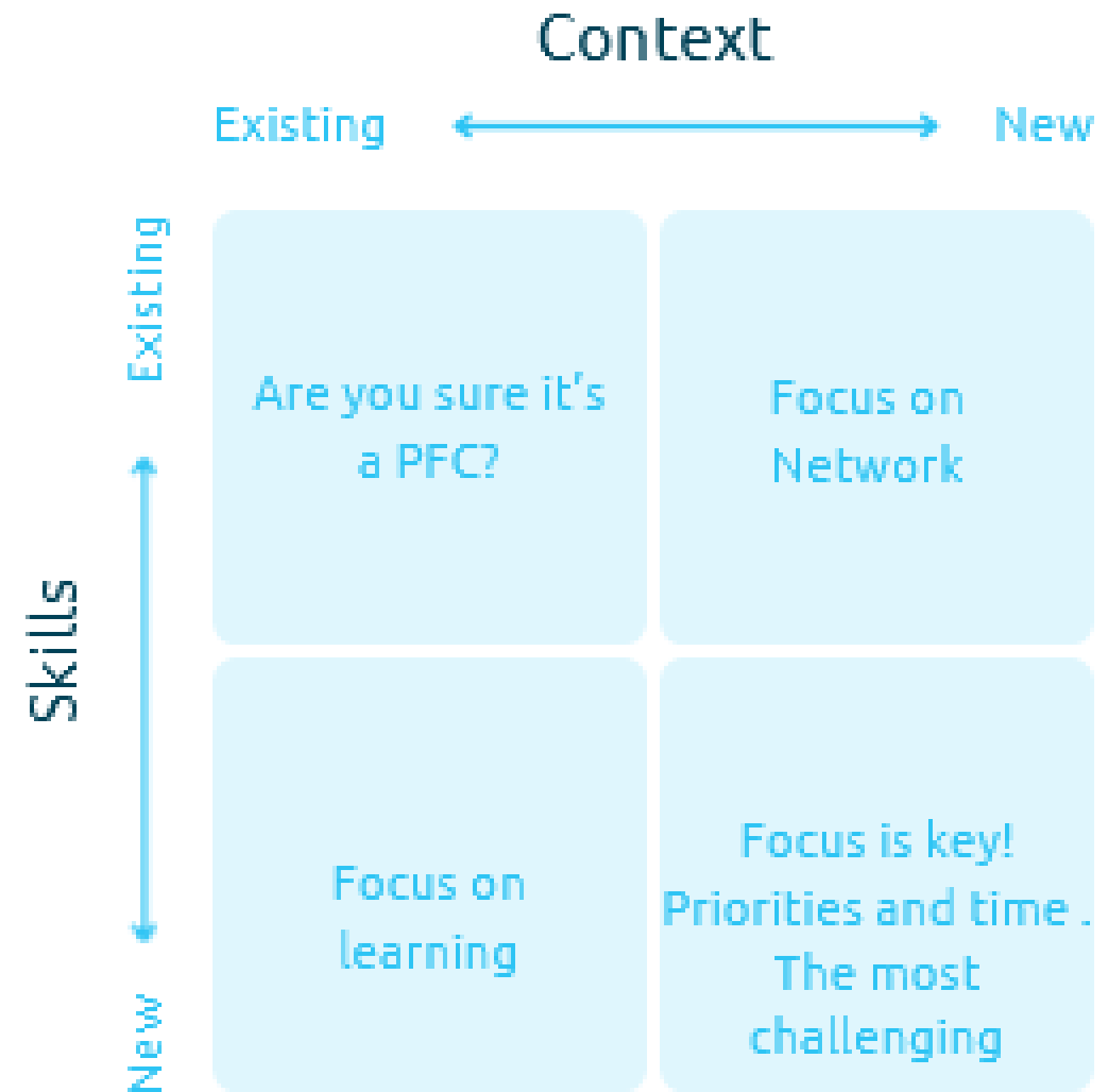
CEO Seabrand International
andreaia@andreaiafernandes.com

Earlier positions:

