



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.

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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', with a long horizontal flourish extending to the right.

MARK C. PERNA
SPEAKER | AUTHOR | CEO



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WELCOME...

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**Mastering The Mega Trends Shaping
The Next Generation of Talent**

PRESENTED BY
MARK C. PERNA Speaker, Author, and CEO

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The Shifting Landscape
Education & Workforce Development

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**The World
Has Changed**

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THE GLOBAL SKILLS GAP

- 60% of employers believe skills gaps in local labor markets will be one of the greatest barriers to their business transformations
(World Economic Forum "Future of Jobs" report)
- Nearly nine in ten executives and managers say their organizations either face skill gaps already or expect gaps to develop within the next five years
(McKinsey Global Survey)
- \$11.5 trillion in global GDP could be lost by 2028 if organizations do not take action to close their skills gaps
(World Economic Forum "Future of Jobs" report)

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THE FUTURE OF SKILLS

- Up to 40% of core job skills are expected to change by 2025; and 50% of employees will need to learn new skills
(World Economic Forum "Future of Jobs" report)
- 375 million workers globally might have to change occupations in the next decade to meet companies' needs
(McKinsey Global Survey)
- 66% of workers in Australia, UK and US said L&D opportunities make or break their decision to take a job or stay at a company
(HigherEd Dive)

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SKILLS GAP: AEROSPACE/AVIATION




- Industry will need to fill a projected 3.5 million jobs by 2026, but skills gap is expected to prevent 2 million of those hires
(Future Aviation Aerospace Workforce)
- Workforce shortages could cost \$49 billion just from positions remaining unfilled
(Future Aviation Aerospace Workforce)


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SKILLS GAP: AGRICULTURE




- **Average age of principal farm operators is 59; only 9% are under the age of 35**
(AG America Lending)
- **Almost half (45%) of farms globally report they are facing a lack of expertise and training**
(Shell Lubricant Solutions, 2021)
- **86% of farmers have experienced equipment breakdown in the last 3 years due to lack of maintenance**
(Shell Lubricant Solutions, 2021)




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SKILLS GAP: CONSTRUCTION



- **The industry lost \$60.9 billion in gross domestic product and is experiencing a shortfall of 6.5 million jobs due to the pandemic**
(Deloitte)
- **78% of contractors report difficulty finding skilled craftsmen to replace the retiring workforce**
(Tradesmen International)
- **71% of contractors struggling to meet scheduling commitments and 39% have had to turn down work**
(U.S. Chamber of Commerce; Conger)



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SKILLS GAP: CYBERSECURITY/IT

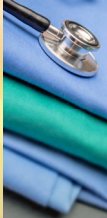


- **500,000+ cybersecurity job postings in the U.S.**
(Harvard)
- **3.5 million unfilled cybersecurity jobs globally**
(Harvard)
- **The IT skills gap troubles 80% of managers in North America**
(CIO Dive)




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SKILLS GAP: HEALTHCARE



- **From 2010 to 2030, 1 million+ registered nurses projected to exit the workforce**
(Nursing Economics)
- **In August 2021, 92% of critical care nurses said the pandemic depleted nurses at their hospital, and two-thirds stated that the pandemic has caused them to consider leaving nursing**
(Medpage)



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SKILLS GAP: HOSPITALITY



- **Accommodation/Food Services Industry has had the highest quit rate since July 2021, consistently above 5% (2x the 2.5% average)**
(US Chamber of Commerce)
- **Nearly 40% of hospitality businesses are facing skilled worker shortages**
(RestaurantOnline.co.uk)



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SKILLS GAP: MANUFACTURING




- **2.1 million unfilled jobs projected by 2030 with a negative impact of \$1 trillion+**
(Deloitte)
- **Heavy equipment industry alone losing \$2.4 billion+ every year due to lack of skilled workers**
(Conger)



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SKILLS GAP: PETROCHEMICAL




"The Great Crew Change"

- **1.9 million job openings** anticipated through 2035 (RAND Corporation)
- **The average age of workers in petroleum companies is 50, among the oldest of any industry** (Iron Mountain)
- **9 out of 10 employers believe the skills gap is impacting current productivity** (Hydrocarbon Engineering)




