

**Welcome to our webinar:**

**Is a Portfolio**

**Career for you?**

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

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**ANDREIA FERNANDES**

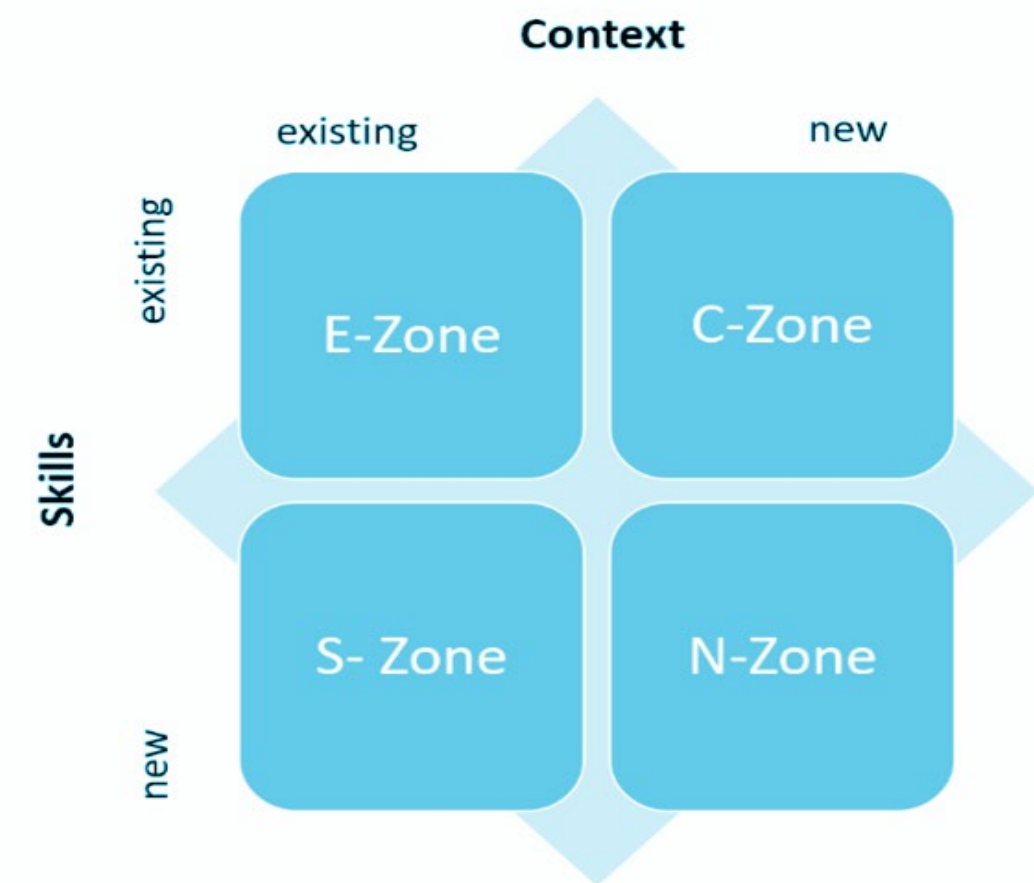
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# What is a Portfolio Career (PFC)?



© 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

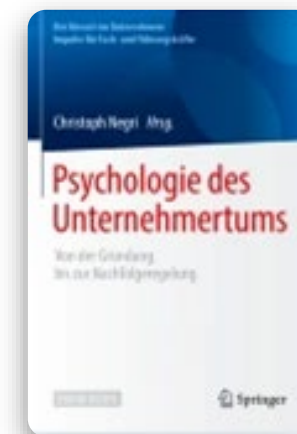
Coaching C-Level executives of publicly traded companies

