

Module 2 – Looking to the future

Topic 2 – Portfolio working

K illustrated both the theory and practice of portfolio working in her talk and I have tried to capture the key points to be read in conjunction with looking at the PowerPoint which K used.

Portfolio Working:

- you own the skills and sell your time
- you are the “brand”
- it is an “exposed” life, you need self-belief, willingness to hear and learn from feedback and criticism
- you are hired for yourself alone – there are no substitutes in this game – you have little control over meetings and certainly no desks and PAs/secretaries supplied by your client!
- you swap power for influence
- you need to grow/learn/refresh your skills constantly
- you have to have the right balance between self-confidence and self-doubt (sell yourself but avoid arrogance/complacency)
- it is “team” working – but the team is those around you who are affected by your work hours/life – family, friends

Chunking

- modify your use of time depending on what you are working on
- different types of work – paid / study / home / gift (unpaid) / time off
- perhaps work to an annual quota of paid work rather than trying to “earn as much as possible”
- you need to take time off so that you don’t run out of energy

K’s Own Experience

- best to look at the PowerPoint slides

Interactive Session – differences between a Portfolio Worker and an Entrepreneur

Here, in no particular order, are feedback comments from the small group sessions

Portfolio Worker	Entrepreneur
Lifestyle choice / limits on time	No limit on time – takes over your life
Successfully being a “jack of all trades”	JOAT not necessarily appropriate
Use others’ resources to achieve result	More personal commitment – may be IP involved – external funding
Lifestyle	Profit
Take less risk	Take more risk – may need portfolio worker to help out
Selling self	Selling some thing or idea (product)
Butterfly type of person?	
Posh name for a contractor?	
“Remote” attitude to £	“Hands on” with £
Risk averse and diversifying self	Focused on one goal therefore higher risk
Working for others	Working for self
Choice driven	Commercially driven
Developing skills and self	Wanting recognition for achievement