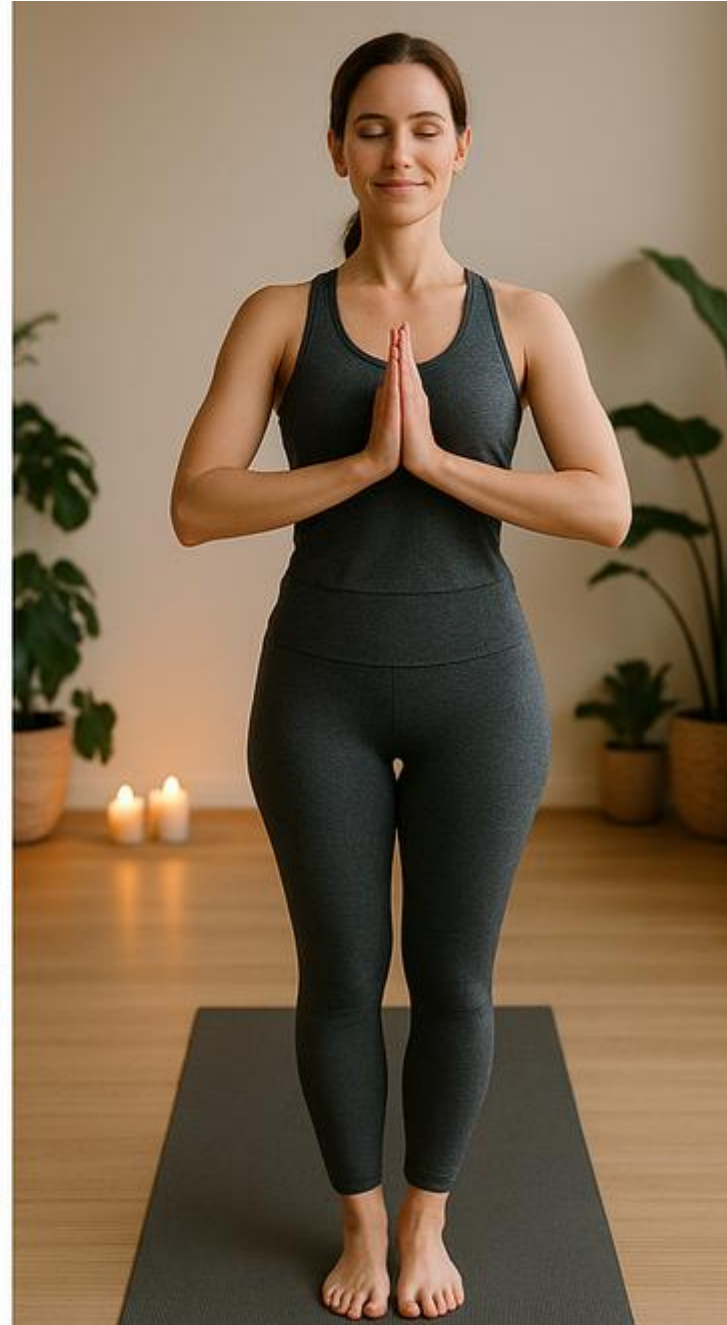
- Consulting
- Global Manager MedTech
- Managing Director
- Managing Director NGO

What's a portfolio career **in your opinion?**

Dimensions of a PFC



Examples



More examples...

From Synchronizing to Harmonizing: The Process of Authenticating Multiple Work Identities

September 2017

[Administrative Science Quarterly](#) 63(4):000183921773397

DOI:[10.1177/000183921773397](https://doi.org/10.1177/000183921773397)

