



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

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

WELCOME...

markperna

Unleashing Passion, Purpose, and Performance in Younger Generations

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

CONNECT WITH MARK NOW ON SOCIAL MEDIA:

@MarkCPernaLeadership | @markperna
linkedin.com/in/markperna | @mark_c_perna

TFSresults.com | mark.perna@tfsresults.com | 330.840.2680

1

markperna

WARNING

2

markperna

The Shifting Landscape
Education & Workforce Development

3

markperna

The World Has Changed

4

markperna

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)

5

markperna

The World Has Changed

6

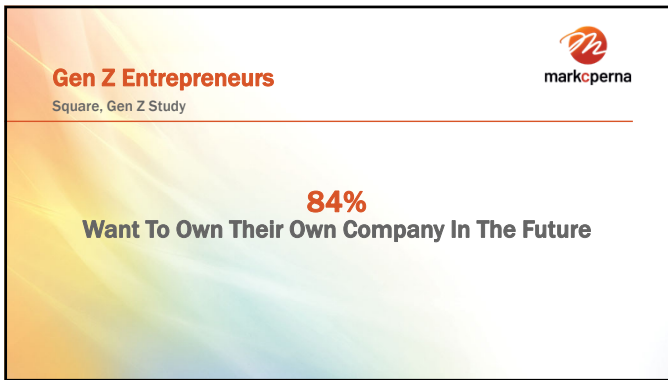
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



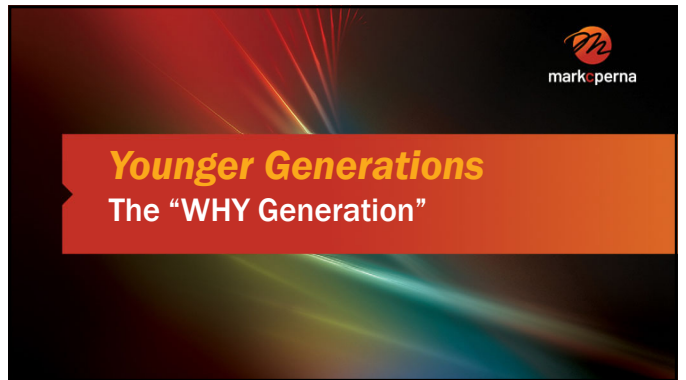
7



8



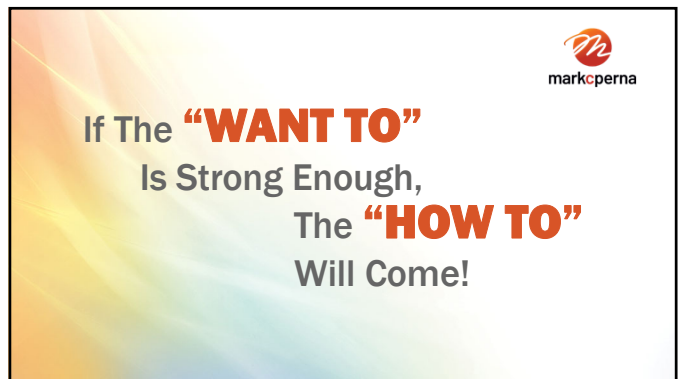
9



10

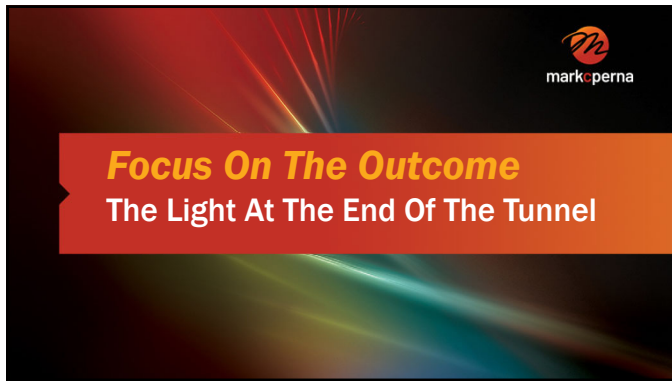


11



12

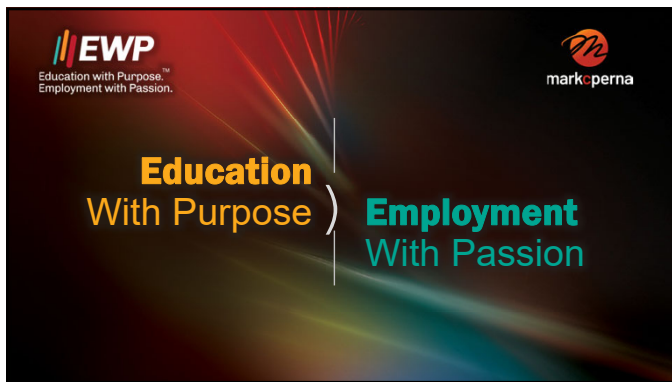
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