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

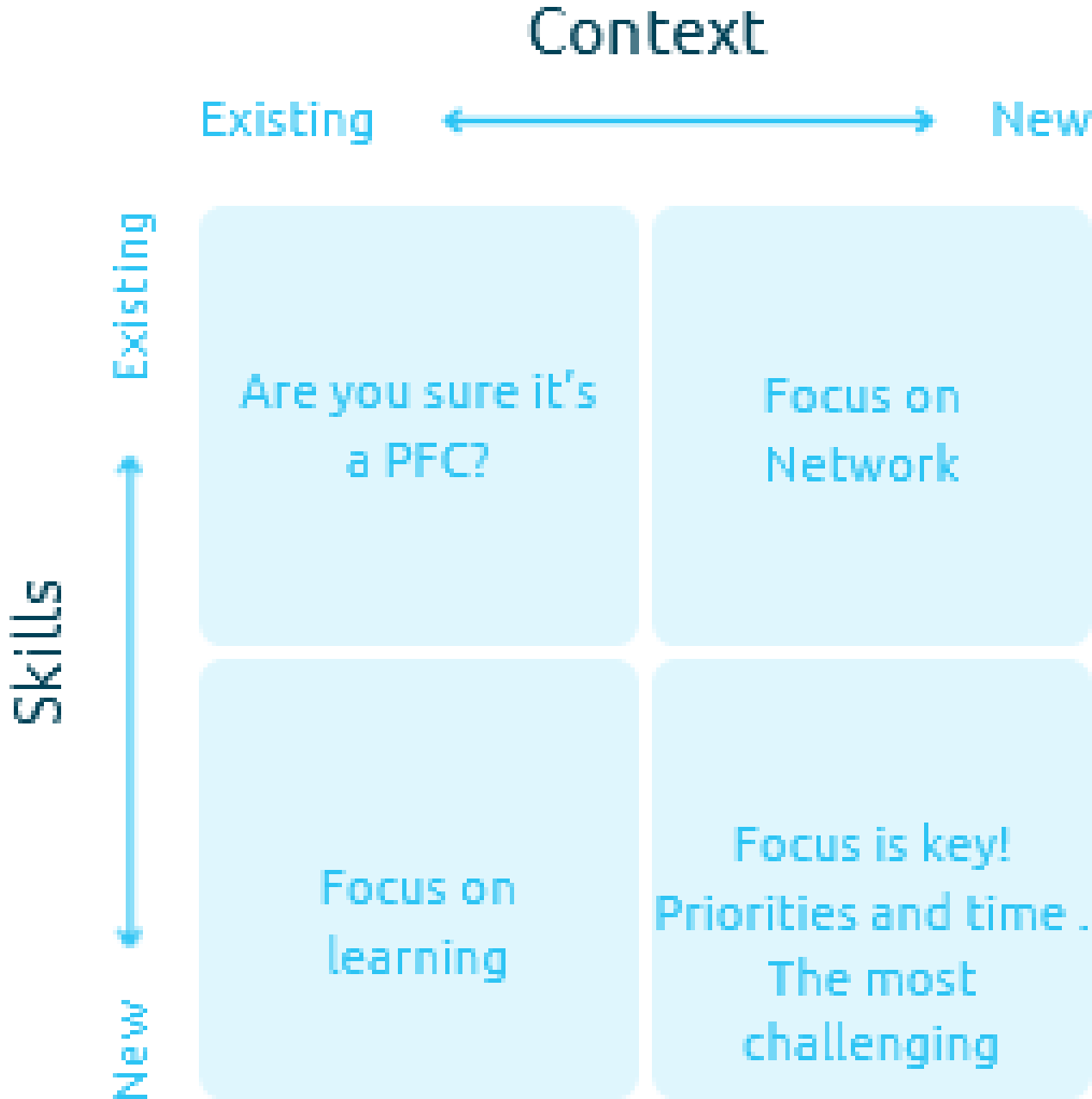
CEO Seabrand International  
andreaia@andreaiafernandes.com

Earlier positions:

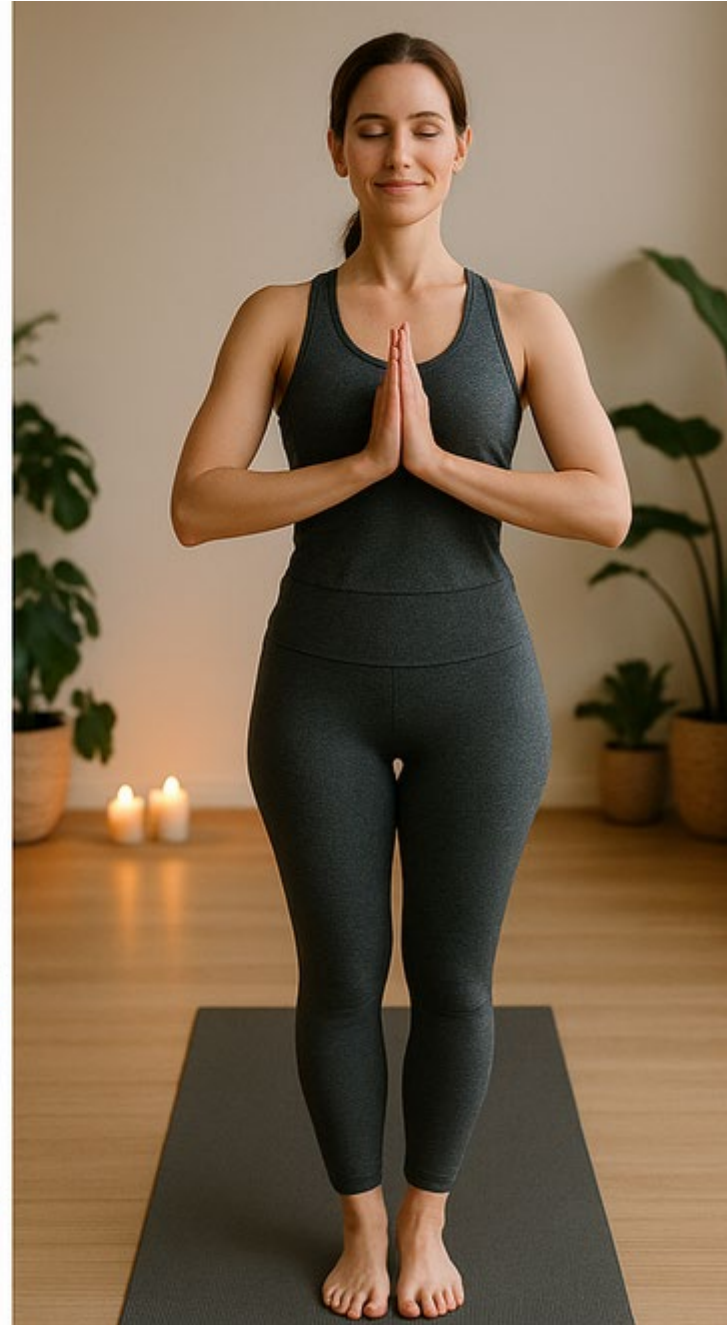
- Consulting
- Global Manager MedTech
- Managing Director
- Managing Director NGO

**What's a portfolio  
career in your opinion?  
Anything to add?**

# 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)

Fernandes (2025) Portfoliocareers

**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 organisations**  
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.

**Dimensions of PFC**

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

**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.

**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.

**References:**

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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

