



Let's Inspire Young People to Reach Their Full Potential.

I appreciate your participation in my presentation!

In the following pages, you'll find the PowerPoint slides you requested.

In addition to the slides, I want to share some valuable resources and ways you can stay connected to the mission of shifting the paradigm in our homes, classrooms, places of business, and communities.

CHECK OUT THE [COMPETITIVE ADVANTAGE TRACK—IT'S FREE!](#)

Using these easy, plug-and-play videos and activities, you can inspire your learners to build a personal competitive advantage—one skill at a time. Teachers, parents, and facilitators in any learning environment can use the **Competitive Advantage Track** with learners in middle school through college, and even beyond.

With almost zero prep, it can be a bellringer exercise, a full lesson, or an ongoing topic. Access the Competitive Advantage Track today and help your learners build a powerful, personal competitive advantage!

[Click on the video to get started](#)

CONNECT WITH ME



[Forbes.com Channel](#)



[LinkedIn](#)



[YouTube](#)



[Instagram](#)



[Facebook](#)



[X](#)

If you're looking to make a bigger difference with the young people you influence, I'd love to help. Visit [MarkCPerna.com](#) for more information or call us at **330.840.2680**.

I appreciate and applaud your commitment to the next generation, and I hope we can stay in touch. Enjoy the PowerPoint slides!

A handwritten signature in black ink, appearing to read 'Mark C. Perna'.

MARK C. PERNA
SPEAKER | AUTHOR | CEO



Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



1



2



3



4



5



6

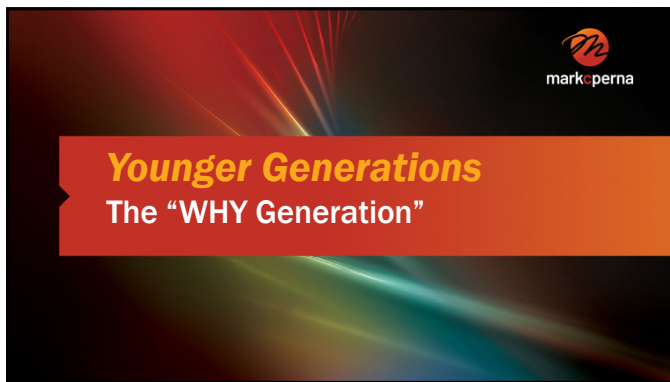
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



7



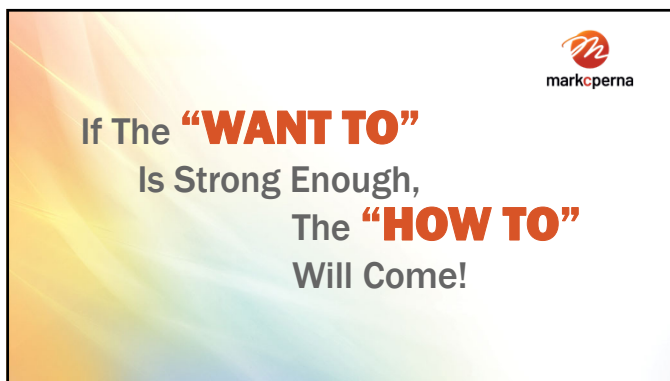
8



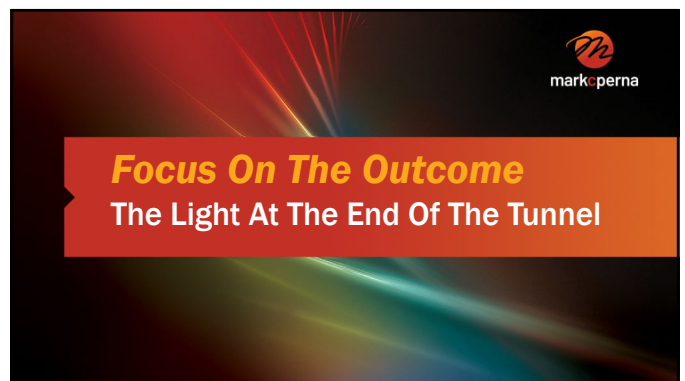
9



10



11

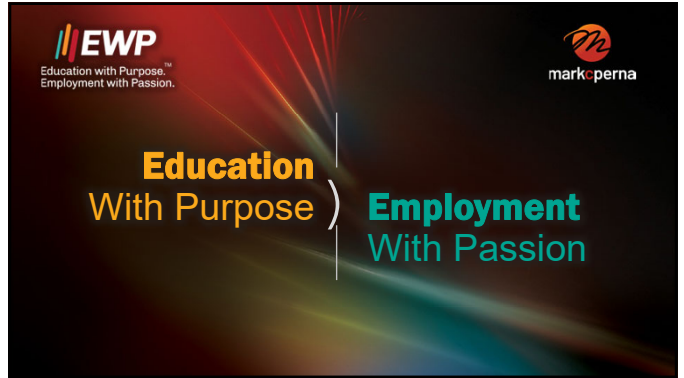


12

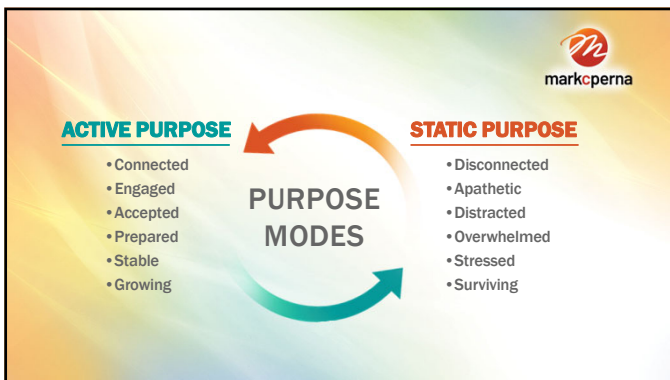
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



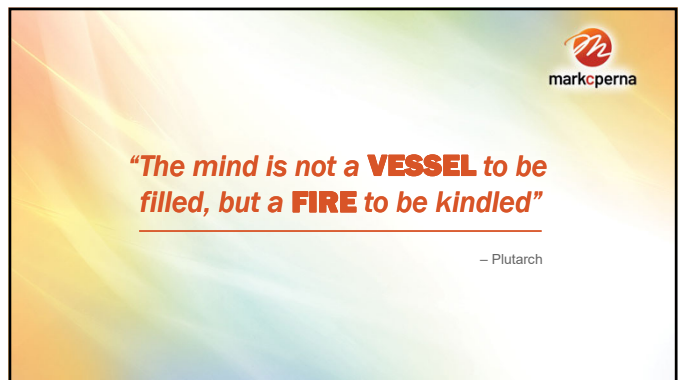
13



14



15



16




17



18


Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



markcperna

Do you see me?
Do you hear me?
Do I matter?