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SKILLS GAP: TRANSPORTATION, SUPPLY CHAIN & LOGISTICS

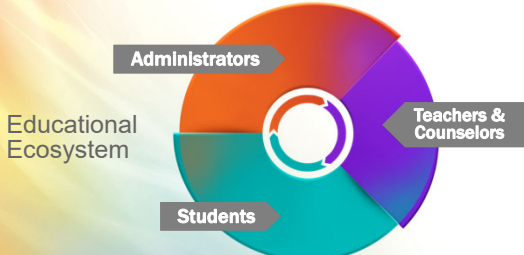


- **Projected shortage of 160,000+ drivers by 2028** (American Trucking Associations)
- **Six job openings for every one hire in the trucking industry since 2016** (Coyote/EMSI)
- **78% of shippers and 56% of third-party logistics firms say shortages have impacted their supply chain operations** (Food Logistics)



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SKILLS GAP: EDUCATION




Educational Ecosystem

Administrators

Teachers & Counselors

Students




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The World Has Changed



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Academic Knowledge

Professional Skills

Technical Competencies

COMPETITIVE ADVANTAGE



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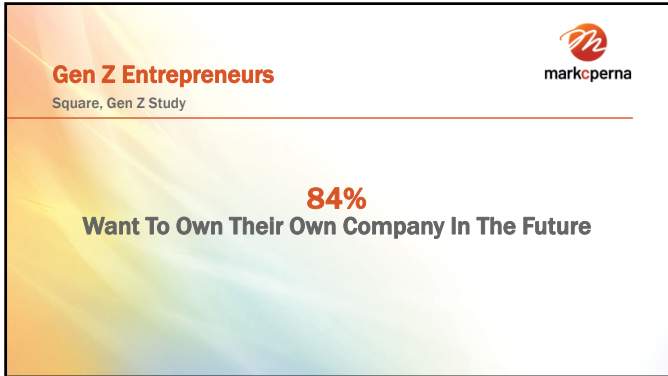
SMA

Smart Machine Age



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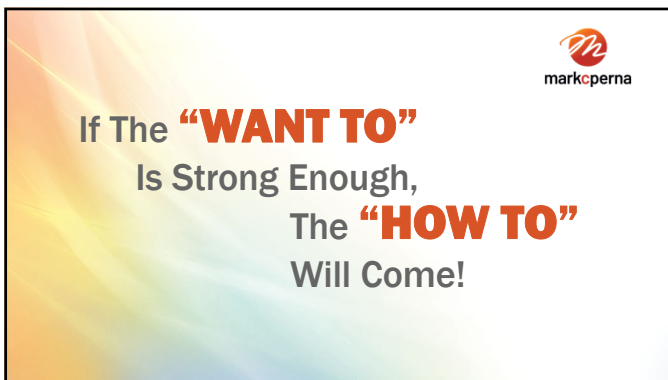
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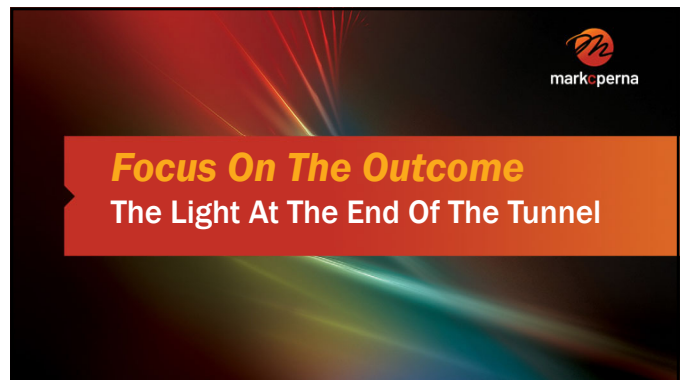
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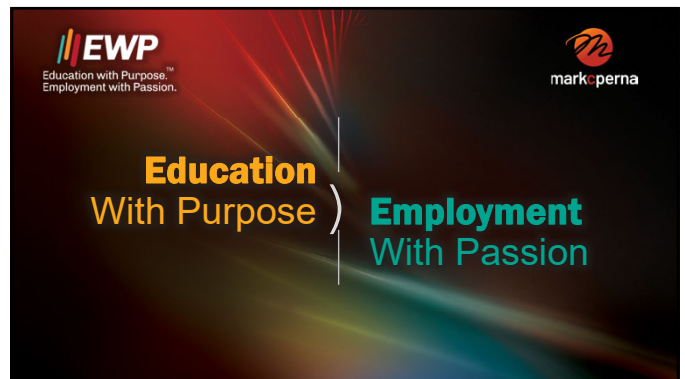
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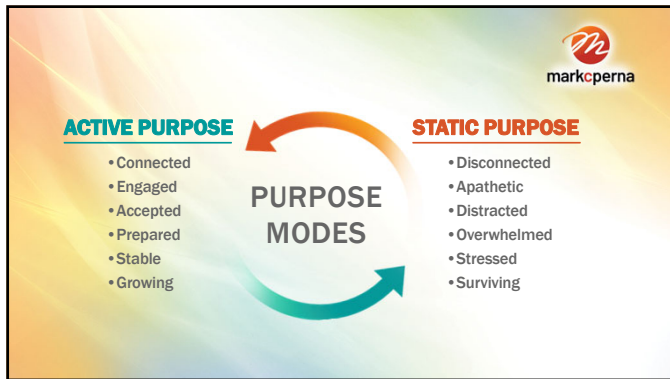


