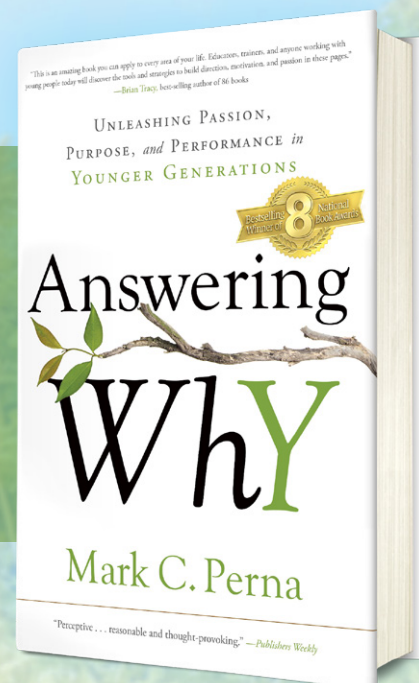


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30-SECOND WAYS  
TO IGNITE PURPOSE  
IN TODAY'S  
YOUNGER  
GENERATIONS

THREE SECRETS  
from the book *Answering Why* can  
transform young people's quest for purpose  
at school, the workplace, and beyond.



## When today's young people find their purpose, there's nothing they can't do.

These three secrets from my award-winning bestseller [Answering Why](#) can spark the hidden potential of today's younger generations—kindling their purpose and passion to work hard, reach goals, and achieve more. Each secret takes about 30 seconds to read, so you're just 90 seconds away from discovering what they can accomplish when their purpose is ignited.



### 30-SECOND SECRET 1: EXPERIENCE IS EVERYTHING.

To the Why Generation, **experience is everything**. It's what they pursue and how they make decisions. Their desire for new and varied experiences can be a great ally in igniting their purpose.

Allow them to see, hear, smell, touch, and engage with unique experiences to unlock their desire for more and find what truly sparks their passion. The more hands-on experience they get during their education and career journey, the easier it is for them to discover the purpose that matters personally to them. Experiences can provide their “why” if we help connect the dots between their effort today and enjoyable experiences tomorrow.

#### ► ACTION POINT 1:

Facilitate their desire for experiences—because experiences drive their decisions and can inform their purpose for putting in the effort.



### 30-SECOND SECRET 2: SPARK THEIR WANT-TO.

**When the want-to is strong enough, the how-to will come.** This psychological principle states that if we desire something strongly enough, we will find a way to make it happen. The challenge is getting young people to want something that much.

Take the time to find out what really excites the young people you influence. What drives them? What do they love? Look for the intersection of their “want-to” and your “want-to” to connect their aspirations to your goals. Then, watch them become allies in the accomplishment of those objectives. Their want-to is the most powerful force in their life. When they see something that truly lights them up, they will display endless creativity, resourcefulness, and planning to get it.

#### ► ACTION POINT 2:

Uncover what they're passionate about—and show them what they can do now to attain that passion in the future.

(cont.)

## 30-SECOND SECRET 3: HONOR THEIR CONTRIBUTION.

Young people are often stereotyped as caring only about themselves, but this isn't true. Both Generations Y and Z are deeply concerned about social and environmental causes, often supporting these causes financially despite their own debt and other challenges. They truly want to be part of a vision beyond themselves.

Help them think through how they can use their skills, talents, and abilities to make the world a better place. Expand their view (and maybe yours, too) of what they have to contribute. Providing opportunities for volunteerism is an especially powerful strategy because it gives them a unique experience while also fulfilling their desire to positively influence their community.

### ACTION POINT 3:

Encourage them to use their individual abilities to become the change they want to see in the world—because they're wired to believe in and contribute to something bigger than themselves.



We can use these three secrets to inspire young people to ignite their purpose and make the most of their educational and career journeys. For more strategies and tools for working with the Why Generation, don't miss my award-winning bestseller [\*Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations!\*](#)

— Mark C. Perna

Speaker, Author, and CEO

### HERE'S WHAT REVIEWERS ARE SAYING

"This book is so on point and effective that it will be a book study for administrators and leaders in organizations across our country – if we want to become effective and build a productive workforce. I know it will in our organization!"

— MICHAEL A MACDONALD, Amazon Reviewer

"As a mom of two teenagers, I wish all parents would take the time to read this book. It is eye-opening and thought-provoking."

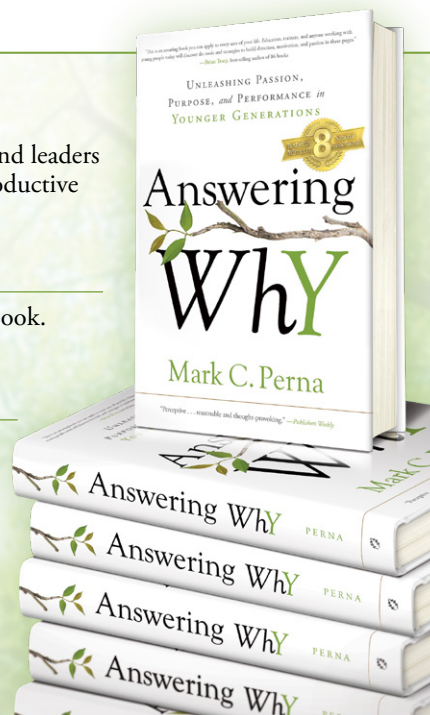
— MELISSA L. PATTERSON, Amazon Reviewer

"The more folks who take advantage of and apply what *Answering Why* provides, the better off we will be throughout society."

— DS, Amazon Reviewer

"If you are a parent, educator, industry professional, or anything in between who is grappling with how to motivate students to find their career passion and pathway, then *Answering Why* is the book for you."

— JEN S, Amazon Reviewer



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