19



markcperna


ACTIVE PURPOSE

CONNECT

ENGAGE

ANSWER WHY



20



markcperna

Education
With Purpose

21





markcperna

Georgetown University
Center for Education and Workforce

Estimates **1/3rd** of nation's top-performing high school students (SAT over 1,000) **do not obtain a college degree...** and yet nearly all of them attempt college.

22





markcperna

Strada-Gallup Education Network
College Student Survey
32,000 students representing 43 random 4-year institutions

- Only **34%** of students believe they will graduate with the skills and knowledge to be successful in the job market and workplace
- Only **50%** believe their major will lead to a good job

23



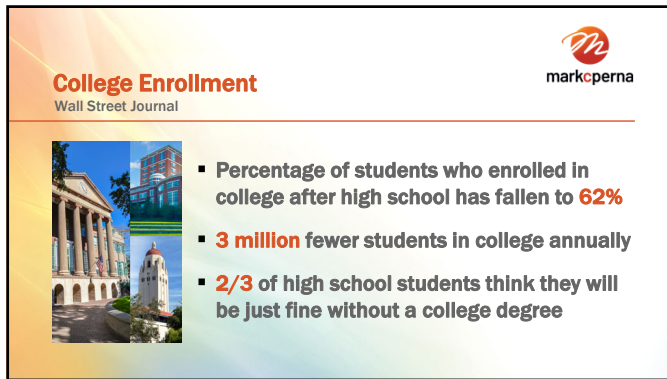
markcperna

College Completion
Wall Street Journal


- 40%** of all college students drop out
- Of the 60% that earn a degree in 6 years, **20%** will end up chronically underemployed
- This means for every 5 students, **only 2** will graduate and find a job based on their degree

24

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



College Enrollment
Wall Street Journal



- Percentage of students who enrolled in college after high school has fallen to **62%**
- **3 million** fewer students in college annually
- **2/3** of high school students think they will be just fine without a college degree

markcperna

25



Cost of College in America
Wall Street Journal



- **\$36k/year** to attend a public college
- Average time to earn a degree is **5 years**
- **\$36k x 5** + student loan **debt service** + **opportunity cost** of not working while in school = real cost of college, **now topping \$300,000**

markcperna

26



College Debt in America
As Reported by Major News Agencies



- **\$1.6 Trillion** In Total Student Loan Debt
- **\$176 Billion** (1.1%) Over 90-Days In Default
- **44.2 Million** People Carry Student Loan Debt
- **4.86 Million** People Are Over 90-Days In Default
- **3,000 Defaults** Per Day in America

markcperna

27



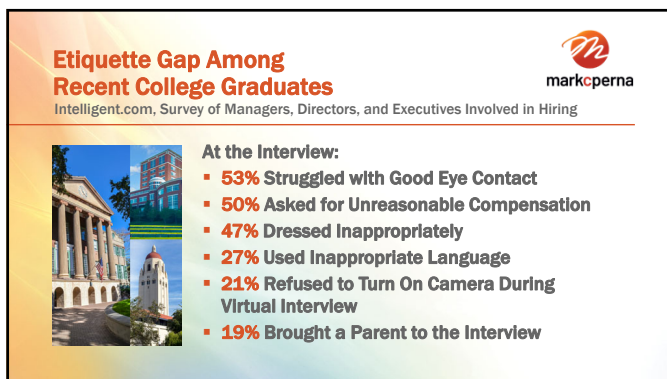
College Debt in America
Business Insider, Survey of Millennials




- **90%** Did Not Fully Understand Their Student Loan Terms & Conditions
- **84%** Borrowed More Than They Needed And Also Accrued Credit Card Debt
- **83%** "It Was A Mistake Attending An Expensive College"

markcperna

28



Etiquette Gap Among Recent College Graduates
Intelligent.com, Survey of Managers, Directors, and Executives Involved in Hiring

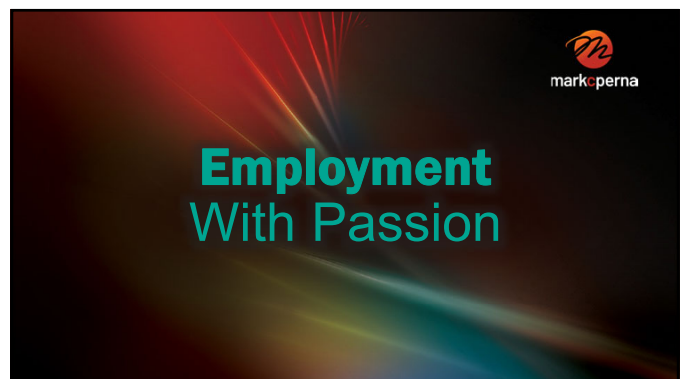


At the Interview:

- **53%** Struggled with Good Eye Contact
- **50%** Asked for Unreasonable Compensation
- **47%** Dressed Inappropriately
- **27%** Used Inappropriate Language
- **21%** Refused to Turn On Camera During Virtual Interview
- **19%** Brought a Parent to the Interview

markcperna

29



Employment With Passion

markcperna


30

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*

THE GROWING SKILLS GAP

9.5 million open jobs in the U.S. (historic high).
By 2030, there will be a labor shortage of more than 85 million people that could result in \$8.5 trillion lost in annual revenue.
(Source: Korn Ferry)