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"The mind is not a **VESSEL to be filled, but a **FIRE** to be kindled"**

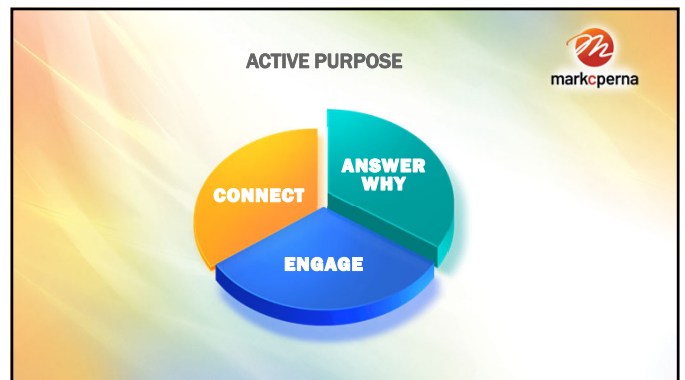
— Plutarch

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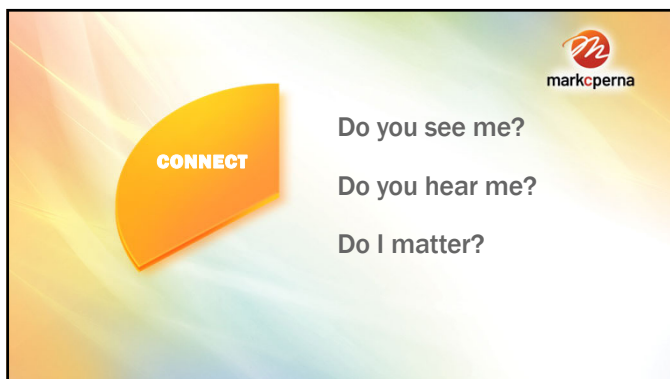
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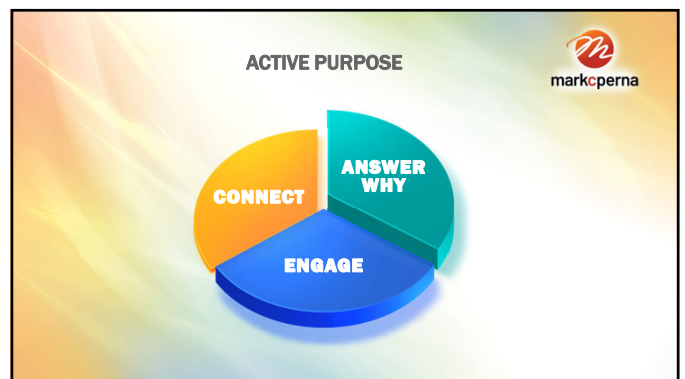
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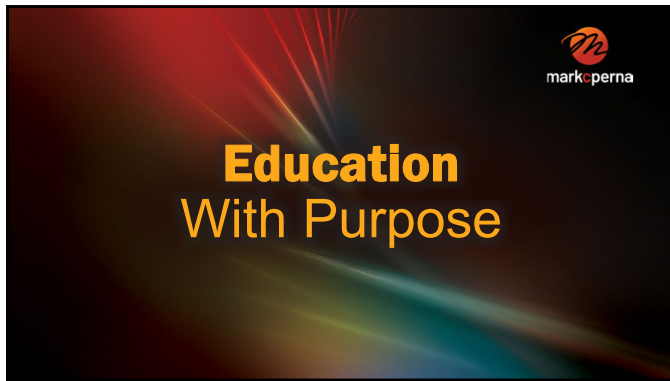