Table A2. Self-reported Informant Roles*

Name	Simultaneous career activities	Name	Simultaneous career activities
Aida	<ol style="list-style-type: none"> 1. Specialty grocery store owner 2. Early childhood educator 3. Fashion designer 4. Children's party organizer 	Eliza	<ol style="list-style-type: none"> 1. Artist 2. Entrepreneur 3. Speaker 4. Writer 5. Career coach
Amy	<ol style="list-style-type: none"> 1. Accountant/administrator 2. Bar co-owner/manager 3. Software company co-owner 4. Senior project administrator 	Emma	<ol style="list-style-type: none"> 1. Early educator assistant 2. Professional arts blogger 3. Graphic designer 4. Textile designer 5. Fashion entrepreneur
Bill	<ol style="list-style-type: none"> 1. Teacher 2. Arts blogger 3. Camp counselor 4. Musician 	Erma	<ol style="list-style-type: none"> 1. Freelance writer 2. Self-publisher 3. Freelance editor 4. Blogger
Brittany	<ol style="list-style-type: none"> 1. Sales consultant for women's clothing line 2. Personal shopper and stylist 3. Board member – XYZ County Jail and Prison Ministries 4. Medical interpreter 5. Spanish teacher 6. Clothing designer 	Ezra	<ol style="list-style-type: none"> 1. Naturopathic physician 2. Life coach 3. Personal trainer 4. Author 5. Financial and strategic planning consultant
Brenda	<ol style="list-style-type: none"> 1. Naturopathic physician 2. Medical writer 3. Professional blogger 4. Women's conference organizer 5. Life coach 	Gary	<ol style="list-style-type: none"> 1. Musician 2. Children's songwriter and performer 3. Restaurant singer 4. Novelist 5. Artist/painter
Byron	<ol style="list-style-type: none"> 1. Electronics integration specialist 2. Property manager 3. Communication systems specialist 4. Franchise owner 	Gemma	<ol style="list-style-type: none"> 1. Member, several boards of directors 2. Small and medium enterprise consultant (independent) 3. Writer 4. Mentor
Caroline	<ol style="list-style-type: none"> 1. Assistant professor 2. Author 3. Gym owner 4. Fitness instructor 5. Health clinic worker 6. Corporate nutritional consultant 	Greg	<ol style="list-style-type: none"> 1. Adjunct professor 2. Owner and operator of nutrition coaching company 3. Speaker 4. Olympic team coach 5. Blogger
Chip	<ol style="list-style-type: none"> 1. Director of operations 2. Member manager, real estate holdings 3. Manager, personal real estate 4. Equity owner, start-up 	Holly	<ol style="list-style-type: none"> 1. University fitness instructor 2. Business coach 3. CEO of online nutrition business 4. Freelance writer 5. Conference organizer
Dan	<ol style="list-style-type: none"> 1. President, XYZ Strategies of NC, LLC 2. Founder/member, XYZ Technologies, LLC 3. Vice president, The XYZ and Friend Co. 4. CEO, XYZ Technologies, Inc. 5. Community-based project leader 	Jack	<ol style="list-style-type: none"> 1. In-country program coordinator for a university 2. Professional interpretation services company owner 3. Spanish tutoring for foreigner
Ed	<ol style="list-style-type: none"> 1. Senior manager, Copyright Royalties@ABC 2. Guitanist @ XYZ 3. Label Manager @ XYZ Tracks 	Jane	<ol style="list-style-type: none"> 1. Editor 2. Project manager 3. Small business consultant 4. Writer

Data on PFC

Questionnaire:

N =	277 Participants
Gender:	75% female 21% male 4% other
Nationality:	Mostly swiss (222 pax)
Knowledge on PFC	47% knew what a PFC is 51% not
Education	60% had a masters degree
Age (Not everyone disclosed age)	31% GenX (1965-79) 55 % GenY (1980-95)