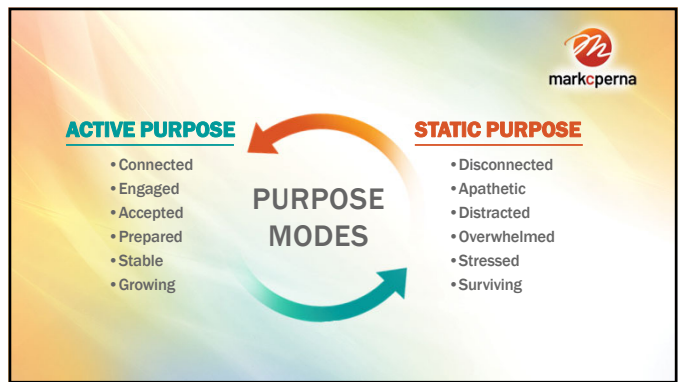
13



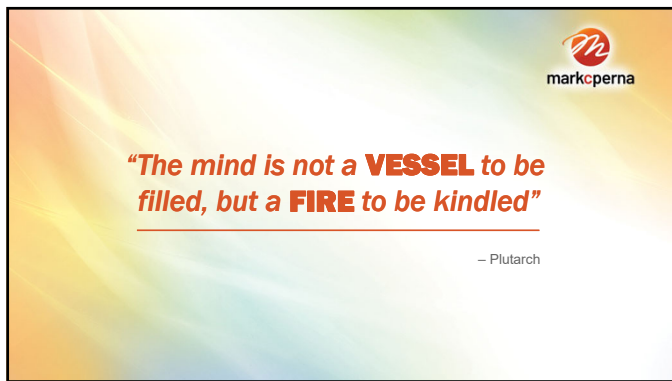
14



15



16

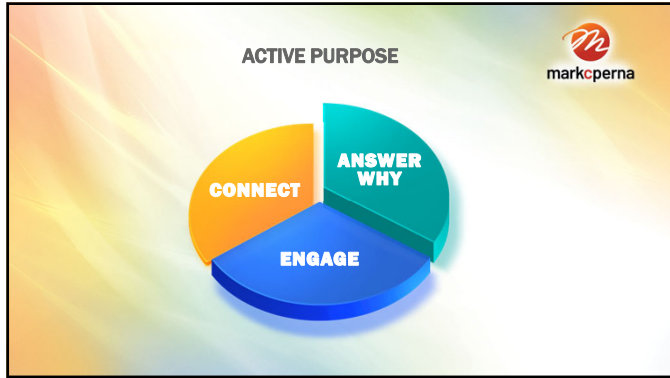


17



18

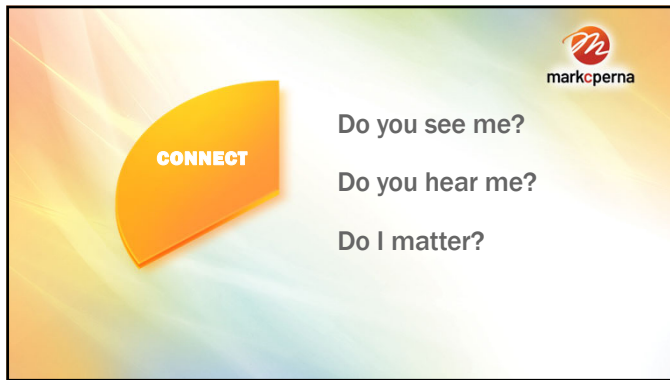
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



