

**Welcome to our webinar:**

**Is a Portfolio**

**Career for you?**

**Secure. Purposeful. Flexible: The Portfolio Career Model**

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# What is a Portfolio Career (PFC)?



# What is a Portfolio Career (PFC)

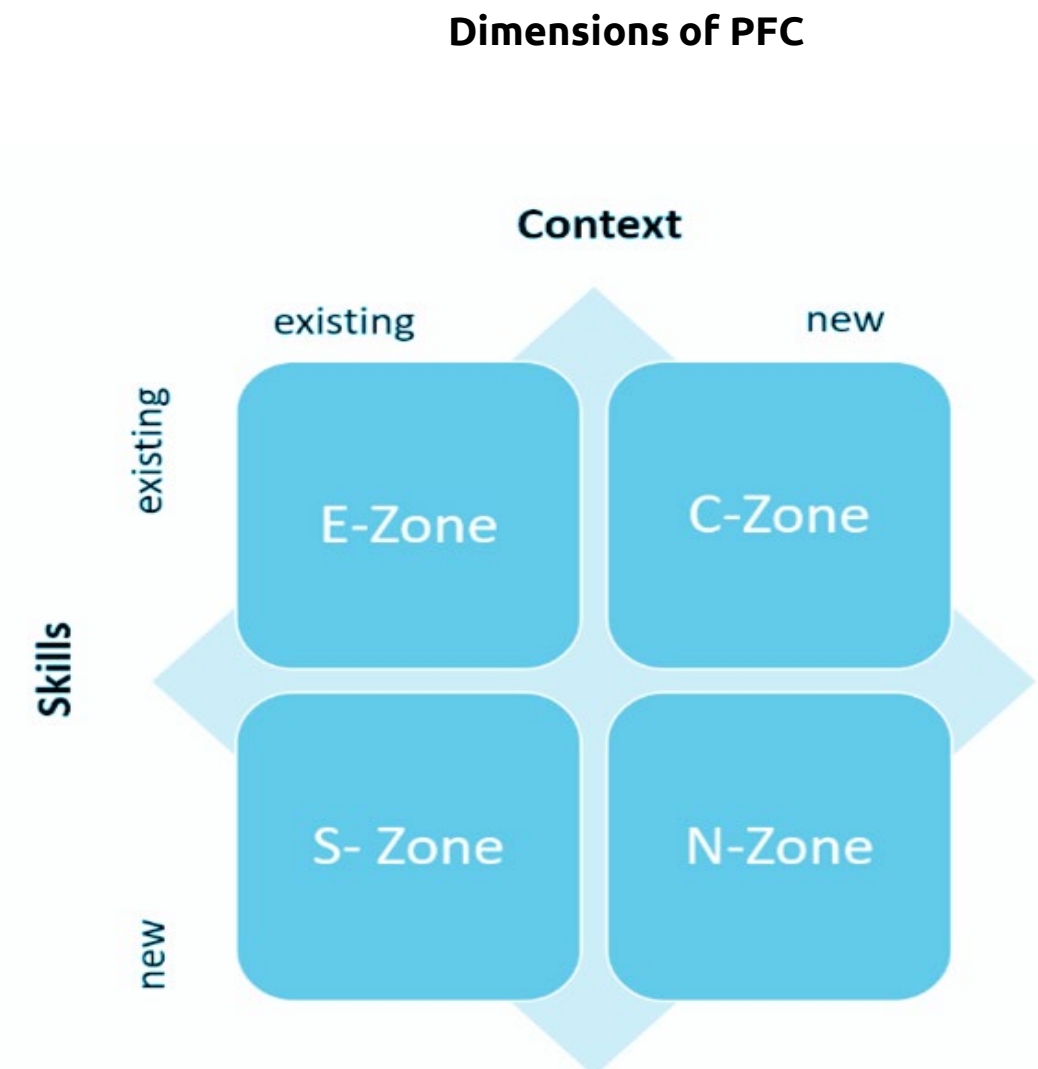
## PORTFOLIO CAREER

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



© 2025 Andreia Fernandes Personal Definition of PFC

# I didn't invent the term! 😊

## Portfolio career

🌐 1 language ▾

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From Wikipedia, the free encyclopedia



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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<sup>[1]</sup> in works like his [1994](#) book *The Empty Raincoat*.<sup>[2]</sup> 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.<sup>[3]</sup> His prediction foresaw what is now known as the [gig economy](#).<sup>[4]</sup>

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."<sup>[5]</sup>

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

[https://en.wikipedia.org/wiki/Portfolio\\_career](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 (discontinued)