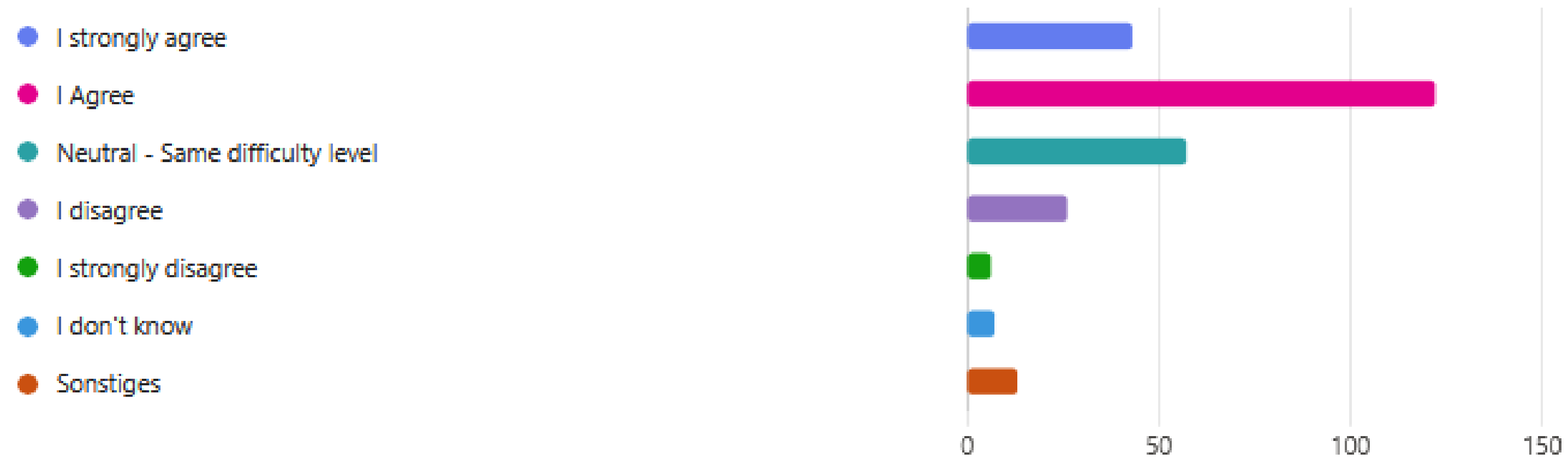
Fernandes (2025) Portfoliocareers



Fernandes (2025) Portfoliocareers

PFC's are seen as harder to create

6. Compared to linear careers, it is more difficult to create a PFC

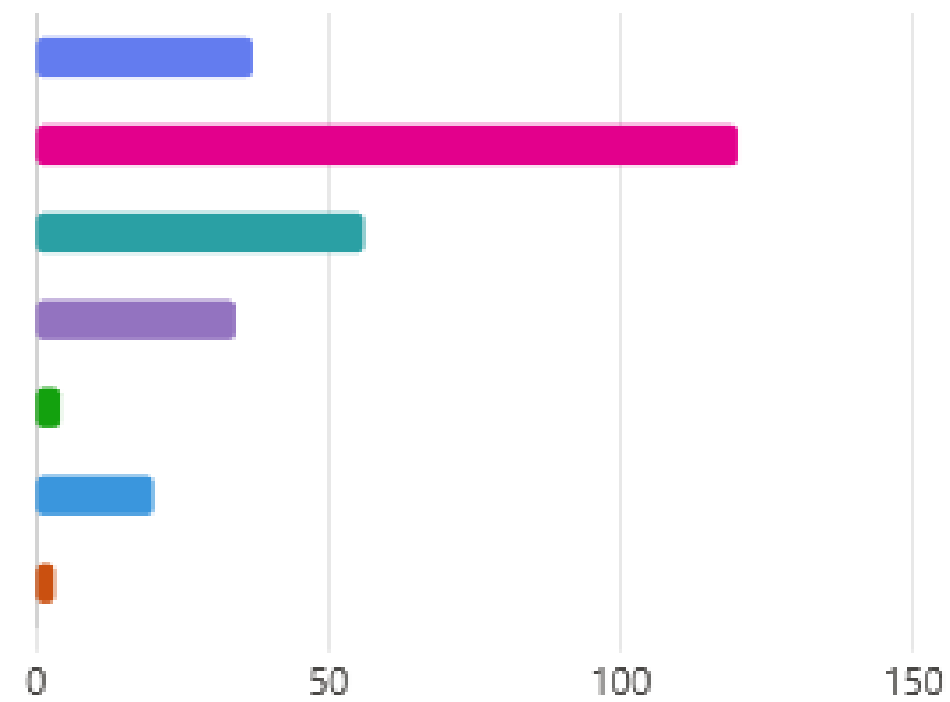


Fernandes (2025) Portfoliocareers

PFC's take longer to build

7. Compared to linear careers, it takes longer to build a PFC

- I strongly agree
- I agree
- Neutral
- I disagree
- I strongly disagree
- I don't know
- Sonstiges