19



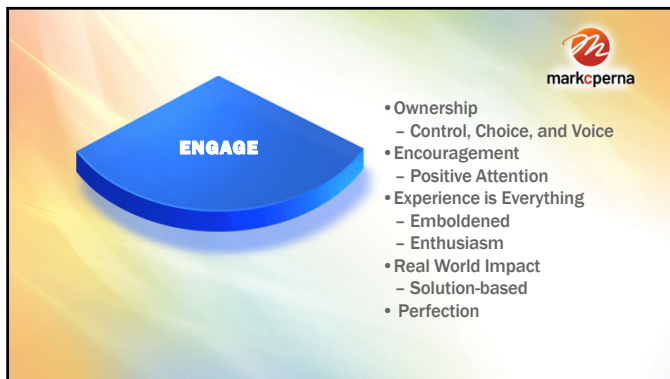
20



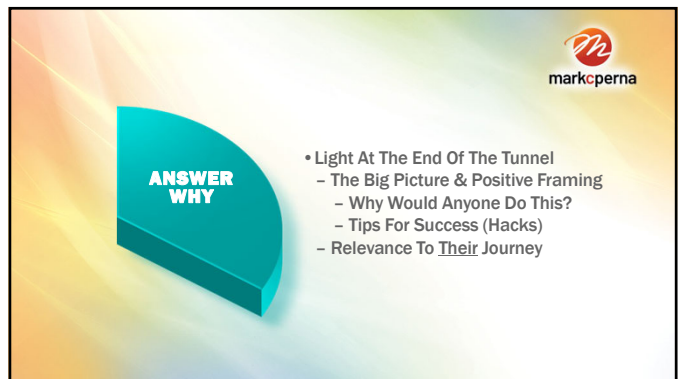
21



22



23

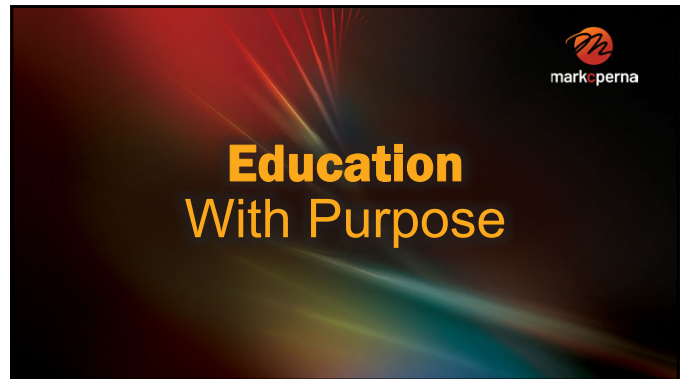


24

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




25



26


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.

27


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

28


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

29

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

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



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**



31



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



32



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"



33



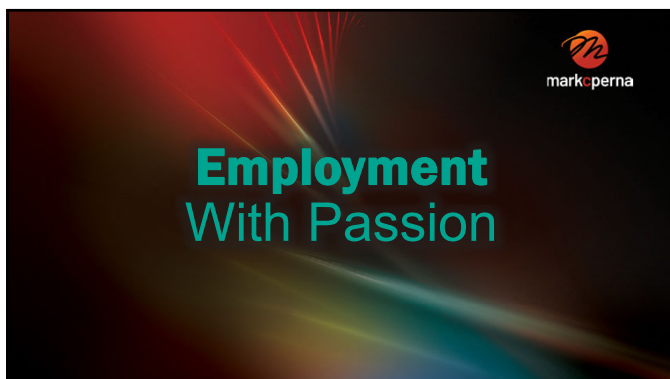
Etiquette Gap Among Recent College Graduates
Intelligent.com, Survey of Managers, Directors, and Executives Involved in Hiring

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



34



Employment With Passion




35

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 **\$9.5 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



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*

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)

37

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

38

EWP
Education with Purpose.
Employment with Passion.

Education With Purpose | **Employment With Passion**

markperna

39

BIOMEDICAL SCIENCE CAREER TREE

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

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
(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 Transport
- Hospital Nutrition Assistant
- Sterilization Assistant

ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

40

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 Transport
- Hospital Nutrition Assistant
- Sterilization Assistant

PROFESSIONAL SKILLS

41

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

42

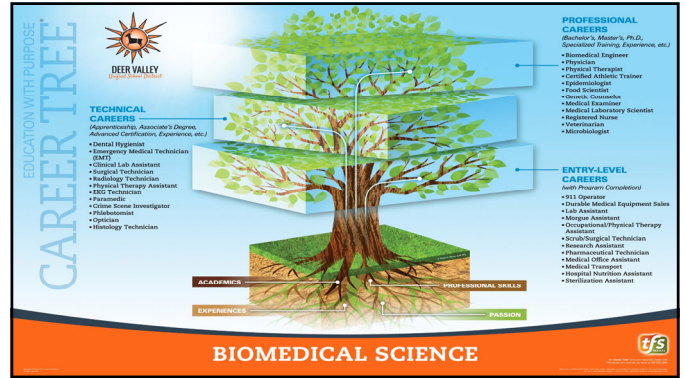
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*