- **Train through the transition**
 - Technical competencies and professional skills
- **Tap new talent pools**
 - Requirements/Responsibilities
 - Degrees really needed?
 - Multiple years of experience for entry level?
 - Hire skill sets, not work history
- **Connect with rising generations**
 - Purpose, not just paycheck
 - Mental health resources
 - Social and environmental responsibility



31

Transitioning to Skills-Based Hiring

- Nearly **70%** of U.S. jobs require a bachelor's degree, but only **37%** of the workforce has one (Opportunity@Work; U.S. Census Bureau)
- **Skills-first hiring** increases the talent pool for Gen Z by **10.3x** and Millennials by **9x** (LinkedIn)
- **45%** of companies intend to eliminate bachelor degree requirements for some positions in **2024** (Intelligent.com)




32



THE GROWING SKILLS GAP

9.5 million open jobs in the U.S. (historic high).
By 2030, there will be a labor shortage of more than 85 million people that could result in \$8.5 trillion lost in annual revenue.
(Source: Korn Ferry)

- **Train through the transition**
 - Technical competencies and professional skills
- **Tap new talent pools**
 - Requirements/Responsibilities
 - Degrees really needed?
 - Multiple years of experience for entry level?
 - Hire skill sets, not work history
- **Connect with rising generations**
 - Purpose, not just paycheck
 - Mental health resources
 - Social and environmental responsibility



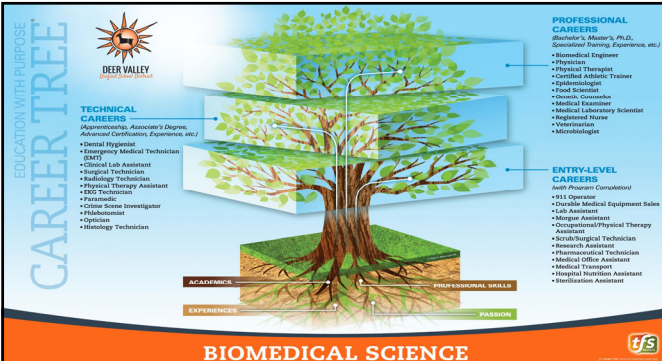
33

Education With Purpose

Employment With Passion

34



TECHNICAL CAREERS
(Apprenticeships, Associate's Degree, Advanced Certification, Experience, etc.)

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Surgical Technician
- Radiology Technician
- Physical Therapy Assistant
- EKG Technician
- Phlebotomist
- Clinical Science Investigator
- Histotechnician
- Ophthalmic Technician

ENTRY-LEVEL CAREERS
(Just-Passport Candidates)


- 911 Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Morgue Assistant
- Occupational/Physical Therapy Assistant
- Scrub/Surgical Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transcriptionist
- Hospital Nutrition Assistant
- Sterilization Assistant

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Significant Training, Experience, etc.)

- Biomedical Engineer
- Physician
- Physical Therapist
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

BIOMEDICAL SCIENCE

DEER VALLEY



35



ENTRY-LEVEL CAREERS

(with Program Completion)

- 911 Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Morgue Assistant
- Occupational/Physical Therapy Assistant
- Scrub/Surgical Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transcriptionist
- Hospital Nutrition Assistant
- Sterilization Assistant

PROFESSIONAL SKILLS

36

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*

EDUCATION WITH PURPOSE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Surgical Technician
- Radiology Technician
- Physical Therapy Assistant
- EKG Technician
- Paramedic
- Crime Scene Investigator
- Phlebotomist
- Optician
- Histology Technician

37

EDUCATION WITH PURPOSE

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Biomedical Engineer
- Physician
- Physical Therapist
- Certified Athletic Trainer
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Examiner
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

38

EDUCATION WITH PURPOSE

DEER VALLEY

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Surgical Technician
- Radiology Technician
- Physical Therapy Assistant
- EKG Technician
- Crime Scene Investigator
- Phlebotomist
- Optician
- Histology Technician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Biomedical Engineer
- Physician
- Physical Therapist
- Certified Athletic Trainer
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Examiner
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

ENTRY-LEVEL CAREERS
(Self-Employed, Contract, Freelance)

- IT Operator
- Charitable Medical Equipment Sales
- Lab Assistant
- Merger Assistant
- Orthopedic Physical Therapy Assistant
- Research Assistant
- Thermodynamic Technician
- Medical Office Assistant
- Medical Transcriptionist
- Hospital Nutrition Assistant
- Healthcare Assistant

ACADEMICS | **PROFESSIONAL SKILLS** | **PASSION**

BIOMEDICAL SCIENCE

39

EDUCATION WITH PURPOSE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Master Electrician
- Residential and Commercial Low Voltage Systems
- Residential and Commercial Technicians (In and Out of Home)
- Industrial Electrician (Self-Employed)
- Mobile Electrician
- Licensed Electrician
- Marine Electrician
- Solar and Wind Renewable Energy Technician
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Electrical Engineer
- Systems Manager
- Electrical Engineer Designer
- Electrical Instructor
- Electrical Estimator
- Systems Integrator
- Renewable Energy System Designer
- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Design/Architect

ENTRY-LEVEL CAREERS
(Self-Employed, Contract, Freelance)

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Electronics Technician
- Customer Service/Sales Representative
- Manager
- Office Worker
- Utility Worker
- Manufacturing Representative
- Material and Equipment Delivery Person
- Home Heater Installer

ACADEMICS | **PROFESSIONAL SKILLS** | **PASSION**

ELECTRICAL

40

EDUCATION WITH PURPOSE

COLLEGE OF THE CANYONS

LEVEL 2 CAREERS
(With Further Experience or Additional Education)

