

// pragmatic leaders

// your action plan

Sample Career Move

A practical plan based on your inputs and the PL competency standard.

// prepared for

PL member

// horizon

free 12-week action plan

// plan id

TAL-AP-SAMPLE-2026

// reviewed by

pragmatic leaders · 9 July 2026

// the mark of a measured plan

// I

Executive summary

You are trying to move from scattered applications to a focused PM search. The highest-leverage change is not sending more resumes. It is making your target role, proof, resume, and weekly work point to the same story.

For the next 12 weeks, the plan focuses on one lane: product roles where discovery, execution, metrics, and stakeholder work matter more than vague domain claims. The goal is to build proof that a hiring manager can inspect quickly.

The plan uses a simple split. Most work is real output: sharper positioning, one proof project, a resume rewrite, and weekly applications to roles that fit. Some work is social: review, interview practice, and feedback from people who understand the role. A small part is formal reading so the work has structure without becoming a course.

Success by week 12 means you have a clear target list, a resume that proves the right competencies, two portfolio-ready artifacts, a JD fit habit, and a live IDP that keeps the work moving.

the mark says

This plan is useful as a PDF, but it gets stronger when converted into a living IDP. The PDF shows the strategy. The IDP keeps the weekly proof moving.

// II

Competency read

competency	current (1-5)	senior-PM bar	target-role bar	note	intent
product sense	3	4	4	product examples exist but need clearer user problem framing	LEARN
problem framing	2·low confidence	4	4	weak signal: goals mention transition, not problem diagnosis	LEARN
strategy & prioritization	needs data	4	4	no direct signal in inputs	ADD

competency	current (1-5)	senior-PM bar	target-role bar	note	intent
execution & delivery	4	4	4	shipped cross-functional work → execution is a strength	PRESERVE
data & analytical rigor	3	4	4	metrics appear in resume but not yet tied to decisions	LEARN
user research & insight	2·low confidence	4	4	weak signal: customer work mentioned, research method unclear	ADD
technical fluency	3	3	4	workflow/tooling exposure helps, but technical tradeoffs need proof	LEARN
gtm & commercial sense	3	3	4	business outcomes exist but need sharper funnel language	LEARN
stakeholder & exec communication	4	4	4	cross-functional coordination is visible in work history	PRESERVE
team & cross-functional leadership	3	4	4	coordination signal exists, ownership scope needs clearer evidence	LEARN
design judgment	needs data	3	3	no direct signal in inputs	ADD

competency	current (1-5)	senior-PM bar	target-role bar	note	intent
domain depth	3	3	4	current domain can support a focused target lane	PRESERVE

// III

Strengths

You have operating context

You have seen how work moves across teams, tools, handoffs, and deadlines. That matters because many PM roles are not about idea generation; they are about turning messy work into a usable product decision.

You can build a proof story quickly

Your resume already has enough raw material to become sharper. The plan turns that raw material into a target-role thesis, a stronger resume, and two portfolio artifacts.

You are close enough to the work

The plan should start from real work and real examples, not generic PM assignments. That makes your proof more believable than a classroom-only portfolio.

// IV

Gaps

The target lane is too broad

If you apply across too many PM categories, the resume starts sounding generic. Weeks 1 and 2 force a target-role map so every later artifact has a clear buyer.

The resume claims more than it proves

The resume needs stronger evidence for metrics, tradeoffs, and decision quality. Weeks 3 and 4 rewrite the resume around proof instead of responsibilities.

The portfolio needs inspectable artifacts

A hiring manager should be able to open a document and understand the product thinking. Weeks 5 to 8 create a product brief and metrics tree from your real context.

The application loop needs discipline

Applying without JD fit creates noise. Weeks 9 to 12 use JD fit checks before every serious application.

// V

12-week engagement timeline

phase	weeks	focus competency	effort (hrs/wk)	tangible output
diagnose	1-2	problem framing	6	target-role map and proof inventory
shape	3-4	communication	7	resume rewrite and LinkedIn angle
build	5-8	product sense	8	product brief, metrics tree, portfolio case
market	9-12	stakeholder craft	7	JD fit loop, interview stories, application tracker