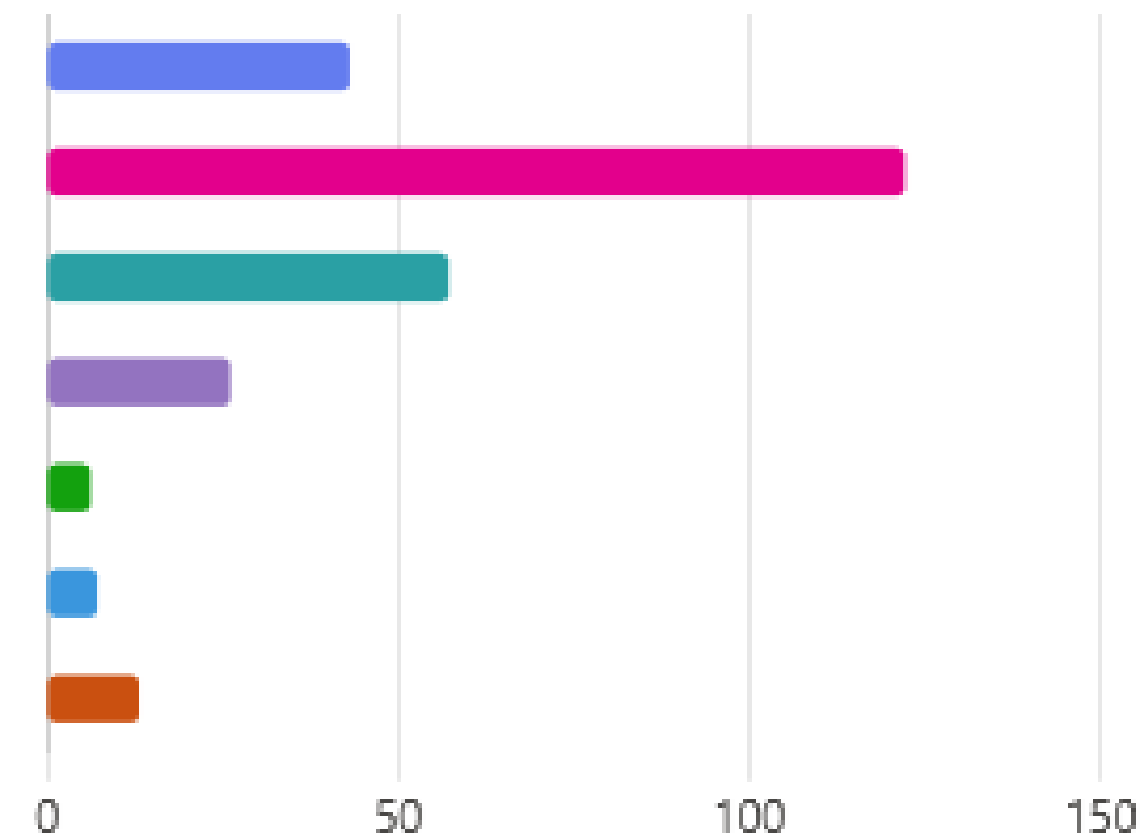
● Neutral - Same difficulty level

● I disagree

● I strongly disagree

● I don't know

● Sonstiges



Fernandes (2025) Portfoliocareers

# Not easy, but worth it!



Jan Jakub Schwartz · 1st



Over the past 4 months, I worked closely with Andreia, and it has been an incredibly transformative and upbeat experience.

Andrea consistently motivated me throughout our engagement to take bold steps and embrace new opportunities. Her unwavering support and belief in my abilities were instrumental in boosting my self-assurance, instilling confidence, and empowering me. With her awe-inspiring expertise in leadership and strategy, she was able to dissect intricate situations and provide practical solutions.

I cannot thank Andrea enough for her positive impact on my personal growth, and I am grateful for the newfound clarity and direction I have gained through our sessions.

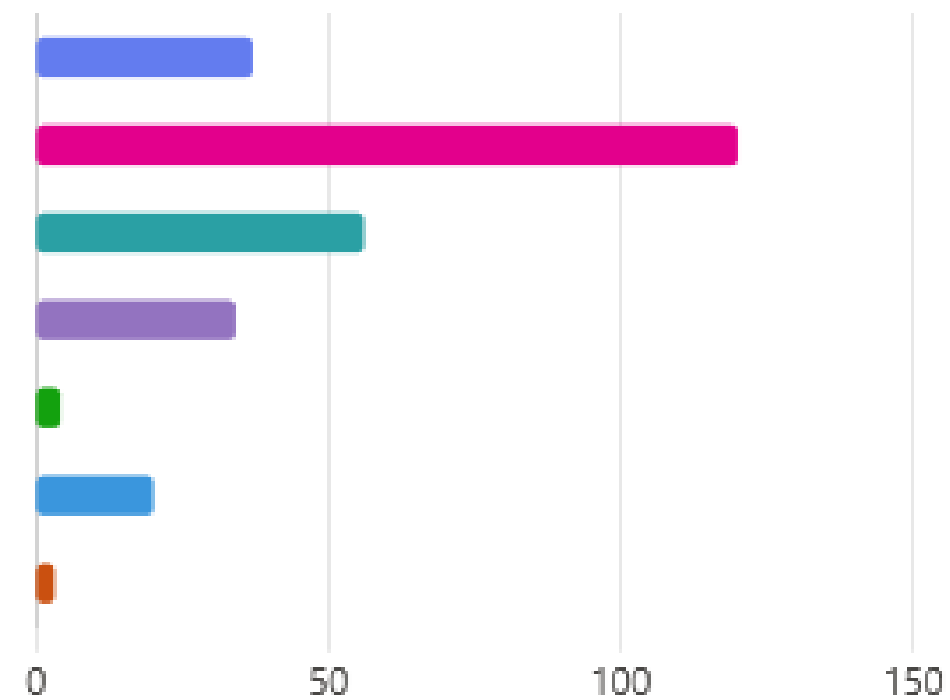
If you seek a Leadership & Strategy Expert Coach who will challenge, empower, and help you reach your full potential, I wholeheartedly recommend Andrea. Her expertise, dedication, and passion for coaching are unmatched and will make her believe in the concept of unlearning.