- High School Science Teacher
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Pharmaceutical Sales Representative
- Chemical Engineer
- Forensic Lab Scientist
- Inhalation Prevention Technician
- Product Development Scientist
- Production Water Management Chemist
- Military Scientist/Analyst

LEVEL 1 CAREERS
(With Program Completion)

- Process Development Technician
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Lab Technician - Chemical
- Quality Control Systems Administrator
- Administrative Assistant
- Kit Production Assistant
- Hazardous Waste Response Associate

ACADEMICS | **PROFESSIONAL SKILLS** | **PASSION**

CHEMISTRY

41

EDUCATION WITH PURPOSE

LEVEL 1 CAREERS
(with Program Completion)

- Process Development Technician
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Lab Technician - Chemical
- CMP Cleanup Technician
- Equipment Prep Technician
- Global Information Systems Technician
- Administrative Assistant
- Kit Production Assistant
- Hazardous Waste Response Associate

ACADEMICS | **PROFESSIONAL SKILLS** | **PASSION**

42

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations

LEVEL 2 CAREERS
(with Further Experience or Additional Education)

- High School Science Teacher
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical Representative
- Pharmaceutical Sales
- Chemical Engineer
- Forensics Lab Scientist
- Pollution Prevention Technician
- Product Development Scientist
- Hazardous Waste Management Chemist
- Military Scientist/Analyst

43

LEVEL 3 CAREERS
(with Extended Experience or Additional Education)

- Research Scientist
- Research Project Manager
- Research Professor
- Management Consultant
- Patent Examiner/Attorney
- Entrepreneur
- Regulatory Affairs Professional
- Art Conservation
- Forensics Lab Director
- Cheminformatics/Chemical Modeling
- Military Scientist/Analyst Management
- Technical Writer

44

CHEMISTRY

LEVEL 2 CAREERS
(with Further Experience or Additional Education)

- High School Science Teacher
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical Representative
- Pharmaceutical Sales
- Chemical Engineer
- Forensics Lab Scientist
- Pollution Prevention Technician
- Product Development Scientist
- Hazardous Waste Management Chemist
- Military Scientist/Analyst

LEVEL 3 CAREERS
(with Extended Experience or Additional Education)

- Research Scientist
- Research Project Manager
- Research Professor
- Management Consultant
- Patent Examiner/Attorney
- Entrepreneur
- Regulatory Affairs Professional
- Art Conservation
- Forensics Lab Director
- Cheminformatics/Chemical Modeling
- Military Scientist/Analyst Management
- Technical Writer

LEVEL 1 CAREERS
(with Program Completion)

- Process Development Technician
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Lab Technician - Chemical
- Equipment Prep Technician
- Lab Technician - Analytical
- Hazardous Waste Response Associate

ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

45

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

46

markperna

The "For Now" Decision
Dealing With Analysis Paralysis

47

ELECTRICAL

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Master Electrician - Residential and Commercial
- Journeyman Electrician - Residential and Commercial
- Low Voltage Systems
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Marine Electrician
- Solar and Wind Renewable Energy Specialist
- Industrial Control Specialist
- Electrical Instructor
- Maintenance Facility Electrician
- Theme Park Electrician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Electrical Engineer
- Electrical System Project Designer
- Program Manager
- Electrical Instructor
- Electrical Inspector
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Smart Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

ENTRY-LEVEL CAREERS
(with Program Completion)

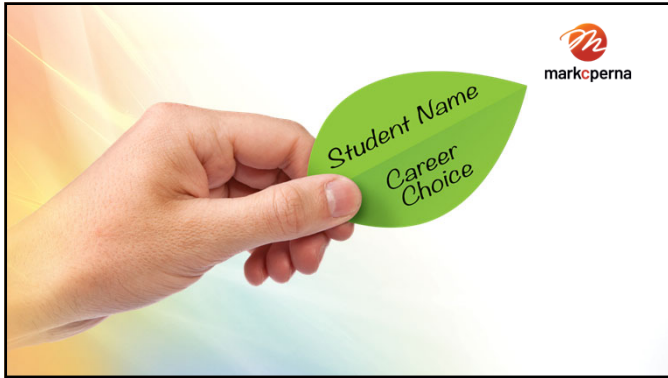
- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunications Technician
- Customer Service/Sales Representative
- Material and Equipment Science
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Electrical and Equipment Safety Specialist
- Home Theater Installer

MARINE ELECTRICIAN

ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

48

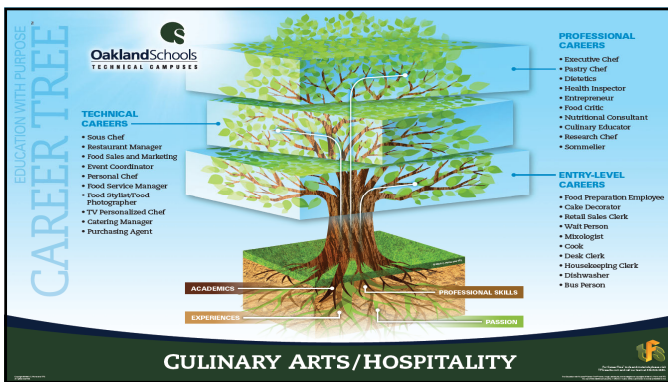
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*