// VI

Weekly flow

week	live focus	lab	assignment	PL reading	feedback method
1	choose the target lane	map 15 roles	role filter sheet	role choice notes	review target list
2	proof inventory	tag resume evidence	competency proof map	competency standard	review gaps
3	resume angle	rewrite top third	PM resume v1	resume proof notes	line-level critique
4	metrics proof	quantify 3 bullets	resume v2	metrics framing	before-after review
5	product problem	write problem brief	product brief v1	problem framing	brief critique
6	customer/workflow evidence	map users and pains	workflow map	discovery basics	review logic
7	prioritization	define tradeoffs	roadmap slice	prioritization notes	tradeoff review
8	metrics tree	connect inputs to outcomes	metrics tree	metrics tree notes	artifact review

week	live focus	lab	assignment	PL reading	feedback method
9	JD fit	score 5 roles	fit report set	job fit method	role-by-role review
10	interview stories	build STAR+R bank	6 stories	interview prep	mock interview
11	outreach	write 3 messages	outreach packet	networking notes	message review
12	close the loop	inspect pipeline	next 30-day IDP	IDP method	plan reset

// VII

Activity deep-dive

Target-role map

This is experiential work. You will compare real roles and decide which ones are worth pursuing. Done means you can explain why a role fits or does not fit in two sentences.

Resume proof rewrite

This is experiential work supported by critique. Each bullet must show action, context, metric, and decision. Done means the resume proves at least six of the target competencies.

Product brief

This is the first portfolio artifact. It should come from a real workflow or customer problem you understand. Done means a PM leader can inspect the brief without needing you to explain the background.

Metrics tree

This turns your product story into measurable thinking. Done means every proposed action links to a user behavior and business outcome.

JD fit loop

This prevents random applications. For every serious role, you will score fit, identify missing proof, and decide whether to apply, adjust, or skip.

Interview story bank

This is social and experiential. You will prepare stories that prove judgment, not just activity. Done means you can answer six common PM questions with specific examples.

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Toolchain

tool	why this tool	first concrete use
Google Sheets	compare target roles and fit scores	role filter sheet
Notion or Docs	keep proof inventory and weekly notes	proof map
Figma or FigJam	map workflow and user journey	workflow map
Linear or Jira	express execution choices	roadmap slice
ChatGPT or Claude	pressure-test drafts, not replace judgment	resume and brief critique
PL JD Fit	decide whether a role is worth applying to	score 5 roles
PL Living IDP	keep weekly proof work alive	convert this plan

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Reading paths

Role choice

Start with role-fit material before resume work. The resume only works when the target role is clear.

Problem framing

Read this before building the product brief. The artifact should prove judgment, not just documentation.

Metrics and proof

Use this when rewriting bullets and building the metrics tree. The goal is evidence that survives recruiter scanning and hiring-manager scrutiny.

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What to show hiring managers

Week 4 checkpoint

Show the target-role map and resume v2. This proves you are not applying randomly.

Week 8 checkpoint

Show the product brief and metrics tree. This proves product thinking through a real problem.

Week 12 checkpoint

Show the JD fit history, application tracker, and interview story bank. This proves market discipline and readiness.

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Next steps

1. Pick one target PM lane for the next 12 weeks.
2. Rewrite the top third of your resume around proof.
3. Convert this PDF into a living IDP if you want weekly tracking.

// XII

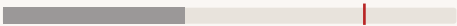
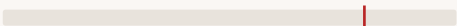
Keep it alive

Download the PDF if you want a static copy. Convert it into a living IDP if you want weekly tracking, progress evidence, and next-step updates inside PL.

prepared by Pragmatic Leaders

// XIII

Competency Read

product sense		3/5
problem framing		2/5
strategy & prioritization		-
execution & delivery		4/5
data & analytical rigor		3/5
user research & insight		2/5
technical fluency		3/5
gtm & commercial sense		3/5
stakeholder & exec communication		4/5
team & cross-functional leadership		3/5
design judgment		-
domain depth		3/5

// XIV

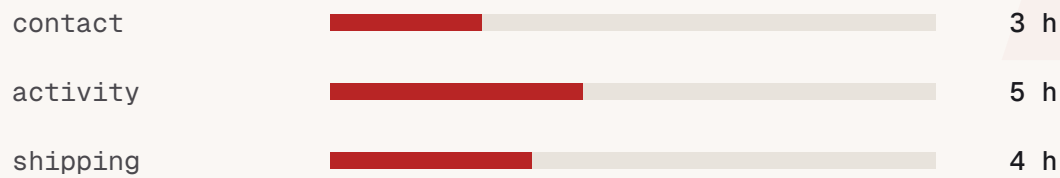
Weekly Effort



// total: 85 hours across 12 weeks

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Effort Mix



// XVI

Activities

A1 Target-role map

// experiential · problem framing

A2 Resume proof rewrite

// experiential · communication

A3 Product brief

// experiential · product sense

A4 Metrics tree

// formal · data & analytical rigor

A5 JD fit loop

// social · stakeholder & exec communication

// XVII

Sources

// pl manual + corpus references cited in this plan

// Pragmatic Leaders Manual