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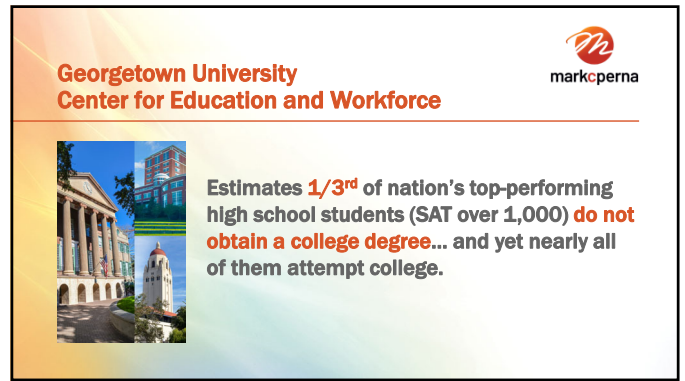


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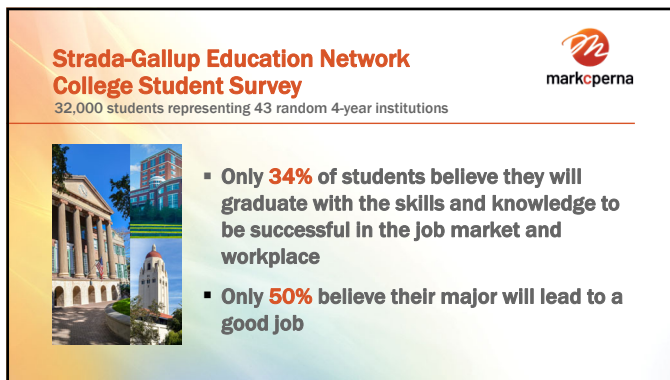
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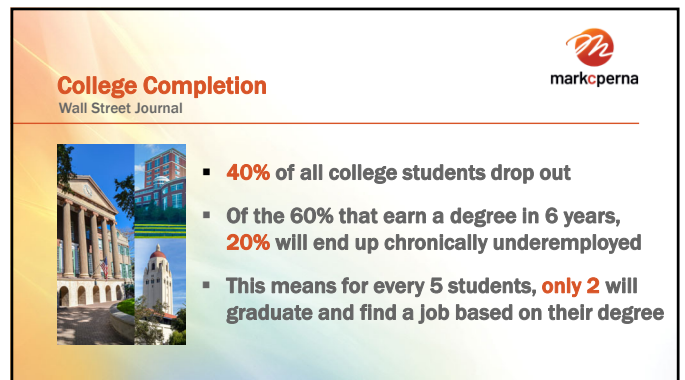
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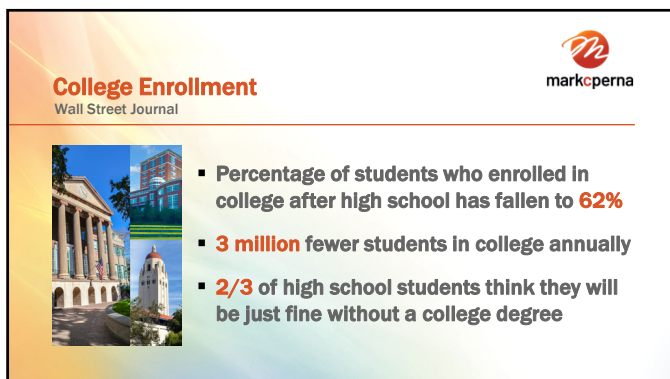
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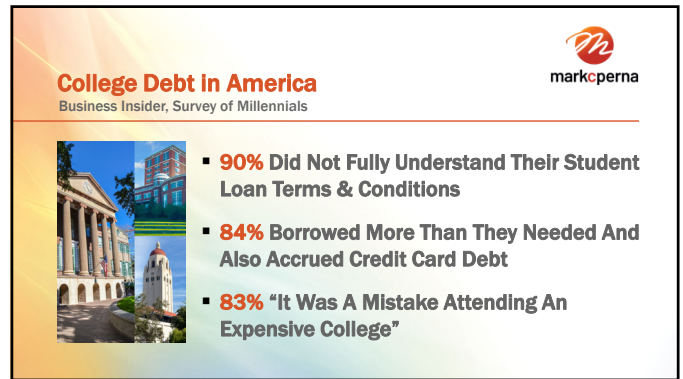
College Debt in America
As Reported by Major News Agencies