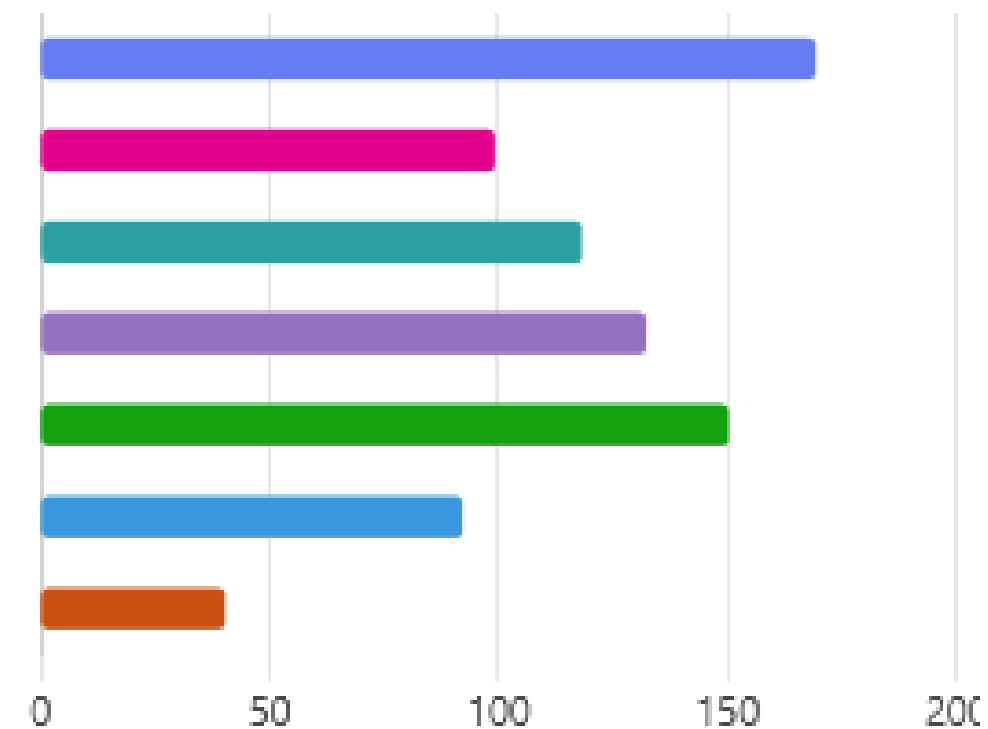


Fernandes (2025) Portfoliocareers

PFC's offer less security (in the beginning) and are underserved

11. In your opinion, what are the biggest disadvantages or challenges of a PFC?

- Financial security
- Focus
- Conflicts of interest in different tasks
- Time investment needed to build a PFC
- Lack of offering for this career model in corporate world
- Lack of support from leadership
- Sonstiges

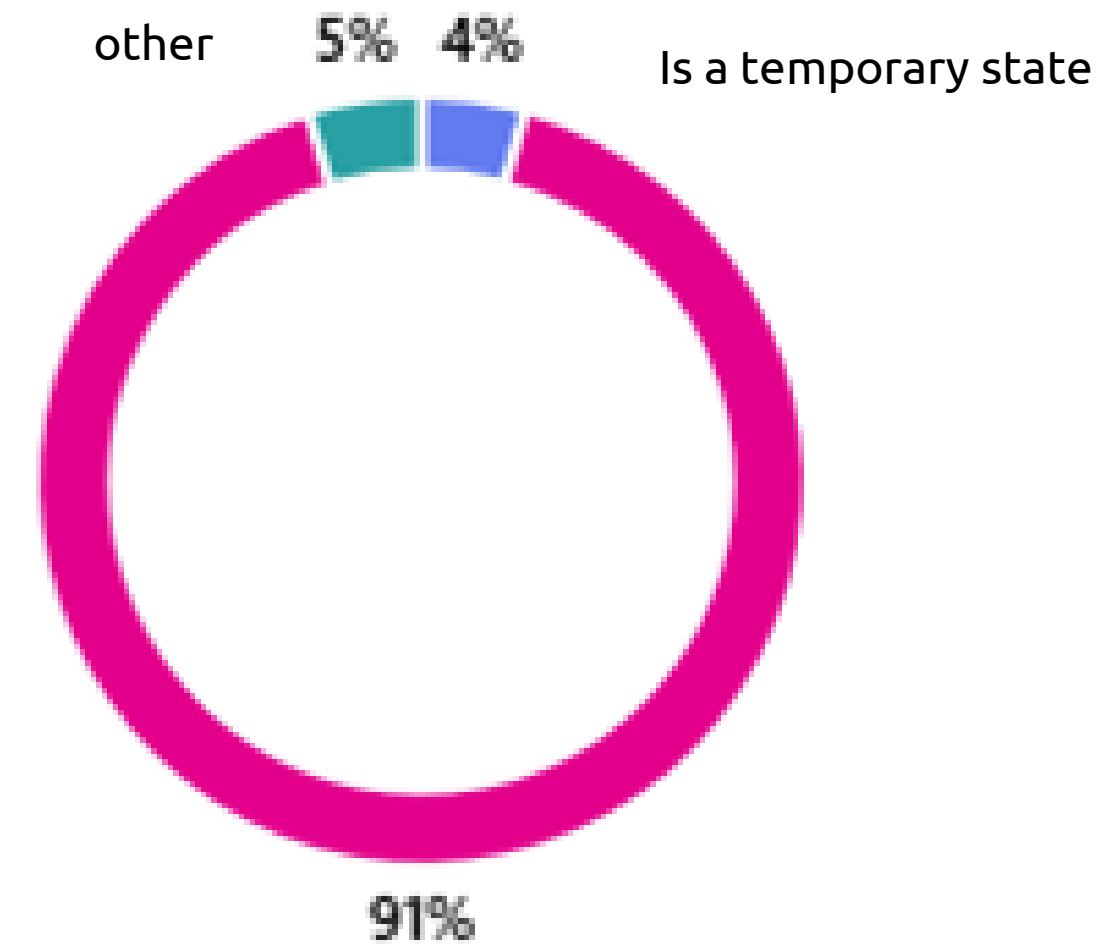


Fernandes (2025) Portfoliocareers

yet...