49



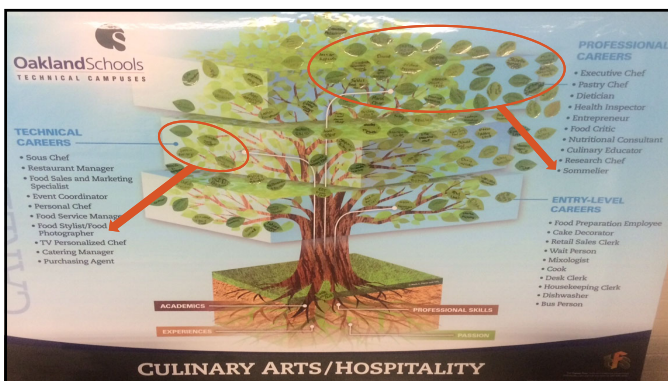
50



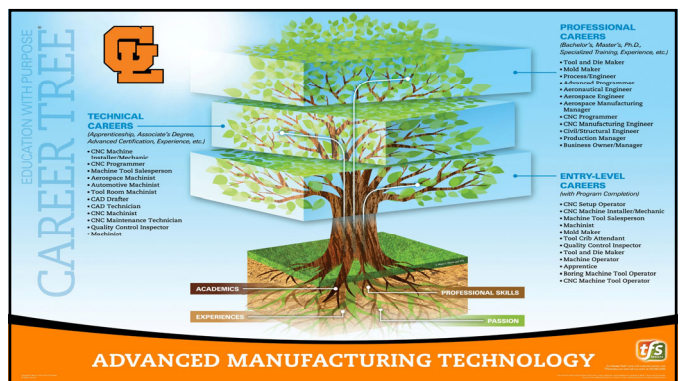
51



52



53



54

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*

EDUCATION WITH PURPOSE
CAREER TREE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Estimator
- Body Repairer
- Shop Manager/Owner
- Advertising Technician
- Auto Customizing
- Automotive Glass Installer
- Custom Motorcycle Painter
- Specialty Vehicle Restorer
- Powder Coating Refinisher
- Parts/Detail/Product Manager
- Salvage Parts Yard Owner/Operator
- Professional Event Personal Technician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Adjuster
- Autobody Repair Technician
- Auto Detailer
- Auto Sales Promoter/Salesperson
- Custom Car Wrap Technician
- Automotive Coatings Engineer
- Automotive Designer
- Automotive Engineer
- Automotive Manager/Owner
- Automotive Technology Educator
- Body Shop Owner

ENTRY-LEVEL CAREERS
(Anti Program Completion)

- Autobody Repair Technician
- Auto Detailer
- Auto Salesperson
- Paint Mixing/Custom
- Parts Detailer
- Sales Consultant
- Salesperson
- Retail Salesperson
- Retail Clothing Technician
- Retail Washer
- Retail Sales Technician
- Independent Body Shop Technician
- Dealership Body Shop Technician

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

AUTOMOTIVE COLLISION REPAIR & REFINISHING

TFS

55

EDUCATION WITH PURPOSE
CAREER TREE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Air Conditioning Specialist
- Service Manager
- Alignment Technician
- ASE Master Specialist
- ASE Parts Specialist
- Automatic Transmission Technician
- Manufacturer-Trained Master Technician
- Automotive Diagnostic Technician
- Diesel Technician
- Electric/Hybrid Vehicle Technician
- Collision Repair Technician
- Diesel Mechanic

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Automotive Technician
- Master Mechanic
- ASE Master Certified Technician
- Automotive Designer
- Automotive Engineer
- Automotive Instructor
- Automotive Mechanic
- Automotive Service Information Specialist
- Dealership Service Manager
- Electronic Alternator Specialist
- Corporate Manager of Dealership

ENTRY-LEVEL CAREERS
(Anti Program Completion)

- Alignment Specialist
- Automotive Technician
- Brake Mechanic
- Service Writer
- Tire Specialist
- Underbody Specialist
- Transmission Specialist
- Tire Technician
- Mobile Technician
- Heavy Equipment Specialist
- Automotive Instructor
- Military Vehicle Technician
- Military Wheeled Mechanic

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

AUTOMOTIVE TECHNOLOGY

TFS

56

EDUCATION WITH PURPOSE
CAREER TREE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Aircraft Dispatcher
- Aircraft Maintenance Measurer
- Aircraft Technicial Representative
- Aircraft Technician
- Aircraftness Inspector
- Aviation Safety Technician
- Crew Compliance & Training Manager
- FAA Aviation Maintenance Technician
- FAA Avionics Technician
- Flight Instructor
- Flight Specialist
- In-Flight Leader - Aircraft Structures
- Instrument Aircraft System Crew Chief

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Aeronautical Analyst
- Aeronautical Engineer
- Aviation Data Analyst
- Aviation Performance Analyst
- Aviation Lawyer
- Aviation Inspector
- FAA Aviation Maintenance Inspector
- Flight Operations Director
- Principal Safety & Operations Specialist
- Quality Control Manager
- Structural Analyst
- Flight Instructor
- Flight Instructor
- Flight Instructor

ENTRY-LEVEL CAREERS
(Anti Program Completion)

- Aircraft Avionics Apprentice
- Aircraft Maintenance Apprentice
- Aircraft Maintenance Agent
- Aviation Salesperson
- Aviation Security Specialist
- Aviation Support Clerk Specialist
- Avionics (EASA) Pilot
- Electronics Installation/Repair Specialist
- Flight Simulator Training Instructor
- Helicopter Field Mechanic
- Avionics Operations Assistant

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

AVIATION MAINTENANCE TECHNOLOGY

TFS

57

EDUCATION WITH PURPOSE
CAREER TREE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Cell Culture Technician
- Clinical Lab Assistant
- Gene Sequencing Specialist
- GMP Technician
- Emergency Medical Technician (EMT)
- Pharmacist
- Physical Therapy Assistant
- Laboratory Technician
- Laboratory Technical Nurse
- Research Assistant
- Veterinary Technician
- Medical Laboratory Assistant

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Geneticist
- Microbiologist
- Research Scientist
- Biologist
- Biomedical Engineer
- Bioinformatics
- Biotechnology Associate
- Environmental Engineer
- Food Scientist

ENTRY-LEVEL CAREERS
(Anti Program Completion)

- Biomanufacturing Technician
- Hospital Nutrition Assistant
- Lab Assistant
- Clinical Research Assistant
- Pharmaceutical Technician
- Practical Therapy Aide
- Biotechnology Associate
- Administrative Assistant
- Research Assistant
- Veterinary Aide
- Veterinary Assistant
- Personal Care Aide