- **\$1.6 Trillion** In Total Student Loan Debt
- **\$176 Billion (11%)** 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

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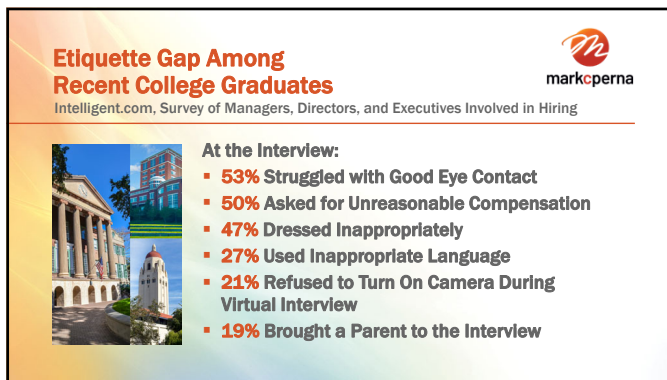
College Debt in America
Business Insider, Survey of Millennials




- **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"

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

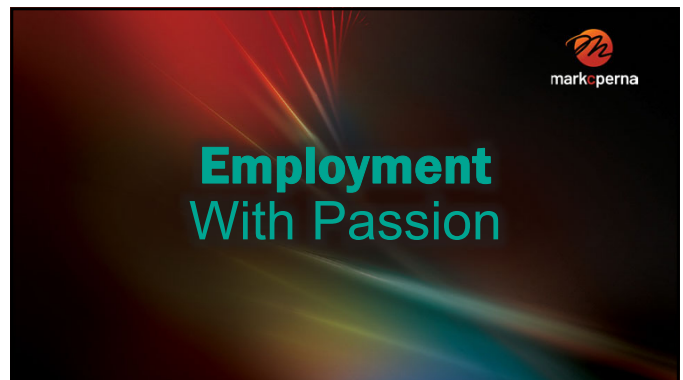


At the Interview:

- **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

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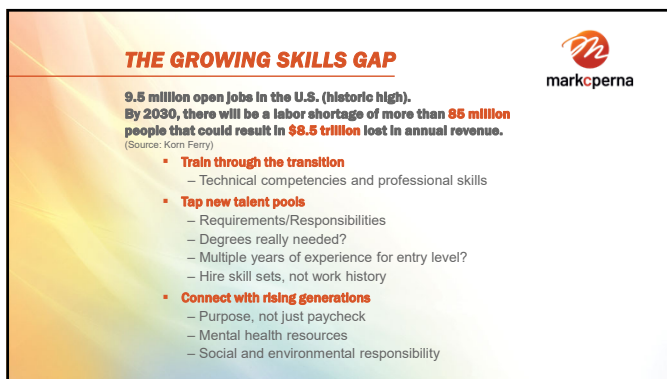
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Employment With Passion