### Lecturer

### Executive Coach

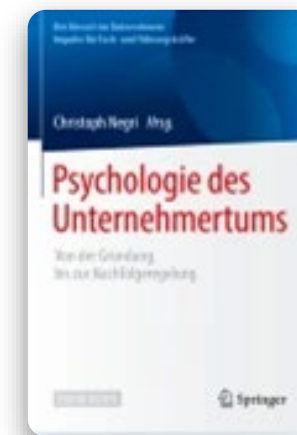
Coaching C-Level executives of publicly traded companies

Coach to Founders i.e. Fachstelle Selbständigkeit

Coach to highly Qualified Job Seekers

### Author

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



### Speaker



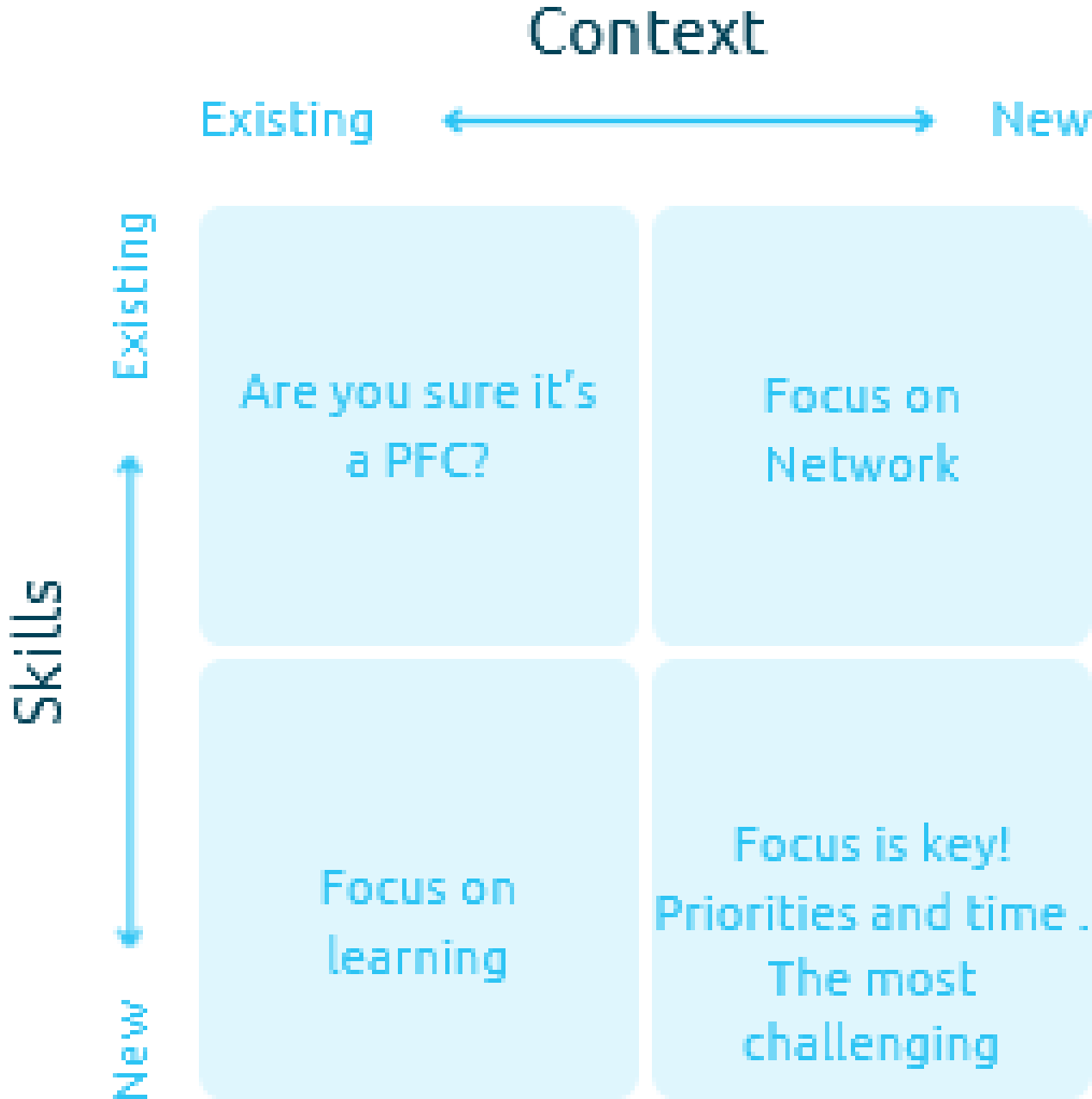
### Andreia Fernandes

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andreaia@andreaiafernandes.com