**91% think it can
be a persistent
career model**

In your opinion, a PFC:



Hype or trend?

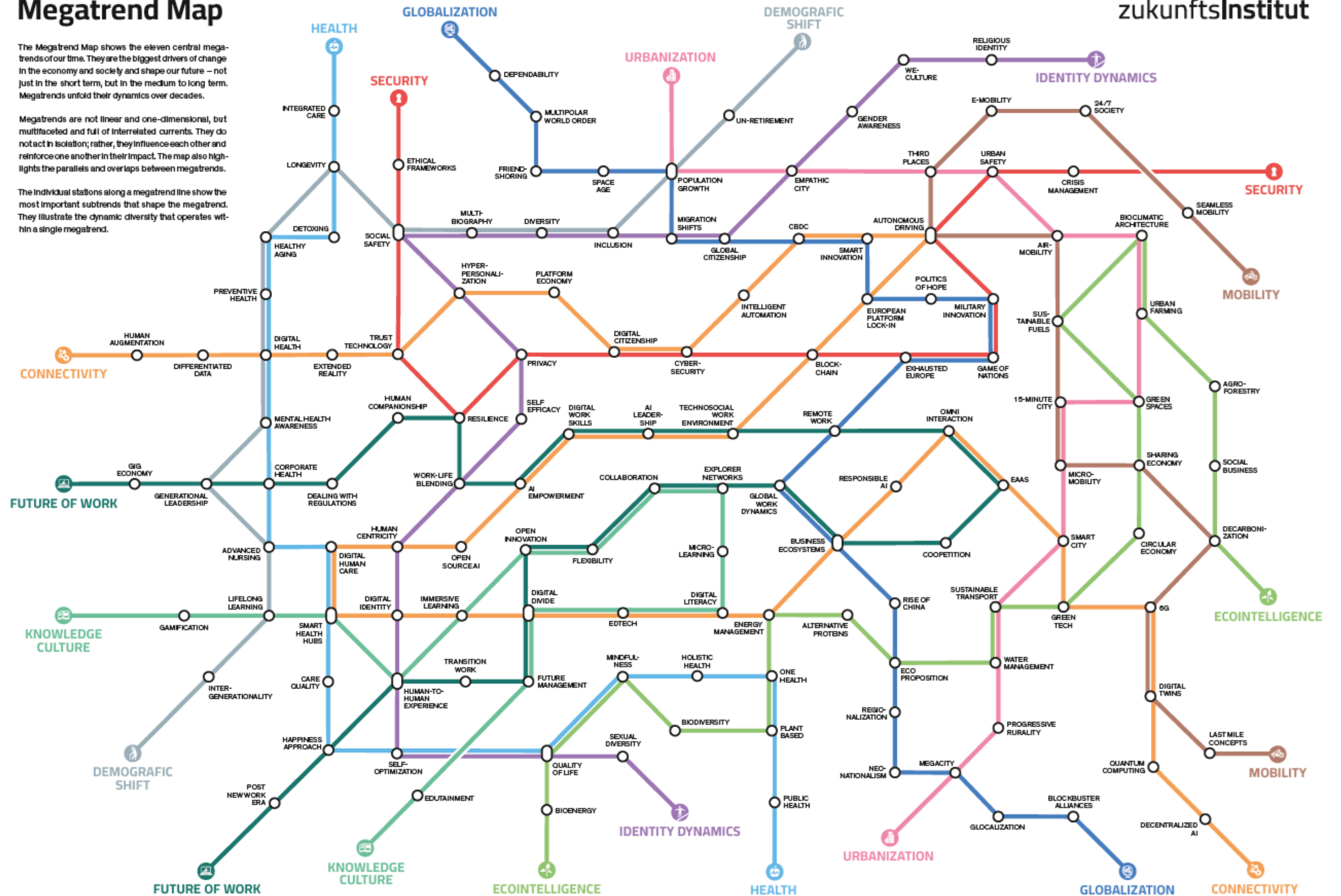


Megatrend Map

The Megatrend Map shows the eleven central megatrends of our time. They are the biggest drivers of change in the economy and society and shape our future – not just in the short term, but in the medium to long term. Megatrends unfold their dynamics over decades.