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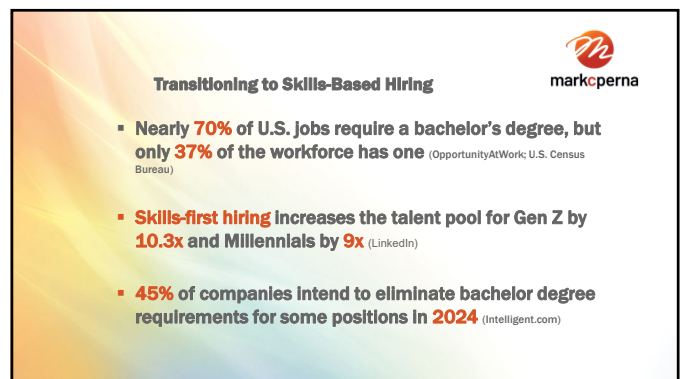
THE GROWING SKILLS GAP

9.5 million open jobs in the U.S. (historic high).
By 2030, there will be a labor shortage of more than **95 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

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Transitioning to Skills-Based Hiring

- **Nearly 70%** of U.S. jobs require a bachelor's degree, but **only 37%** of the workforce has one (OpportunityAtWork; 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)

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TOP STRATEGIES TO ATTRACT AND RETAIN TOP TALENT

- **Be flexible**
 - HiBob: 90% want flexibility as their top priority
- **Make geography irrelevant**
- **Emphasize the position, not the company**
 - Twice as likely to choose dream job with a company they don't know
- **Diversify**
- **Expand the onboarding experience**
 - Gallup: 88% of organizations don't onboard well with 20% of turnover tied to first 45 days
- **Focus on culture**



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John Deere Davenport Works
Davenport, Iowa

Manufacturing:
Heavy Construction & Agricultural Equipment




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Megan
24 Years Old
John Deere (5-years)

Abilities:

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

4-Year Degree:
Business

College Debt:
\$0



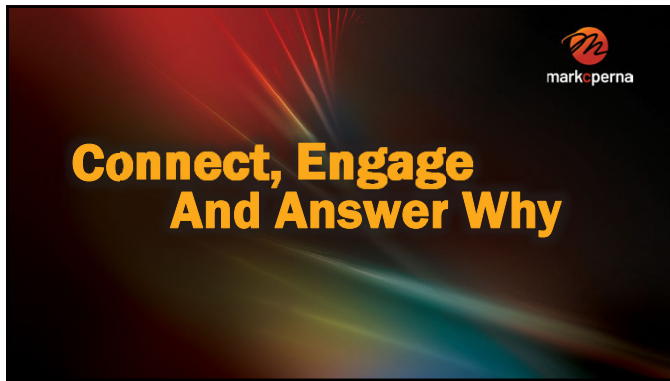
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Shifting The Paradigm
The CALL TO ACTION



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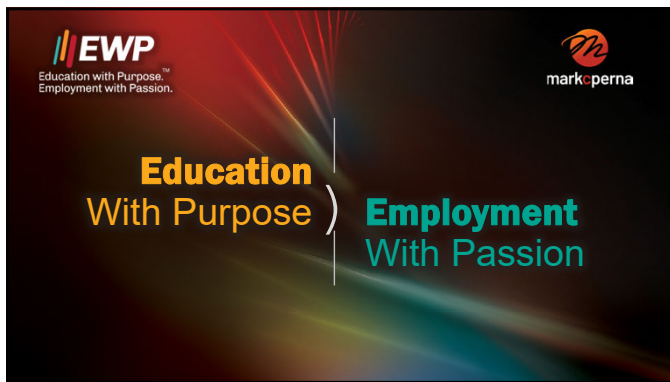
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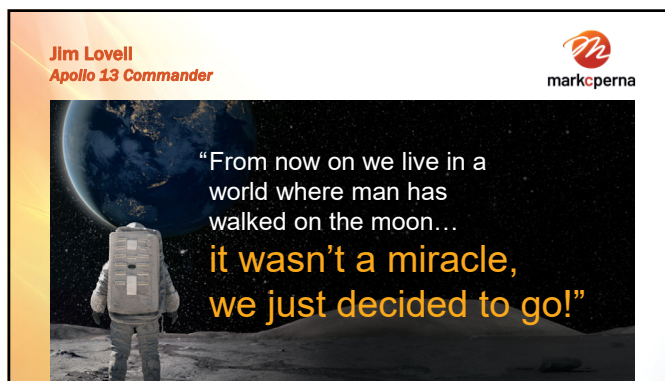


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