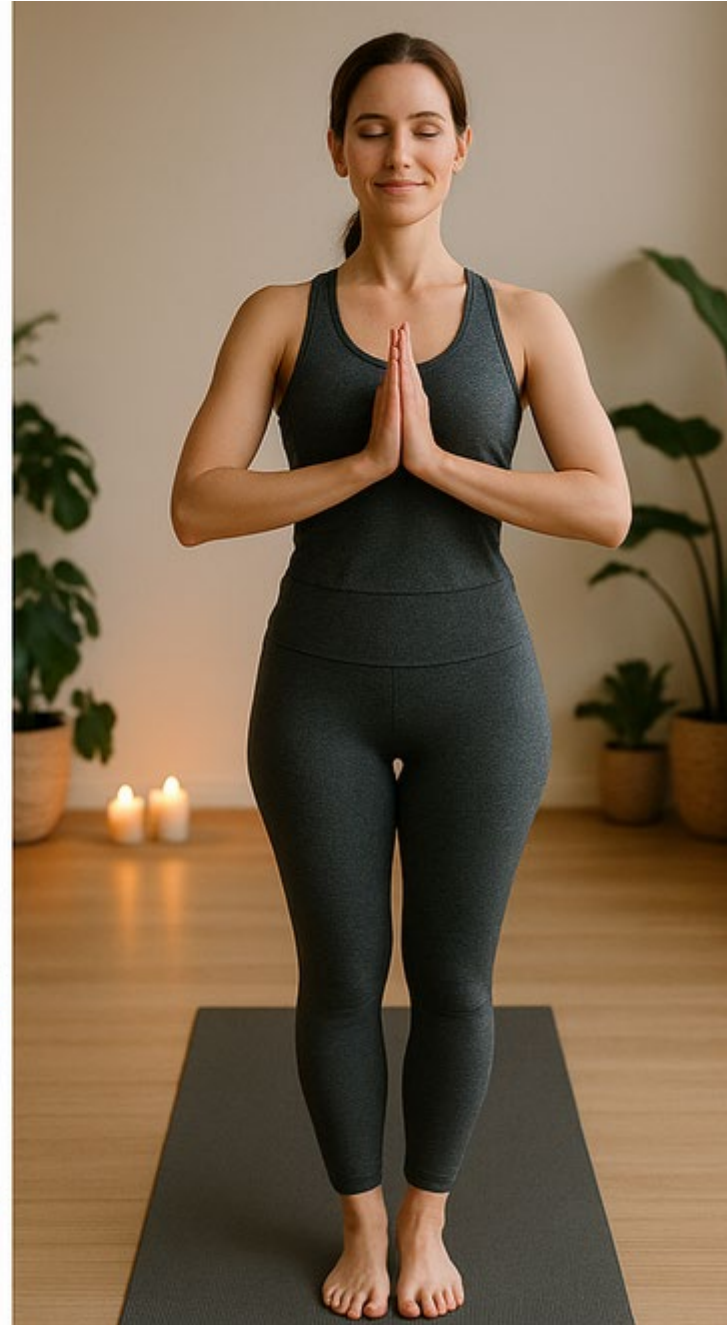
Earlier positions:

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

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

# Data on PFC

## Questionnaire:

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

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**Portfolio Careers (PFC)**  
a coaching concept for successful transition to PFC in the Context of Positive Psychology  
*Portfolio careers – careers that work for humans and their organisations*

Universität Zürich  
CAS Positive Psychologie

1.) **WHY? Our current view on careers does neither serve humans nor their organizations**  
Often, it ignores personal needs in our respective life and career phases, asks for hyperparallelity rather than flexibility.

2.) **WHAT? Attempt at creating sustainable definition of PFC.** This research focuses on the aim of building a permanent PFC, rather than PFC's that happen in many people's life as a transitory phase (i.e. several jobs as alternative to unemployment rather than their traditional career. It looks at the different types of PFCs, based on different skills or different context.

3.) **HOW? Based on the above, a concept for a coaching concept was elaborated. Following these steps:**

1. Set initial (SMART) goal
2. Identify motivation and inner drivers
3. Create self-awareness
4. Plan the Business / Career
5. Identify supporting network- sparring partners, mentors
6. Review & integrate elements of PERMA
7. Reassess Wellbeing
8. Final decision whether or not to embark
9. Periodical review & enjoying the progress and process

4.) **Future - We are currently collecting data!**  
We have elaborated a coaching concept that guides individuals in preparing for a seamless and successful transition into a portfolio career. To continuously improve our approach, based on more empirical data, we will create a platform where you can join to share your experiences, ask questions and find tips.

**Dimensions of PFC**

	existing	new
existing	E-Zone	C-Zone
new	S-Zone	N-Zone

Illustration 1: Personal Definition of PFC

**Key character strengths**

<b>Creativity</b>	When managing a Portfolio Career (PFC) with multiple jobs and tasks, it is common to encounter occasional scheduling conflicts or overlaps. In addition to organizational skills, creativity becomes invaluable in navigating such situations effectively
<b>Judgment</b>	Sound judgment is essential for assessing certainties like outcomes and task durations, as well as understanding the realistic pace of PFC development.
<b>Love of learning</b>	Probably having a love of learning is one of the drivers for certain professionals to actually want to embark and follow the path of a PFC.
<b>Perspective</b>	Perspective adds to the sense of realism that is mentioned under the value of judgment -, it also includes having a clear goal to work towards and a level of optimism.
<b>Persistence</b>	Starting a brings many uncertainties. A PFC is probably nothing for professionals who intend to live a slowed down career mainly driven by repetitive and non-challenging tasks.