Megatrends are not linear and one-dimensional, but multifaceted and full of interrelated currents. They do not act in isolation; rather, they influence each other and reinforce one another in their impact. The map also highlights the parallels and overlaps between megatrends.

The individual stations along a megatrend line show the most important subtrends that shape the megatrend. They illustrate the dynamic diversity that operates within a single megatrend.



So?

I don't know **how to** start!

Employment or self-employment?

Yes, but **where to** start?

Does it work with **my industry / profession** too?

Questions from more than 300 portfolio career coachings

So? Don't take the road alone!

Many struggle with ...

- Lack of clarity: *Which roles belong in my portfolio?*
- Energy drain: *How do I manage multiple commitments without burnout?*
- Financial insecurity: *Can I really make this work long term?*
- **Job uncertainty:** With AI and automation reshaping industries, many fear losing their traditional jobs – diversification is becoming not just attractive, but necessary.
- Social pressure: *Why can't I just "focus on one thing" like everyone else?*

PORTFOLIO CAREER
CANVAS

Name Date Version

? Why: What's your motivation to embark on a PFC?

How? Skills, Strengths, Passions

Learning & Development areas

Roles & Activities

Services / Offerings

Target Audience / Clients

What makes PFC successful for you?

Income Streams

Time & Energy Allocation

Mentoring, Coaching, Network & Collaborations


© 2025 Andreia Fernandes


Ready for the next step? Reach out to us on portfoliocareer.ch


Where to start?

10 weeks
Reflection
Trial & error
Peers
Advice & Support!


PORTFOLIO CAREER CANVAS


 **Why?** What's your motivation to embark on a PFC ?


 **How?** Skills, Strengths, Passions


 Learning & Development areas

 Roles & Activities


 Services / Offerings

 Target Audience / Clients

 What makes PFC successful for you?

 Income Streams

 Time & Energy Allocation

 Mentoring, Coaching, Network & Collaborations

This program offers:

Step by step guidance, asking the right questions

Most career offers stop at inspiration or tools.

This program **gives you a framework, mindset, and community** that carry you through the long game of building a portfolio career.

- Live learning, peer exchange, reflection
- A safe space & community of fellow portfolio careerists.
- Tools for role architecture, income strategy and energy balance.
- Insights from coaching and positive psychology: strengths, purpose and resilience.
- The Portfolio Career Canvas – a proven framework based on my research & practice.

Results You'll Walk Away With

- A **clear career architecture** balancing income, purpose, and energy.
- A personal **Portfolio Career Canvas** tailored to your goals.
- **Confidence** in explaining your career to any audience.
- **Practical tools** for role management & resilience.
- A peer **community** to share challenges & wins.

Details:

Practical Details

Duration

10 weeks, starting October 13th

Dates

10 Mondays

Live Calls

Mondays, 19:00–20:30 CET

Full Monday Dates

October 2025 – January 2026

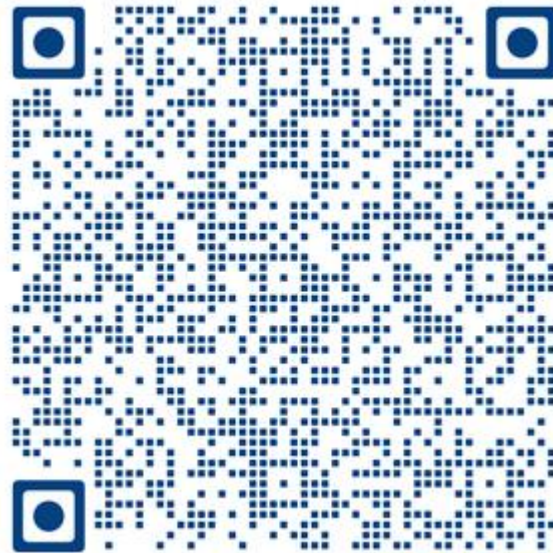
- 13.10.2025
- 20.10.2025
- 03.11.2025
- 17.11.2025
- 01.12.2025
- 08.12.2025
- 15.12.2025

Winter Holiday Pause

- 12.01.2026
- 19.01.2026
- 26.01.2026

Your investment:

This investment in yourself is tax deductible in Switzerland and most European countries!