# 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



Fernandes (2025) Portfoliocareers

# No quick fix, but worth it!



**Hanne Tytgat** · 1st

Digestion & Absorption Group Lead at Nestlé Research

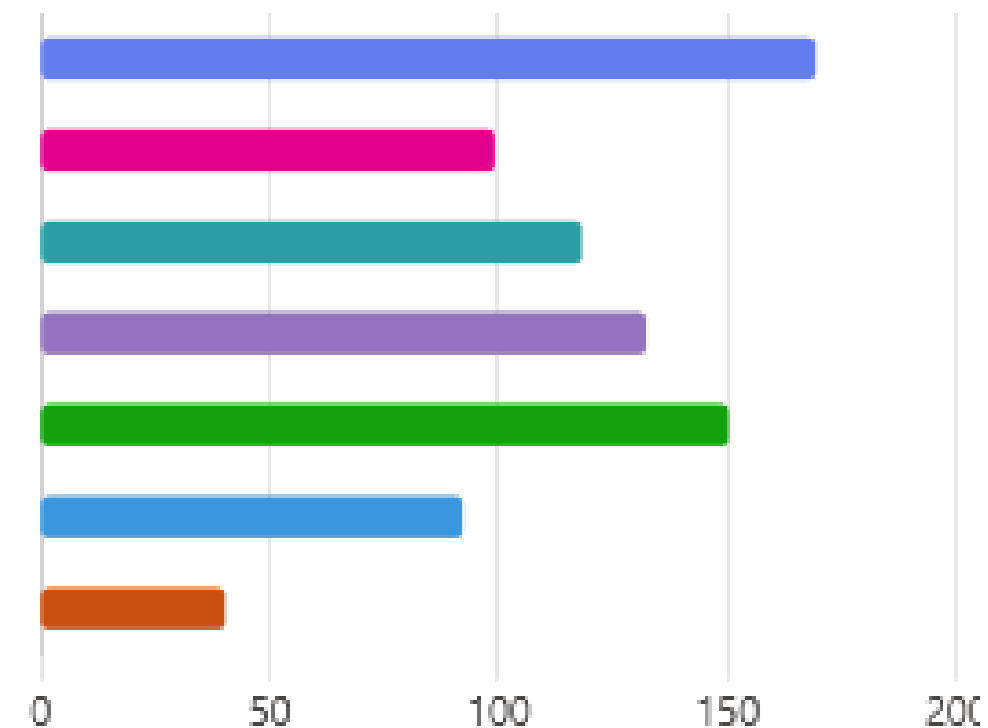
Andreia is an excellent coach. She guided me with a lot of empathy through my transition from academia to industry. Andreia was an indispensable support in my search for novel career opportunities. Her tips and coaching helped me to prepare and perform to the best of my abilities during the hiring process. I cannot thank her enough for everything she taught me and all the pleasant interactions.



# 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

# Not immediately stable, but worth it!



**Sandra Kolb** · 1st

Organizational Development & Coaching ★ Business Strategy ★ Structures & Processes ★ Culture & Leadership ★ Int. Change Project Management ★ Digitalisation ★ Empathy Ambassador