Table 1: Key Character Strengths

**References:**

- Fredrickson, B. L. (2013). Chapter One—Positive Emotions Broaden and Build. In P. Devine & A. Plant (Eds.), *Advances in Experimental Social Psychology* (Vol. 47, pp. 1–53). Academic Press. <https://doi.org/10.1016/B978-0-12-407236-7.00001-2>
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11

# At the beginning, you might feel overwhelmed: PFC's are seen as harder to create

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

● I strongly agree

● I Agree

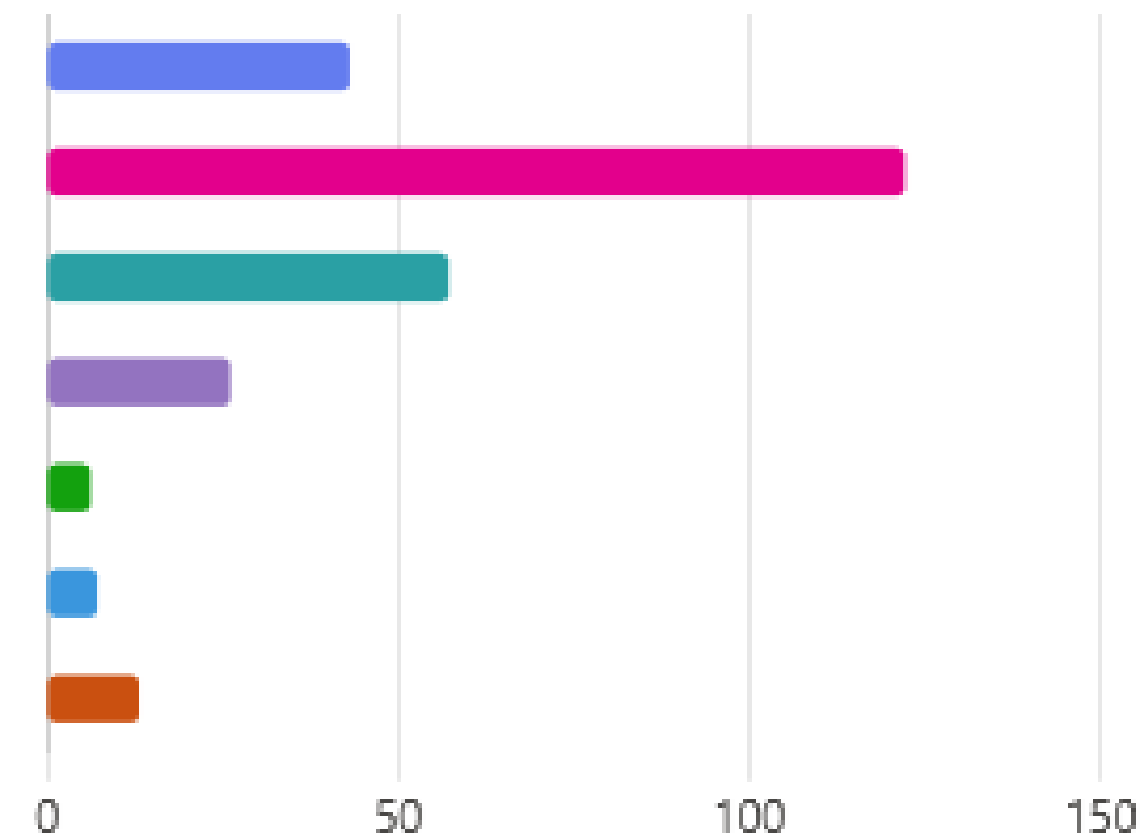
● Neutral - Same difficulty level

● I disagree

● I strongly disagree

● I don't know

● Sonstiges



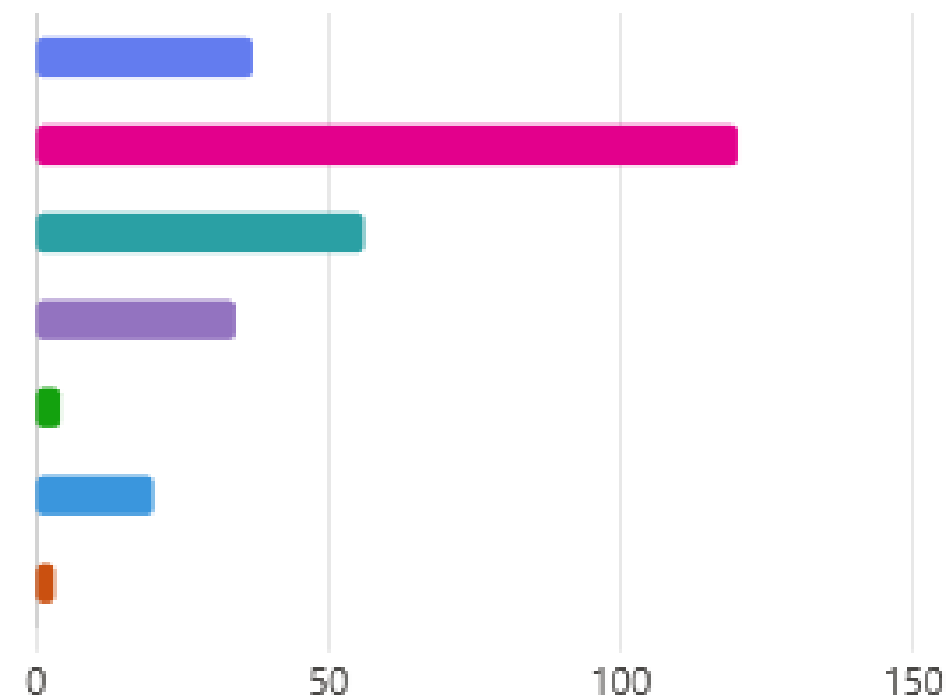
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# You may get impatient...

## 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

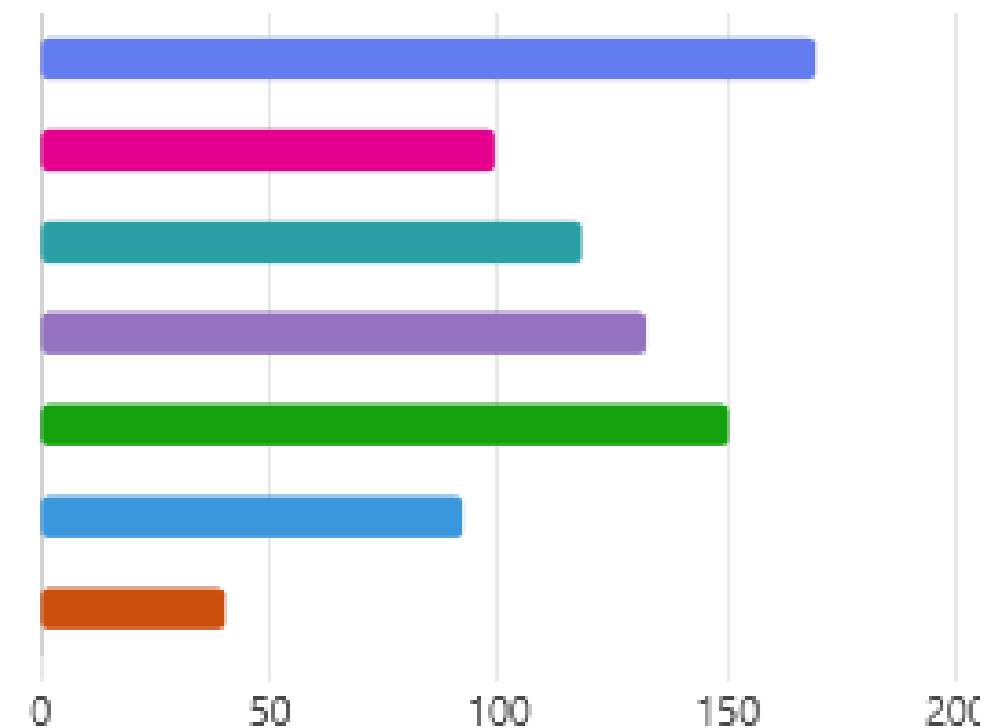


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# PFC's offer less security (in the beginning) and are underserved