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

BIOTECHNOLOGY

TFS

58

EDUCATION WITH PURPOSE
CAREER TREE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Real Estate Agent
- Mortgage Broker
- Insurance Sales Agent
- Insurance Adjuster
- Property Management
- Bookkeeper
- Payroll Clerk
- Travel Agent
- Database Manager
- Human Resource Assistant
- Office Writer
- Public Relations Assistant

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Financial Planner/Advisor
- Bookkeeping
- Retail Manager/Sales Engineer
- Meeting, Convention, and Account Executive
- Human Resource Specialist
- Executive Assistant
- Advertising and Promoting
- Marketing Manager
- Social Media Strategist
- Human Resource Manager

ENTRY-LEVEL CAREERS
(Anti Program Completion)

- Book Teller
- Financial Clerk
- Bill Collector
- Customer Service
- Retail Clerk
- General Office Clerk
- Public Service Telecommunicator
- Receptionist/Secretary
- Administrative Assistant
- Desktop Publisher
- Human Resource Assistant
- Medical Admitting Clerk

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

BUSINESS TECHNOLOGY

TFS

59

EDUCATION WITH PURPOSE
CAREER TREE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Architectural Restoration
- Building Inspector/Inspector
- Carpenter Journey-Level
- Estimator
- Carpenter/Cabinetmaker
- Formwork/Lead Carpenter
- Historic Restoration Specialist
- Cabinet Construction
- Carpenter Apprentice
- Master Roofing Installer
- "Finishwork"
- Carpentry Apprentice
- Safety Officer/Inspector

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Architect
- Building and Code Inspector
- Cabinet Shop Owner
- Estimator
- Company Owner
- Inspector
- Construction Manager/Supervisor
- Construction Trades Teacher
- Estimator
- Landmark Historical Architect
- Occupational Health and Safety Technician
- Residential Home Inspector

ENTRY-LEVEL CAREERS
(Anti Program Completion)

- Building Supply Center Employee
- Construction Trades Laborer
- Finish Carpenter Apprentice
- Finisher Apprentice
- Framing/Truss Carpenter
- General Laborer
- Mill Worker
- Registered Apprentice
- Receptionist/Counter
- High Carpenter
- Sawmill Operator

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

CARPENTRY

TFS

60

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*

CAREER TREE
EDUCATION WITH PURPOSE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Patient Care Attendant
- Billing & Coding Specialist
- Diagnostic Radiologist
- Certified Billing & Coding Specialist
- Certified Medical Transcriptionist
- Labor & Delivery Technician
- Laboratory Technician
- Licensed Practical Nurse
- Massage Therapist
- Phlebotomist/Phlebotomy Technician
- Certified ECG Technician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Registered Nurse
- Nurse Practitioner
- Long-Term Care Administrator
- Hospital Clinical Manager
- Athletic Trainer
- Certified Nurse Midwife
- Certified Nurse Practitioner
- Medical Research Specialist
- Massage/Nurse Midwife
- Physician's Assistant
- Physician/Occup

ENTRY-LEVEL CAREERS
(Adult Program Completion)

- Medical Assistant
- Home Health Aide
- State Trained Nursing Assistant
- Pharmacy Aide/Technician
- Post-Operative Assistant
- Pre-Operative Assistant
- Hospital Bath Aide
- Hospital Bath Aide
- Dietary Aide

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

HEALTH ASSISTING

TFS

67

CAREER TREE
EDUCATION WITH PURPOSE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- HVAC Technician
- Energy Auditor
- Energy Auditor
- Refrigeration Technician
- Air Conditioning Technician
- HVAC Service Certified
- Industrial HVAC/R Mechanic
- Oil & Gas Technician
- Refrigeration Training Instructor
- HVAC/R Training Instructor
- HVAC/R Training Instructor

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Commercial HVAC Load & Duct Design
- Building & Code Inspector
- Commercial HVAC Load & Duct Design
- Company Owner/President/CEO
- Contractor
- Energy Manager
- Heating & Air Conditioning Business Owner
- HVAC Instructor
- Mechanical Consultant
- Project Cost Estimator
- Test & Balance Engineer

ENTRY-LEVEL CAREERS
(Adult Program Completion)

- Apprentice Refrigeration
- Apprentice Sheet Metal
- Apprenticeship Instructor
- Counter Retail Clerk
- Data Entry
- Home Appliance Repairperson
- HVAC Technician/Apprentice
- Refrigeration Apprenticeship
- Registered Apprenticeship
- Sheet Metal Worker

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

HVAC & REFRIGERATION

TFS

68

CAREER TREE
EDUCATION WITH PURPOSE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Computer Administrator
- User's and Vista's Technician Support Technician
- Entry Level Software Developer
- Backup/Recovery Specialist
- Computer Support Specialist
- Help Desk Technician
- Help Desk Specialist (Level 2)
- Network Operations Center Technician
- Social Media Strategist
- PC Technician (Level 1, 2)
- Technical Support Specialist

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Software Developer/Engineer
- Data Scientist
- Network Engineer
- Computer Administrator
- Tier 1, Level 1, 2 Technician
- Application Specialist
- Computer Network
- Computer Operator
- Computer Programmer
- Database Analyst

ENTRY-LEVEL CAREERS
(Adult Program Completion)

- Tier 1 - Technical Support Technician
- Computer Hardware Technician
- Computer Operator
- Computer Support Technician
- Data Entry Specialist
- Desktop Support Specialist
- Help Desk Technician
- Junior Programmer
- Mobile App Developer
- Software Tester
- Information Clerk

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

INFORMATION TECHNOLOGY

TFS

69

CAREER TREE
EDUCATION WITH PURPOSE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Equipment Operator
- Plant Propagator
- Garden Designer
- Irrigation Specialist
- Greenhouse Production Specialist
- Horticultural Product Sales
- Landscaping Contractor
- Nursery Assistant
- Pest Management/Fertilization Technician
- Working Farmer
- Specialized Installation Technician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Horticulture Architect
- Horticulturist
- Landscape Design & Plant Selection
- Landscape Construction Manager
- Agricultural Business Consultant
- Business
- Flower/Plant Breeder
- Horticulture Instructor
- Horticulture Scientist
- Plant Breeder/Geneticist
- Plant Inspector