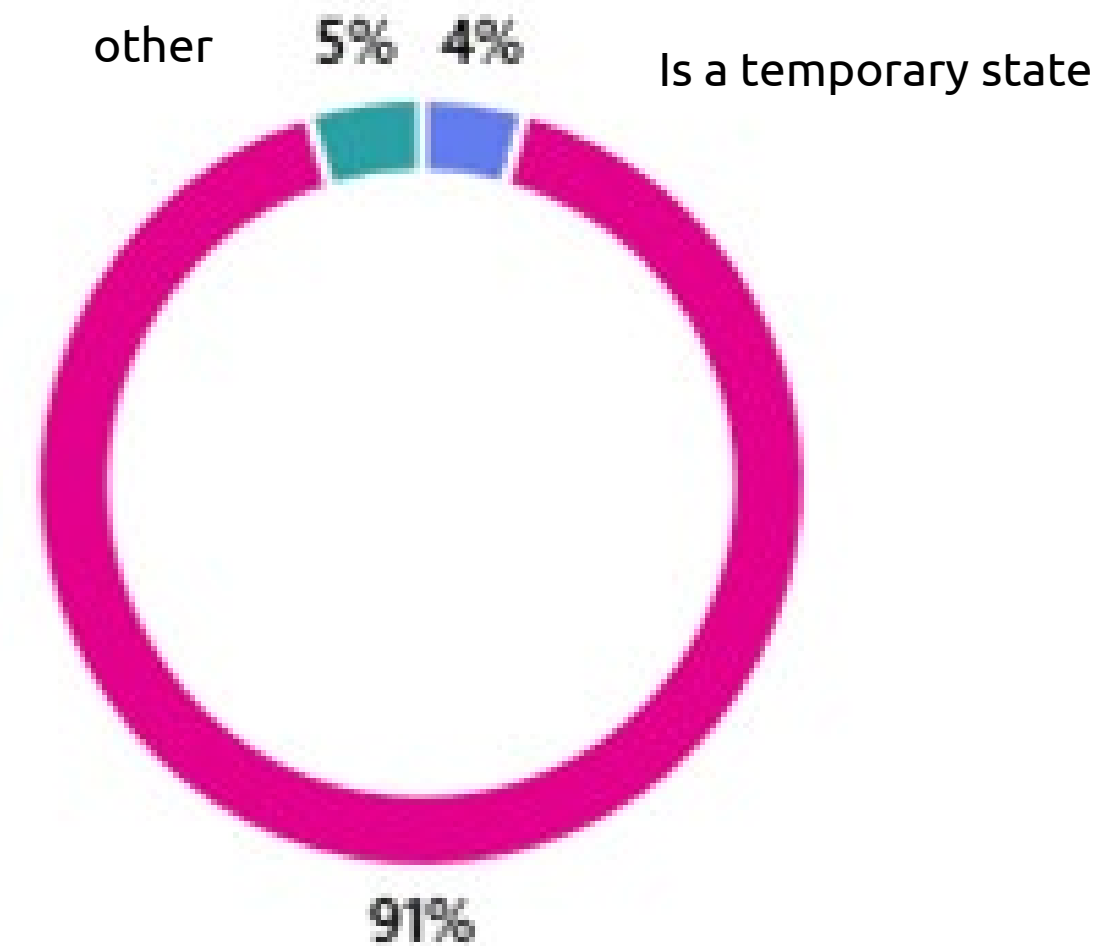


Andreia supported me in my career development. She leads you through the solution-finding process in a highly empathic and engaging manner. She creates an environment, where you feel safe and which motivates you to keep going in your chosen way. Her proven methods help to structure the process and focus on reaching your goal step by step. Thank you Andreia.

# yet...

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

In your opinion, a PFC:



# Hype or trend?

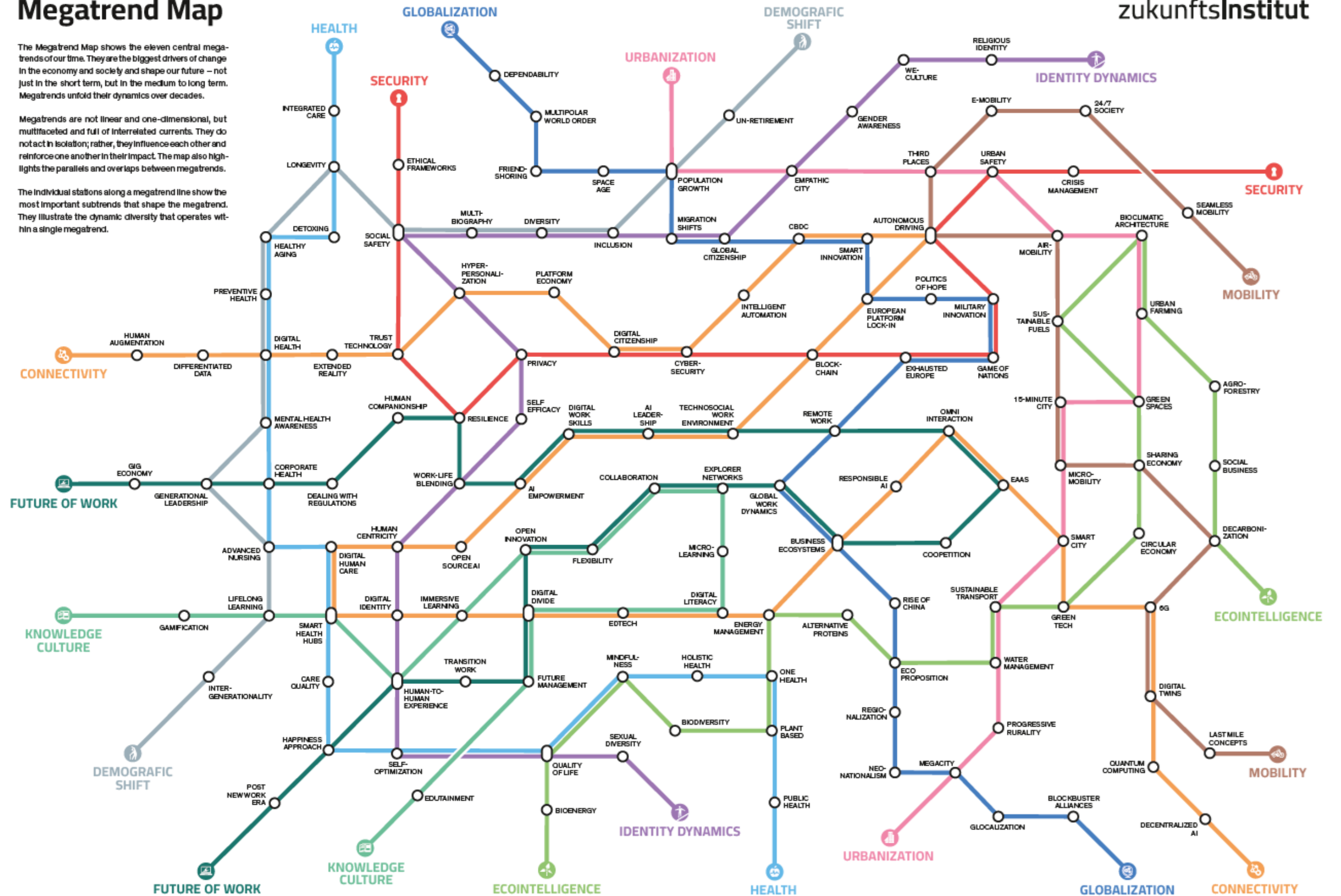


## Megatrend Map

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 subrends 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 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?

4 Months

10 sessions


100 Reflections


99 Trial & errors


Invaluable 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

# 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.

# 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

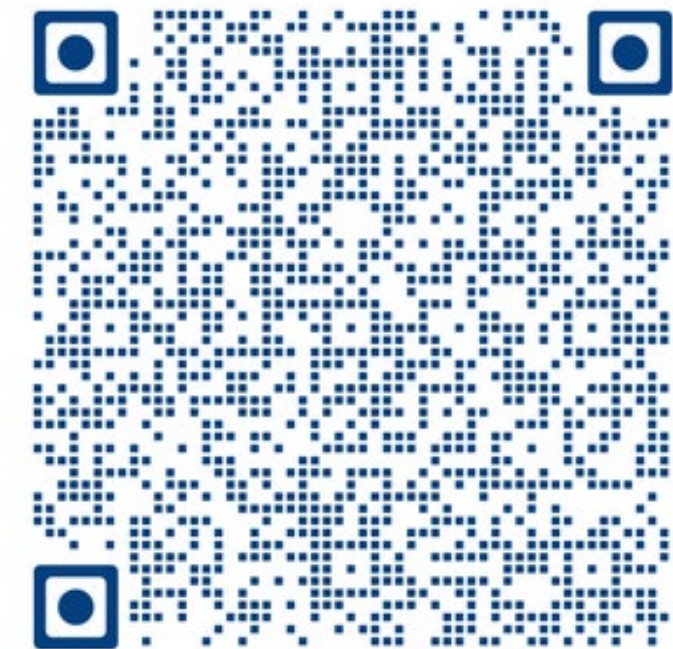
- 13.10.2025
- 20.10.2025
- 03.11.2025
- 17.11.2025
- 01.12.2025
- 08.12.2025
- 15.12.2025

### *Winter Holiday Pause*

- 12.01.2026
- 19.01.2026
- 26.01.2026

# Your investment:

- ✓ 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!