## 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

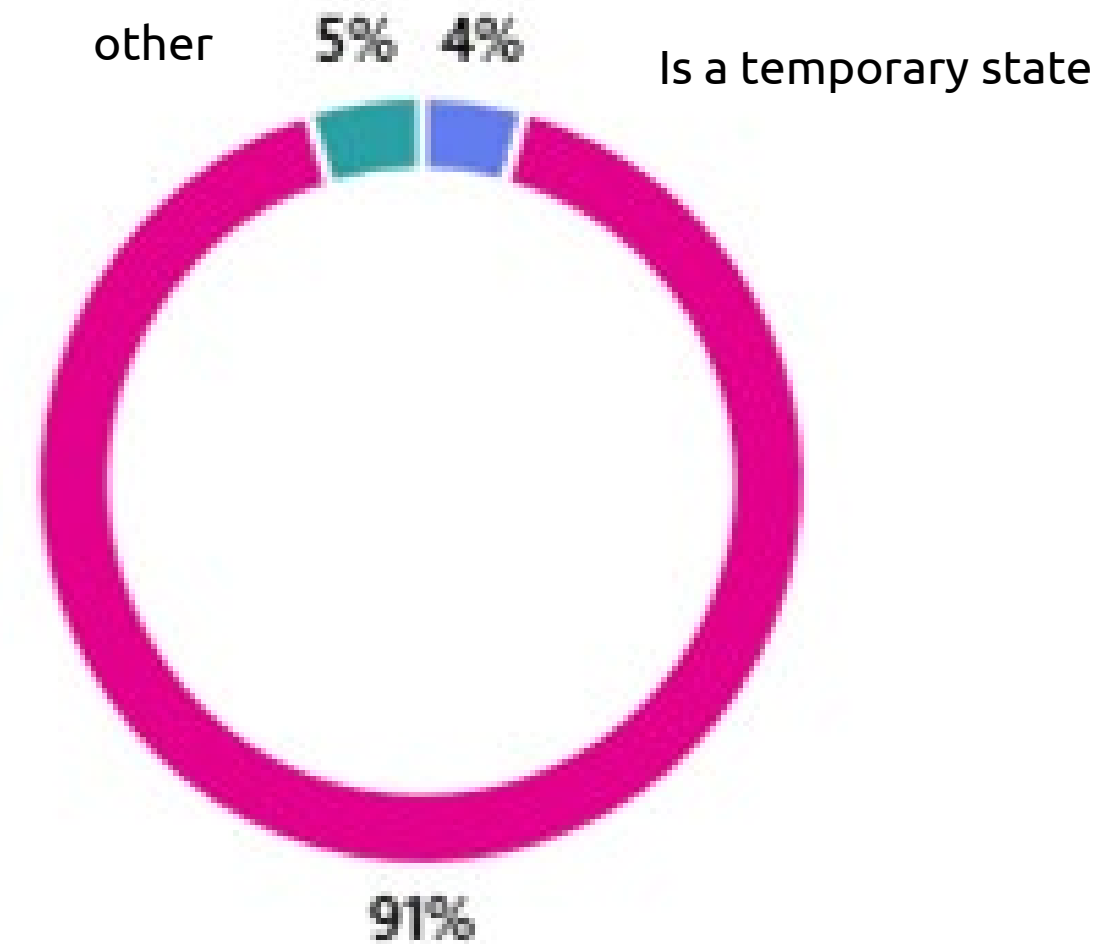


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# yet...

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

In your opinion, a PFC:





# So?

## Questions from more than 300 portfolio career coachings

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

Employment or self-employment?

Yes, but **where to** start?

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

# So? Don't take the road alone!

## Many of you 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](https://portfoliocareer.ch)

# Where to start?

10 weeks  
Reflection  
Trial & error 😊  
Peers  
Advice & Support!

**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**

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# Let's move from confusion to clarity!

## 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.

PORTFOLIO CAREER CANVAS GUIDE

Name  Date  Version

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

1. What's my main motivation to embark on a PFC?
2. What impact do I want to have?
3. Which personal values guide me?
4. What drives me? What drags me towards a PFC?

Take your time to reflect and challenge whether your WHY is strong enough. Bear in mind, 61% believe that it is more difficult to build a portfolio career as opposed to traditional careers.\*

**How?** Skills, Strengths, Passions

1. Which skills, strengths, passions and educational background do I bring to start?

2. Will I leave my current context or skill set? Or both?

3. Do I have an idea how my PFC will look like? Is it a vague idea or a clear vision?

If you are still vague, let's take some time to visualize what your workdays should look like.

	Existing	New
Context	Are you sure it's a PFC?	Focus on Network
Skills	Focus on learning	Focus is key! Priorities and time. The most challenging

**Learning & Development areas**

In which areas do I want to grow?

How do I feel about it? (excited, scared...)

What skills do I need to acquire in order to succeed?

**Roles & Activities**

Which roles will I pursue?

**Services / Offerings**

What exactly do I offer? Products, services, creative work?

**Target Audience / Clients**

Who are my ideal clients? Stakeholders?

Do I already know them or do I have to build my audience from scratch?

**What makes PFC successful for you?**

How do I define success for myself?

Which milestones do I want to have achieved by when?

What criteria will make me decide whether to continue or give up (one of the roles)?

**Keep in mind:** you will have to do tackle one aspect after the other so you can focus your energy in building up. Be intentional about prioritizing a mix of activities that not only provide income but also energize you and foster creative synergy.

**Income Streams**

How will I earn money across my activities?

**Time & Energy Allocation**

How will I balance my different activities?

**Mentoring, Coaching, Network & Collaborations**

Whose support do I need? Who could I partner with?