ENTRY-LEVEL CAREERS
(Adult Program Completion)

- Farmer
- Irrigation Specialist
- Landscape Maintenance Technician
- Landscaping
- Plant Design Assistant
- Soil Culture Maintenance Crew Technician
- Landscape Maintenance Technician
- Nursery Technician
- Plant and Breeding Maintenance Crew
- Plant Production Specialist
- Special Field Preparation Crew
- Tree Service Technician

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

LANDSCAPE CONSTRUCTION & SUSTAINABLE HORTICULTURE

TFS

70

CAREER TREE
EDUCATION WITH PURPOSE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Office Manager
- Medical Scribe
- Vocational Instructor
- EKG Technician
- Administrative Medical Assistant
- Certified Clinical Medical Assistant
- Certified ECG Technician
- Certified Medical Assistant
- Phlebotomist
- Licensed Practical Nurse
- Patient Technician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Registered Nurse
- Public Health
- Sports Medicine
- Pharmacist
- Health Care Administration
- Phlebotomist
- Radiology Technician
- Athletic Trainer
- Audiologist
- Certified Nurse Midwife
- Chiropractor

ENTRY-LEVEL CAREERS
(Adult Program Completion)

- Medical Assistant
- Patient Care Technician
- Medical Billing/Coding
- Appointment Scheduler
- Certified Medical Assistant
- EKG Technician
- Medical Supply Room Clerk
- Medical Secretary/Receptionist
- Medical Billing/Coding Clerk
- Medical Office Assistant
- Receptionist

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

MEDICAL ASSISTING

TFS

71

CAREER TREE
EDUCATION WITH PURPOSE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- AWS Welder
- Robotics Designer/Reader
- Bridge Design/Inspection
- Welding Inspector
- Welding Equipment
- Welding Equipment
- Welding Fabricator/Technician
- Underwater Welder
- Welding Instructor
- Welding Technician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Bridge Construction Supervisor
- Building and Code Inspector
- Fabrication Shop Owner
- Mechanical Engineer
- Oil Rig Welder
- Project Estimator
- Safety Inspector
- Sales and Business Development
- Structural Engineer
- Welding Engineer

ENTRY-LEVEL CAREERS
(Adult Program Completion)

- Iron Worker
- Apprentice Pipe Welder
- Structural Ironworker
- Structural Welder
- Structural Welder
- Depth House Inspection
- Tacker
- Underwater Welder
- Welding Fabricator
- Welding Inspector Trainee
- Welding Machine Operator

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

METAL FABRICATION & JOINING TECHNOLOGIES

TFS

72

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*

EDUCATION WITH PURPOSE
CAREER TREE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Chief Fitter
- Business Owner
- Journey Level Plumber
- Lead Plumber
- Plumber Process Piping Installer
- Master Plumber
- Plumbing Instructor
- Sprinkler Fitter
- Pipe Fitter
- Service Technician
- Quality Technician
- Job Technician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Plumbing Inspector
- Designing and Code Inspector
- Plumbing Engineer
- Instructor
- Plumbing Designer/Architect
- Plumbing Engineer
- Project Management
- Service Manager
- Shop Manager
- Facilities Engineer

ENTRY-LEVEL CAREERS
(Job Program Completion)

- Apprentice
- Warehouse Plumber
- Apprentice Plumber
- Laborer
- Material Handler
- Plumbing Welder
- Maintenance Technician
- Registered Apprentice
- Sales Associate (e.g. Stock Room)
- Solar Energy Installer
- Supply House Employee (Sales, Inventory, Counter)

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

PLUMBING

tfs

73

EDUCATION WITH PURPOSE
CAREER TREE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Cloud Architect/Engineer
- Computer System Specialist
- Data Center Technician
- Database Developer & Administrator
- Database Architect
- Database Administrator
- Database Analyst
- Project Manager
- Web Developer
- Video Game Programmer
- Technical Account Manager
- CRM Manager

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Applications Specialist
- Software Development Engineer
- IT Forensics Specialist
- Enterprise Architect
- Database Architect
- Computer Systems Analyst
- Project Manager
- Web Developer
- Video Game Programmer
- Technical Account Manager
- CRM Manager

ENTRY-LEVEL CAREERS
(Job Program Completion)

- Application Developer
- Computer Operator
- Computer Support Specialist
- Customer Service Representative
- Data Entry Specialist
- Desktop Support Specialist
- Junior Programmer
- Junior Web Developer
- Quality Tester
- Software Tester
- Multimedia Developer

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

PROGRAMMING & WEB DEVELOPMENT

tfs

74

EDUCATION WITH PURPOSE
CAREER TREE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Automation Technician
- Process/Mechanical Technician
- Logistics Analyst
- Test Engineer
- Robot Programmer
- Mechanisms Technician
- Electronics Technician
- Manufacturing Engineer
- Industrial Maintenance Technician
- Quality Assurance Inspector
- Plant Supervisor
- Automated Machinery Technician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Engineering Degree
- Mechanical Engineer
- Robotics Engineer
- Electrical/Electronics Engineer
- Industrial Engineer
- Manufacturing/Industrial Engineer
- Systems Engineer
- Design Engineer
- Robotics Automation Engineer
- Logistics Engineer

ENTRY-LEVEL CAREERS
(Job Program Completion)

- Automation Technician
- Manufacturing Technician
- Manufacturing Technician
- Robotics Operator
- Service and Repair Technician
- Field Service Technician
- Customer and Support Technician
- Robotics Technician
- Electronic/Mechanical Specialist
- Electrical/Mechanical Equipment Assembler
- Plant Maintenance Technician
- Equipment Installer and Operator

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

ROBOTICS & AUTOMATION TECHNOLOGY

tfs

75

FREE GIFT!