Choose your Portfolio Career Investment path

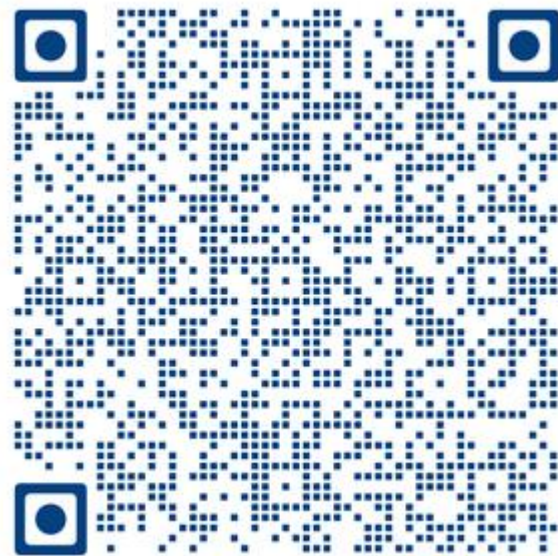
Investing in yourself pays the best interest!

Premium PFC You are serious about it and want 3 1:1 coaching sessions with Andreia on top. They take place within 6 months of programme start.	Mid Career Portfolio Careerist You're looking for real transformation and ready to build your next level with guidance and clarity.	Students & Early Career We know it's hard at the start! So we support you with 800 € if you've graduated not longer than 2 years ago*.
€2749	€2299	€1499
<ul style="list-style-type: none">✓ 3 one-on-one Coachings✓ 10 Live calls✓ PFC Canvas✓ Community	<ul style="list-style-type: none">😊 Most Popular Option!✓ 10 Live calls✓ PFC Canvas✓ Community	<ul style="list-style-type: none">✓ 800 € Scholarship✓ 10 Live calls✓ PFC Canvas✓ Community
Includes certificate & Tax deduction Documentation.	Includes certificate & Tax deduction Documentation.	Includes certificate & Tax deduction Documentation.
Accelerate your growth with 1:1 coaching tailored to your goals and needs.	Step up your career with expert guidance and a supportive community.	*We'll ask you to send us proof. Get a strong start with extra support and a € 800 discount.
2690.- CHF	2250.- CHF	1'450.- CHF

Your investment:

As a webinar participant you benefit from a 200.- Euro Discount, if you decide to **sign-up by September 29th 2025.**

CODE [PFCWEBINARGUEST](#)



This investment in yourself is tax deductible

Choose your Portfolio Career Investment path

Investing in yourself pays the best interest!

Premium PFC <small>You are serious about it and want 3 1:1 coaching sessions with Andrea on top. They take place within 6 months of programme start.</small>	Mid Career Portfolio Careerist <small>You're looking for real transformation and ready to build your next level with guidance and clarity.</small>	Students & Early Career <small>We know it's hard at the start! So we support you with 800 € if you've graduated not longer than 2 years ago*</small>
€ 2749	€ 2299	€ 1499
<ul style="list-style-type: none">3 one-on-one Coachings10 Live callsPFC CanvasCommunity	<ul style="list-style-type: none">Most Popular Option!10 Live callsPFC CanvasCommunity	<ul style="list-style-type: none">800 € Scholarship10 Live callsPFC CanvasCommunity
Includes certificate & Tax deduction Documentation.	Includes certificate & Tax deduction Documentation.	Includes certificate & Tax deduction Documentation.
<small>Accelerate your growth with 1:1 coaching tailored to your goals and needs.</small>	<small>Step up your career with expert guidance and a supportive community.</small>	<small>*We'll ask you to send us proof. Get a strong start with extra support and a € 800 discount.</small>

~~2690.- CHF~~

2490.- CHF

~~2250.- CHF~~

2050.- CHF

~~1'450.- CHF~~

1'250.- CHF

Questions?

ANDREIA FERNANDES

E-MAIL
andrea@andreafernandes.com

WEBSITE
www.portfoliocareer.ch

PHONE
+41 79 545 28 90



Thank You



Enjoyed this Webinar?
Give us a rating on Google
and help us change the
future of work!

ANDREIA FERNANDES

E-MAIL
andreia@andreafernandes.com

WEBSITE
www.portfoliocareer.ch

PHONE
+41 79 545 28 90