PFC

# This program offers:

## Step by step guidance, asking the right questions

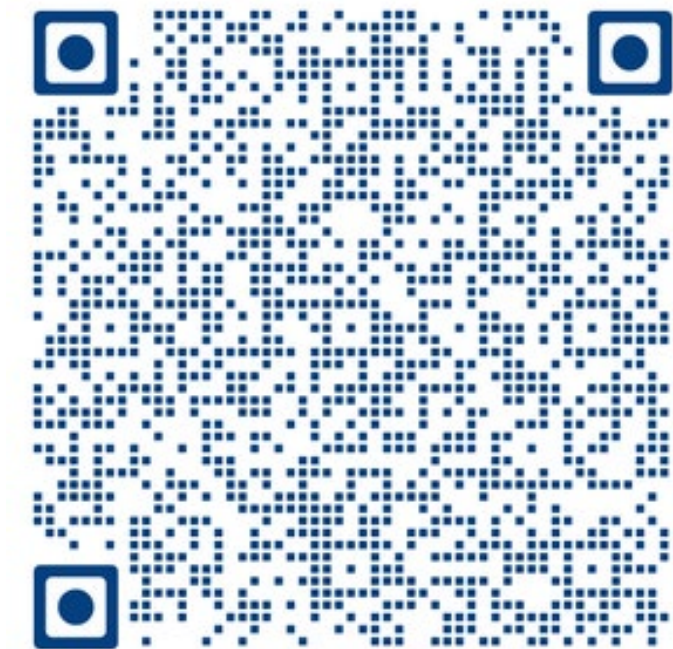
Most career offers stop at inspiration or tools.

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.

# Your investment:

- ✓ 10 sessions à 1.5h over 4 months (oct – jan)
- ✓ Commitment to [reflect and take action](#)
- ✓ This **investment in yourself is tax deductible** in Switzerland and most european countries!

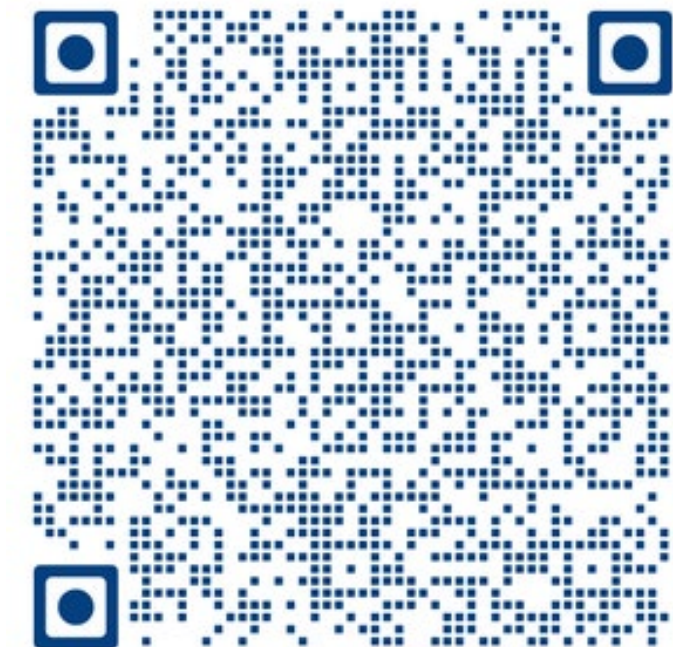


**Book here**

# Your investment:

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**2'299.- EUR**



**Book here**

# Your investment:

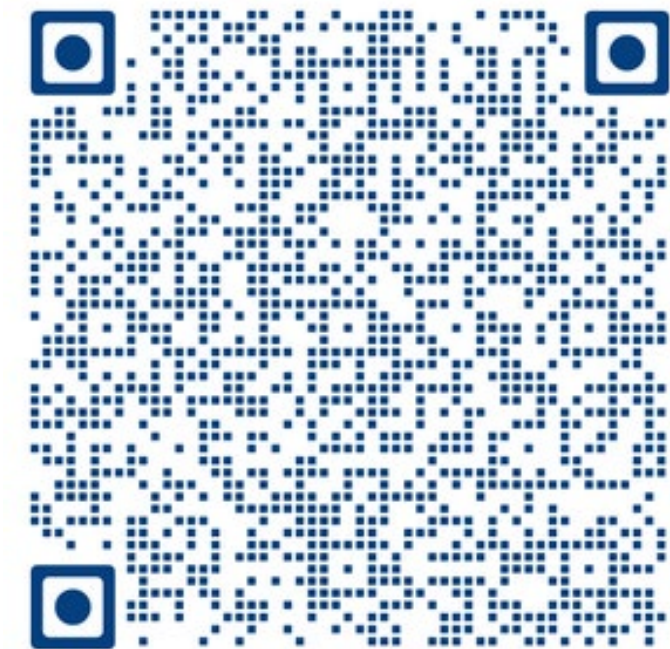
- ✓ 10 sessions à 1.5h over 4 months (oct – jan)
- ✓ Commitment to reflect and take action
- ✓ This **investment in yourself is tax deductible as further education** in most european countries!