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

43



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
- Parasitology
- Clinical Science 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

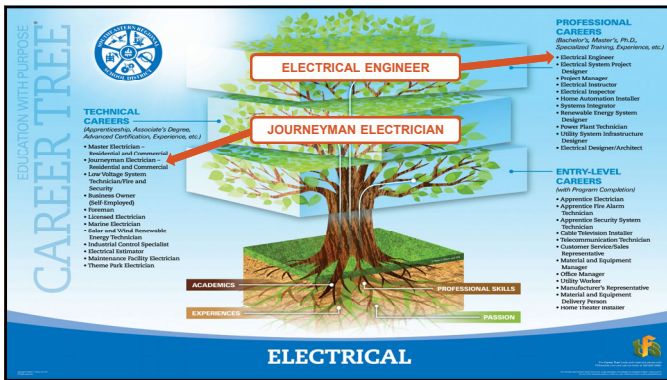
ENTRY-LEVEL CAREERS
(With Program Completion)

- EMT Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Manager Assistant
- Occupational/Physical Therapy Assistant
- Research Assistant
- Pharmaceutical Technician
- Medical Laboratory Assistant
- Medical Transport
- Hospital Volunteer Assistant
- Sterilization Assistant

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

BIOMEDICAL SCIENCE

44



ELECTRICAL ENGINEER

JOURNEYMAN ELECTRICIAN

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

- Master Electrician
- Residential and Commercial
- Instrumentation Electrician
- Residential and Commercial
- Low Voltage Systems Technician/Pipe and Specialty
- Electrician (Self-Employed)
- Electrician
- Licensed Electrician
- Motor 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
- Electrical Systems Project Designer
- Project Manager
- Electrical Inspector
- Electrical Inspector
- Control Automation Specialist
- Systems Integrator
- Renewable Energy System Designer
- Power Plant Technician
- Utility Systems Infrastructure Designer
- Electrical Designer/Architect

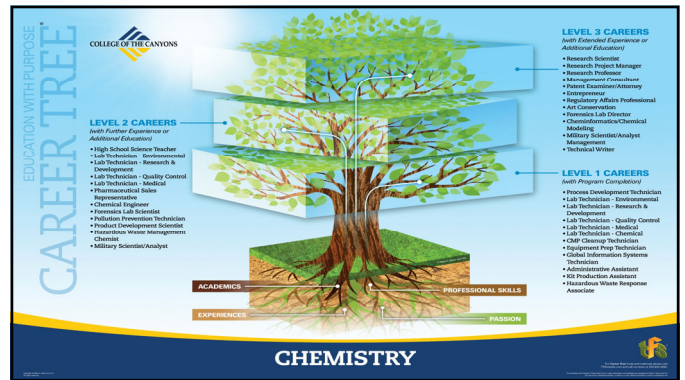
ENTRY-LEVEL CAREERS
(With Program Completion)

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunication Technician
- Customer Service/Sales Representative
- Control and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Material and Equipment Delivery Person
- Home Theater Installer

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

ELECTRICAL

45



LEVEL 3 CAREERS
(With Extensive Experience or Additional Education)

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

LEVEL 2 CAREERS
(With Further Experience or Additional Education)

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

LEVEL 1 CAREERS
(With Program Completion)

- Process Development Technician
- Lab Technician - Environmental Development
- Lab Technician - Quality Control
- Lab Technician - Chemical
- GMP Cleaning Technician
- Equipment Prep Technician
- Global Information Systems Technician
- Administrative Assistant
- Kit Production Assistant
- Hazardous Waste Response Associate

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

CHEMISTRY

46

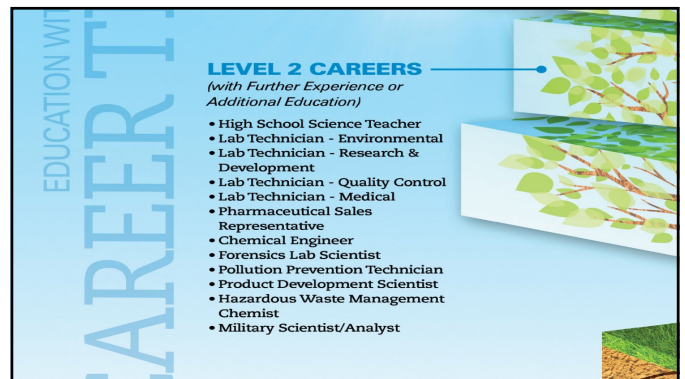


LEVEL 1 CAREERS
(with Program Completion)

