

Career Reinvention Roadmap

*Your Step-by-Step Action Plan for Pivoting,
Launching, or Re-Entering — On Your Terms*

YOUR FREE GUIDE



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Transform Self-Doubt Into Confidence

You're Not Starting Over — You're Starting From Experience

You've built a career. You've navigated organizational dynamics, impossible deadlines, difficult people, and unexpected pivots. You've figured out how to balance work with family obligations, financial responsibilities, and the invisible labor that somehow always lands on your plate.

And yet, there's something stirring. A quiet voice that says there has to be something more. Maybe it's not about climbing the corporate ladder anymore. Maybe you want impact on your own terms. Maybe you want flexibility that your current role doesn't offer. Maybe you want to finally pursue something that actually excites you — without apologizing for it.

The problem: That voice in your head keeps saying you're "too old," "too late," or "too out of touch." That you'd have to start from zero. That your experience doesn't count in a world that values speed and disruption over wisdom and depth.

Here's what no one tells you: Your decades of experience aren't a liability to overcome. They're your greatest competitive advantage.

The skills you've built — navigating complex relationships, managing competing priorities, communicating with authority, solving problems under pressure, building trust — these are exactly what the market needs. The people who have been where you are, done what you've done, and still have enough energy and vision to pivot? They're rare. They're valuable. They're you.

This roadmap isn't about reinventing yourself from scratch. It's about recognizing the real assets you already have, clarifying what actually matters to you now (which is probably different from what mattered at 30), and creating a concrete plan to move in a direction that feels like yours.

By the end of this roadmap, you'll have:

- ✓ Clarity on what you actually want (not what you think you should want)
- ✓ A real inventory of your transferable skills and strengths
- ✓ A concrete 30-day action plan to get moving
- ✓ Permission to trust that you know more than you think you do

Let's Start...

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Section 1: The Career Values Inventory

When you were building your career in your 20s and 30s, certain things mattered: proving yourself, climbing the ladder, financial security, stability for your family. These are good things. They got you here.

But if you're thinking about a pivot, launch, or re-entry now, something has shifted. The values that once drove you might feel hollow. New priorities are surfacing. Freedom matters more than status. Impact might matter more than title. Flexibility might matter more than a corner office.

This exercise isn't about discovering entirely new values. It's about getting honest about what matters now and where your current work actually delivers on those values.

Exercise: Rate Each Value.

For each value below, rate it twice: How important is it to you now (1-5, with 5 being essential)? And how much is it present in your current work (1-5, with 5 being fully satisfied)?

Value	Importance Now (1-5)	Present in Current Work (1-5)
Impact (making a real difference)		
Flexibility (control over your time)		
Financial Security (stable income)		
Purpose (meaningful work)		
Autonomy (independence, less oversight)		
Community (connection with colleagues)		
Growth (learning new things)		
Legacy (building something lasting)		

Reflection: Look at the values where there's a big gap between "Importance Now" and "Present in Current Work." These gaps are telling you something. They're not complaints – they're clues about what your next move should include.

Write this down: "The biggest gap I see is _____, which tells me I need _____ in my next role."



Section 2: The Boundary Blueprint

Here's something no one tells you: Setting boundaries isn't selfish. It's honest. And it's the only way to actually recover from burnout.

But boundaries feel hard for women who've spent decades being the one who holds everything together. You've learned that your value comes from what you do for others. Saying no feels like letting people down. Setting a limit feels like admitting weakness. The thought of disappointing someone—especially someone you love—can feel unbearable.

That's the work of recovery: Learning that protecting your own energy isn't a betrayal of the people you care about. It's the only way to show up for them with anything real to give.

Choose one situation that's been draining you. Use this framework to get clear on what needs to change:

The situation draining me:

What I actually need:

Who I need to say it to:

When I will say it (specific day/time):

What I might say:

Reflection: What fear comes up when you think about setting this boundary?

Section 3: Your 30-Day First Move Plan

Here's what kills most career pivots before they start: Waiting for the perfect moment, the right credentials, complete certainty. Thinking that "starting over" means one big leap.

Real reinvention doesn't work that way. It works through micro-moves. Small experiments. Low-risk tests. Conversations that crack open new possibilities.

This 30-day plan is your first month of micro-moves. It's designed to move you from "thinking about a change" to "actively exploring it" without requiring you to quit your job or overhaul your life.

Exercise: Fill In Your 30-Day Plan

For each week, write in 3 specific actions. The examples below are just that - examples. Make them real for your situation.

Week 1: RESEARCH

Example: Read 2 articles about your target field. Identify 3 people in that field. Jot down questions you'd ask them.

Week 2: CONNECT

Reach out to 1-2 people for informational interviews. Ask about their path, what surprised them, what they wish they'd known..

Week 3: TEST

Do one small experiment: volunteer for a project, take a free class, offer your skills for free to a nonprofit.

Week 4: REFLECT

Journal: What did I learn? What am I still curious about? What's my next move?

One Month From Now

You won't have all the answers. You don't need to. But you will have moved. You'll have talked to people who've done what you're thinking about. You'll have tested something small. You'll have real information instead of fear.

That's how reinvention actually works.

Your Next Step

What You've accomplished.

- You've clarified what matters to you now — not what mattered at 30, but what actually matters right now.
- You've identified the skills that are both strong and energizing — your real foundation for what comes next.
- You've created a concrete plan for the next 30 days that moves you from thinking to doing.

Three Key Takeaways to Carry Forward.

1. Your experience is not a liability. It's your edge. The people making career moves after 50 who also have 20+ years of wisdom? They're rare and valuable.
2. You don't need to know the exact destination. You need to know your next move. Take it, learn from it, take the next one. Clarity comes through action, not before it.
3. Small experiments beat big leaps. One conversation, one test project, one week of research — these feel manageable. And they're how real changes start.

Ready to Go Deeper?

This roadmap gave you the foundation. The full Career Reinvention Course takes you further — with:

- ✓ Video coaching on how to set boundaries in a meaningful way
- ✓ Advanced frameworks for the specific dynamics that drain sandwich-generation women
- ✓ A complete 12-week energy management system you can implement immediately
- ✓ Ongoing support and strategies for the moments when old patterns try to creep back in

UNLOCK THE FULL COURSE — \$19.99

Twenty years of experience isn't a limitation. It's your launchpad.

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About She Can Roar

She Can Roar is an empowerment company dedicated to helping women ages 45-60 transform self-doubt into confidence, leverage their unique strengths, and create the impact they're meant to achieve.

Founded on the belief that midlife is not a deadline — it's a launchpad — She Can Roar combines strategic frameworks, real-world expertise, and a no-nonsense approach to career and personal reinvention. We speak to the specific challenges of the sandwich generation: women who are working, parenting, caregiving, and trying to figure out what they actually want.

There's no toxic positivity here. No pretending that age doesn't exist or that it's the same to start a new career at 50 as it is at 25. But there's also no accepting that your best days are behind you. Because they're not.

You have wisdom, skills, perspective, and time you didn't have before. You know what matters. You're done with BS. And you're ready to build something that actually fits your life.

That's who we serve.

Visit us at shecanroar.com



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