~~2'299.- EUR~~

2'099.- EUR

As a webinar participant you benefit from a 200.- Euro Discount, if you decide to **sign-up by tomorrow, October 3rd 2025 noon.**

**CODE: PFC4YOU**



**Book here**

# Practical Details

## if you click the QR Code

### Duration

10 weeks, starting October 13th

### Dates

10 Mondays

### Live Calls

Mondays, 19:00–20:30 CET

### 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

**Are you ready to reinvent  
your work?  
Let's go!**

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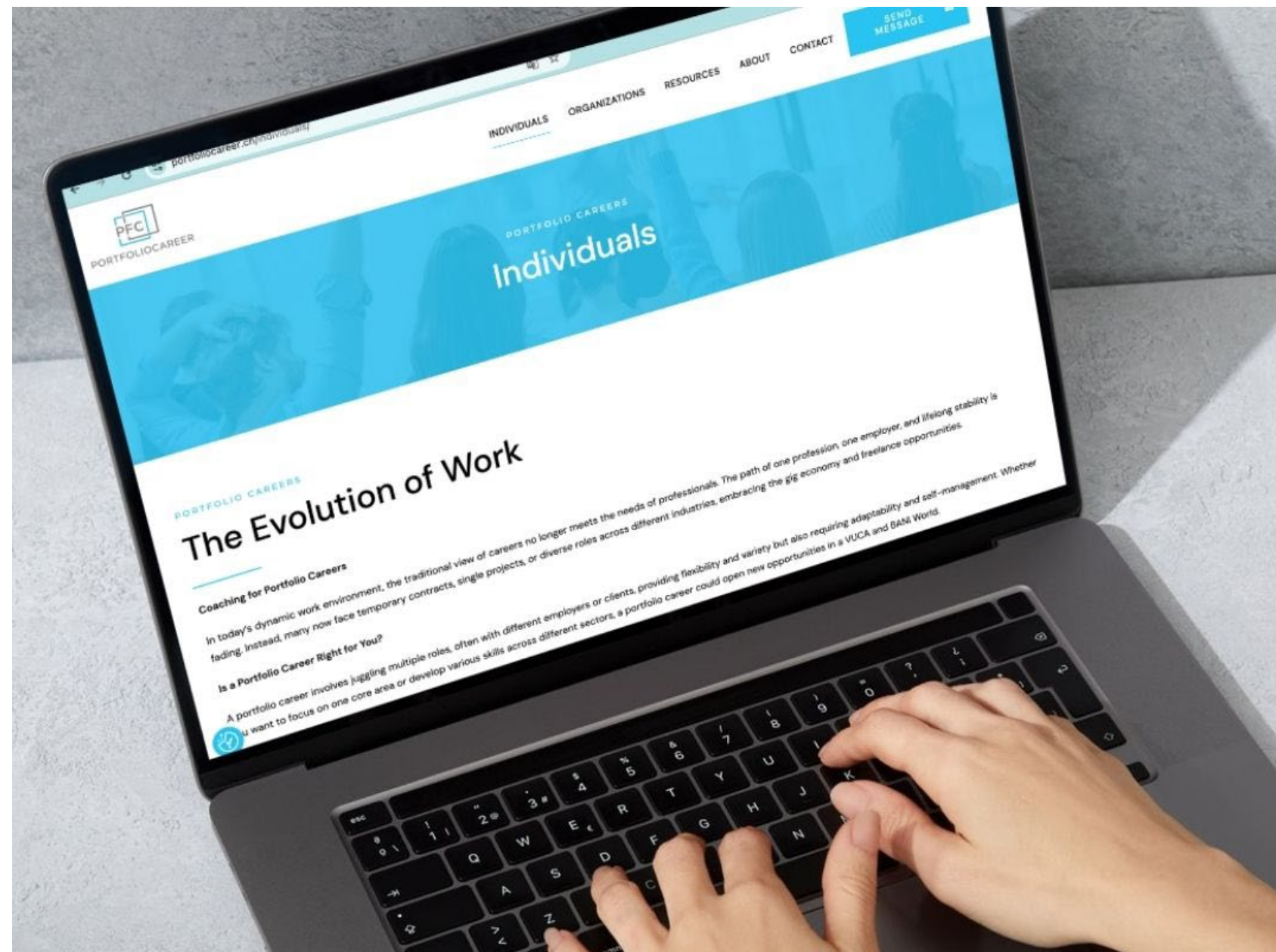
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# Your next step?

## Join the programme



Book today on

<https://andreiafernandes.podia.com/>

With the Code **PFC4YOU**

# I am here for you!

## Questions?

Feel free to reach out to me, if you still have any questions.

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# Thank you



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