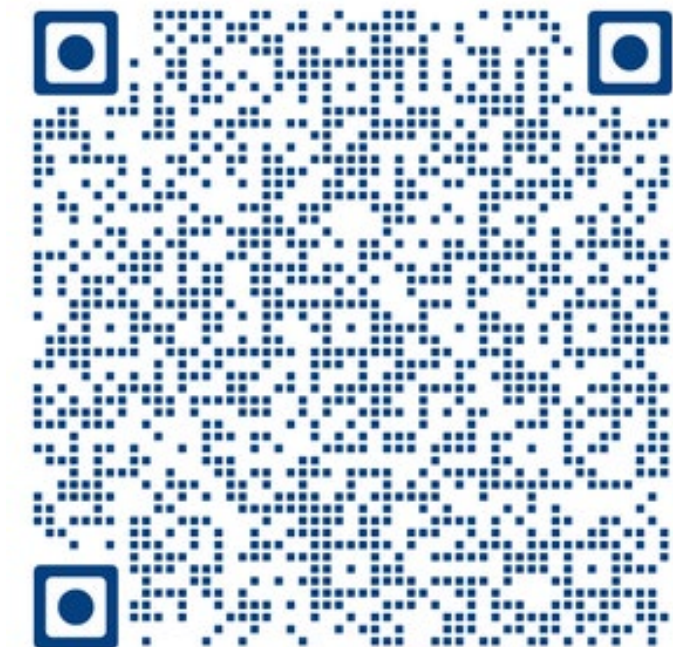


**Book here**

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**2'299.- EUR**



**Book here**

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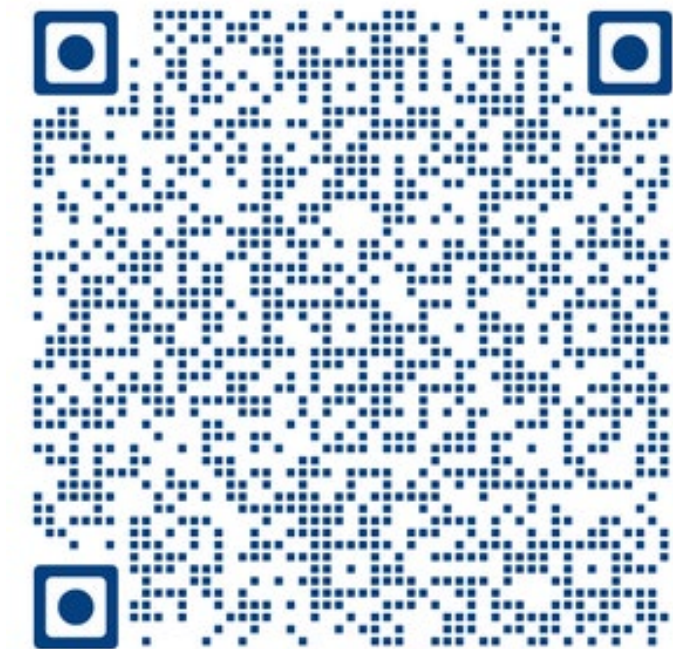
- ✓ 10 sessions à 1.5h over 4 months (oct – jan)
- ✓ Commitment to reflect and take action
- ✓ This **investment in yourself is tax deductible as further education** in most european countries!

~~2'299.- EUR~~

2'099.- EUR

As a webinar participant you benefit from a 200.- Euro Discount, if you decide to **sign-up by October 9<sup>th</sup> 2025.**

CODE: **PFC4YOU**



**Book here**

## Patricia, 2 days ago:

I followed my intuition and signed up straight away – even before I saw your email.

The fact that you reached out again only reassures me in my decision!

I quit my corporate job and am now in a conscious phase of reorientation...

Every question I read on your website is one I'm asking myself – so I'm basically your exact target group...!

I'm hoping the program will give me concrete next steps that I can start tackling.

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

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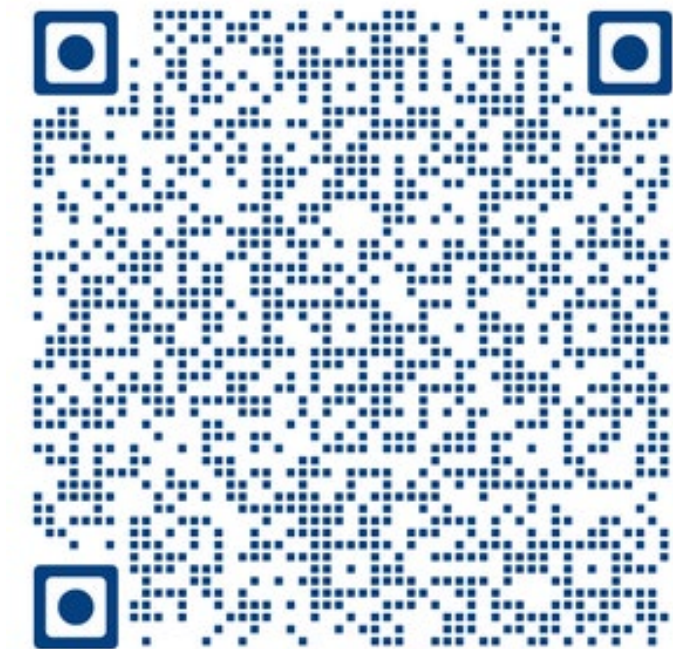
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# Questions?

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# Thank You



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and help us change the  
future of work!

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