Take the experience further with a special gift from Mark

Text keyword **UNLEASH** to 33777 now and claim your free gift.

76

markperna

John Deere Davenport Works
Davenport, Iowa
Manufacturing:
Heavy Construction & Agricultural Equipment

77

markperna

Megan
24 Years Old
John Deere (5-years)

Abilities:

- ✓ Academic Knowledge
- ✓ Technical Skills
- ✓ Professional Skills

4-Year Degree:
Business

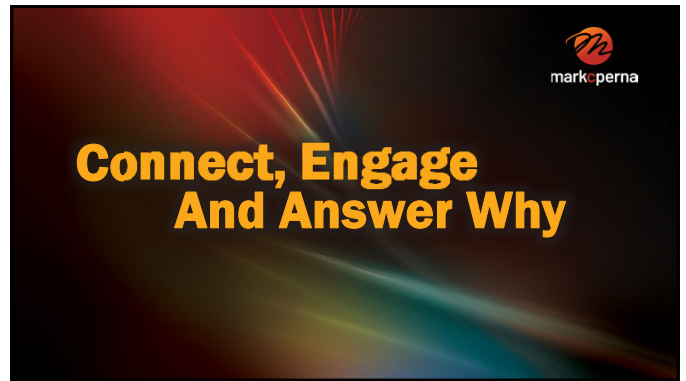
College Debt:
\$0

78

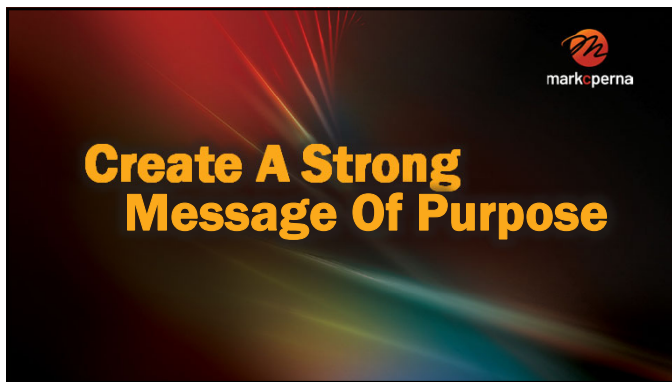
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



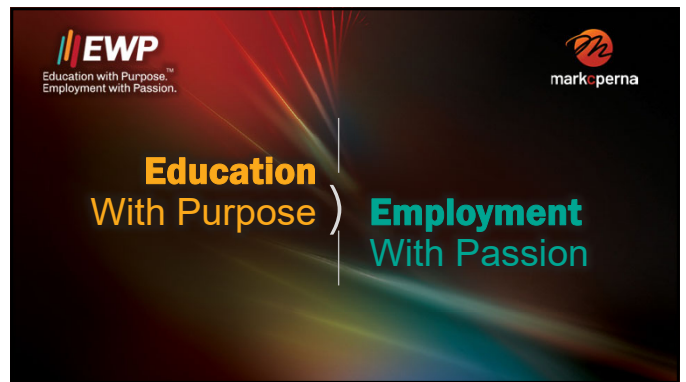
79



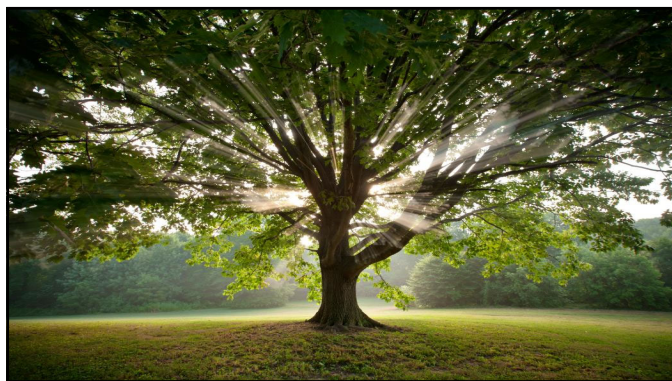
80



81



82



83



84

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



COMPETITIVE ADVANTAGE TRACK™
LEARNING SERIES

Empower young people to build a personal competitive advantage — one skill at a time!



85



mark:perna | **COMPETITIVE ADVANTAGE TRACK™**

- **Slice 1:** "Why We All Need a Personal Competitive Advantage (Part 1)"
- **Slice 2:** "Why We All Need a Personal Competitive Advantage (Part 2)"
- **Slice 3:** "Leveraging The Human Connection"
- **Slice 4:** "Building Your Dream"
- **Slice 5:** "The Power of Failure"
- **Slice 6:** "Be Comfortable Being Uncomfortable"

86



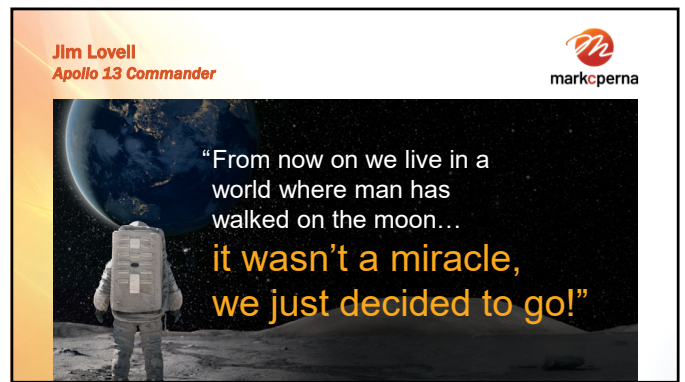
mark:perna | **COMPETITIVE ADVANTAGE TRACK™**




- Facilitator Reflection
- Discussion Starters
- Supersize Suggestions (Activities)
- Big Picture View

MarkCPerna.com/cat

87



Jim Lovell
Apollo 13 Commander



"From now on we live in a world where man has walked on the moon...
it wasn't a miracle, we just decided to go!"

88



SHARE YOUR THOUGHTS

markperna.com/impact/



89