

Master Your Career Ladder:

Ascend, Pivot, or Pause using the S.U.R.F. Framework



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Career Mapping

Where are you in your career ladder?

- Stepping on (Starting a position)
- Climbing up (Promotion)
- Climbing down (Downshifting)
- Switching ladders (Pivoting careers or roles)
- Stepping off (Leaving work)

What rung of the ladder are you on? _____

What are your personal goals for this phase of your life?

What are your professional goals for this phase of your life?

What knowledge, skills, abilities can you offer?



S – Say Goodbye – Who Am I Mediation

Identify what you must release—beliefs, roles, identities—before you move forward.

How I describe myself?	How others describe me?

What are the three descriptors you want to Saying Goodbye to?

1. _____
2. _____
3. _____

What new ideas or insights did you discover?

Which term, if any, was the most challenging to release or accept?

Please share anything else that comes to mind as you reflect on this activity.

Please repeat this activity several times as you continue to explore your identity beyond your various identities.



U – Understand

This section enables you to enhance your awareness of your personal assets and the external environment.

<p align="center">My Skills & Strengths</p> <p>Identify your current strengths and skills.</p>	<p align="center">Current market trends & role demands</p> <p>Analyze the current market trends and the requirements of the roles you are interested in.</p>



Reflection

What surprised you the most? What unexpected insight did you gain? What skills are essential for your next career steps?

Resources:

- Occupational Outlook Handbook: <https://www.bls.gov/ooh/>.
- PMI Salary Survey - <https://www.pmi.org/learning/careers/project-management-salary-survey> (Note: Must be a PMI Member to access this survey.)
- World Economic Forum - 2025 Future Jobs Report: <https://www.weforum.org/publications/the-future-of-jobs-report-2025/>
- Level Up your Job Search: Mastering Prompt Engineering for Underdogs, <https://www.wonsulting.com/job-search-hub/prompt-engineering-for-job-seekers-crafting-the-perfect-prompts-for-chatgpt-google-gemini>, accessed Feb. 24. 2026.



R – Reframe

This section allows you to transform challenges or limiting beliefs into energizing narratives for your career planning.

1. Identify Limiting Beliefs:

- **Stuck areas** – Identify the areas where you feel stuck or consistently challenge you.
- **Use the ‘But’ Test** – When you want to change your career, ask yourself, “I want to change my career, **but** ____.”) The statement after the ‘but’ indicates a limiting belief.
- **Notice Internal Language** – Pay attention to the internal messages you tell yourself when you’re tired, hangry, unwell.
- **Imposter Syndrome** – Recognize the internal, psychological experience of self-doubt and fear of being exposed as a "fraud" despite evidence of competence or success.
- **Question ‘Facts’** – Examine the beliefs, areas, or thoughts that you only perceive as ‘this or that’.

Everyone has limiting beliefs. What are yours?

2. Challenge or Question these Beliefs.

- **Question their accuracy** – Evaluate the validity of these beliefs.

3. Reframe the Limiting Belief – Transform the limiting belief into an empowered constructive perspective.



Activity:

Limiting Belief	Reframe
I need to have the 'perfect' career plan mapped out.	
I can't get a job without experience, but I can't get experience without a job.	
I've invested too much time in this field to change now.	
I am too old/young/underqualified to make a career move.	
If I don't get this promotion/job, I am a failure.	

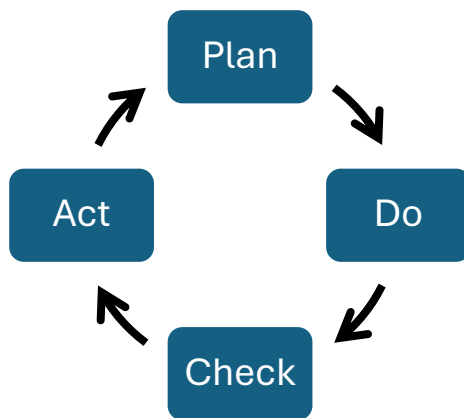
4. **Act** – Take a small step that challenge the old belief.

What action do you want to take? Consider sharing with a group.

How will this new perspective shape your actions next week?



F – Follow-through



Use the **PDCA Cycle** to stay on track and make necessary adjustments. In this section you'll have the opportunity to translate your insights gained today into concrete career journey roadmap.

Plan: Set Your Career Goal

Describe your future self.

Create a vision board – Choose a suitable form (e.g., placing magazine cutouts on poster board, or using platforms like Pinterest, Canva, or PowerPoint to create an electronic vision board).

Do: Execute Small-Scale Action

Build Small Habits

Identify actions you want to take.

Evaluate the impact of your action – Determine how you'll assess its effectiveness.



Track your progress – Identify what you’ll monitor.

Build small habits- Develop consistent habits.

Check – Measure Performance & Feedback

Set time aside at 30-, 60-, 90-days to **review your progress** against your plan.

Seek feedback – Identify who you can ask for feedback on your progress and how you’ll ask them.

Act – Standardize or Adjust

Make necessary change to your plan. What is **your top action item**? Set a **deadline for its completion**.



Offer 1: Book a Clarity Call

Offering 10 complimentary 30-minute clarity calls for attendees who want one concrete next step. Book within the next 72-hours.



Offer 2: Discounted 3-session coaching package.

Want a guided, personalized path from today's vision to your first 90-day wins, I'm offering a three-session package at a workshop-only rate of \$495. We work together to finalize your plan and remove the friction between intention and action."



Thank you for your courage and curiosity. Carry this workbook forward as your personalized Career Ladder Blueprint!

Want to explore more, contact Sandra Menzies:

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