- 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

PROFESSIONAL SKILLS

47



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
- Chemical Engineer
- Forensics Lab Scientist
- Pollution Prevention Technician
- Product Development Scientist
- Hazardous Waste Management Chemist
- Military Scientist/Analyst

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*

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

49

CHEMISTRY

LEVEL 3 CAREERS
(with Extended Experience or Additional Education)

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

LEVEL 2 CAREERS
(with Further Experience or Additional Education)

- High School Science Teacher
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Analytical
- Pharmaceutical Sales Representative
- Chemical Engineer
- Forensic Lab Scientist
- Pollution Prevention Technician
- Product Development Scientist
- Petroleum 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 - Chemical
- O&M Cleanup Technician
- Equipment Prep Technician
- Global Information Systems Technician
- Administrative Assistant
- O&M Production Assistant
- Hazardous Waste Response Associate

ACADEMICS, EXPERIENCES, PROFESSIONAL SKILLS, PASSION

50

ACADEMICS, PROFESSIONAL SKILLS, EXPERIENCES, PASSION

51

The "For Now" Decision
Dealing With Analysis Paralysis

markperna

52

ELECTRICAL

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

- Master Electrician - Residential and Commercial
- Journeyman Electrician - Residential and Commercial
- Line Voltage Systems Technician/Wire and Security
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Marine Electrician
- Solar and Wind Renewable Energy Technician
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

MARINE ELECTRICIAN

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

- Electrical Engineer
- Electrical System Project Designer
- Electrical Inspector
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Invert Plant Technician
- Utility System Infrastructure Engineer
- Electrical Design/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 Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Electrical and Equipment Installer
- Home Theater Installer

ACADEMICS, EXPERIENCES, PROFESSIONAL SKILLS, PASSION

53

Student Name
Career Choice

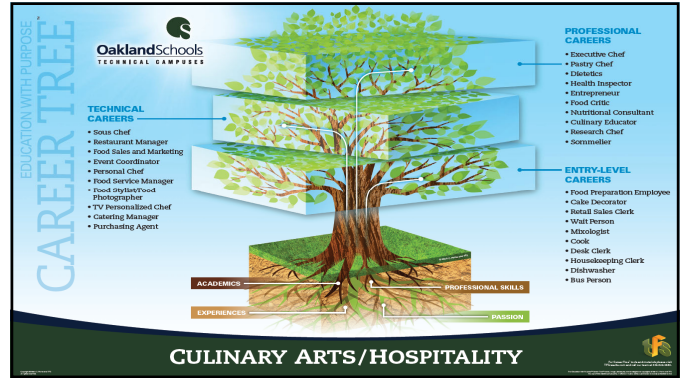
markperna

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*



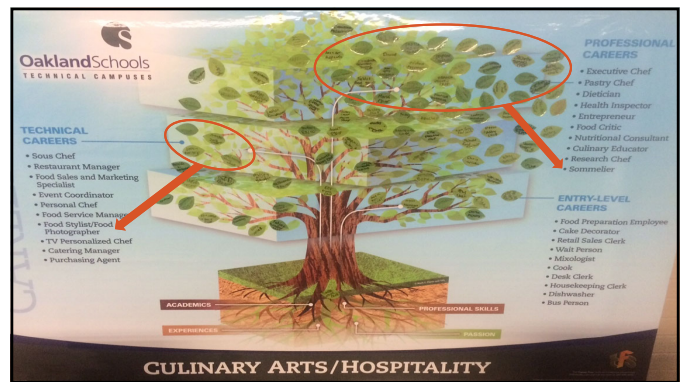
55



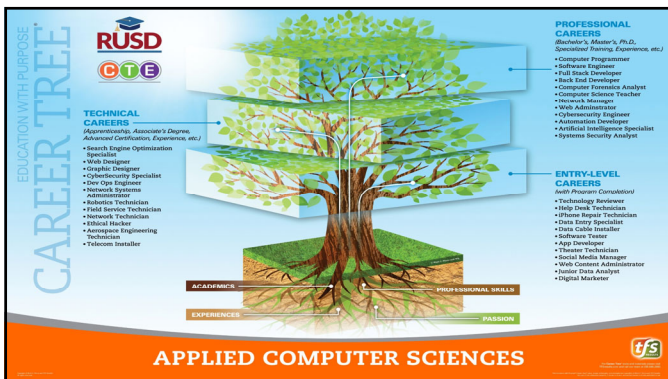
56



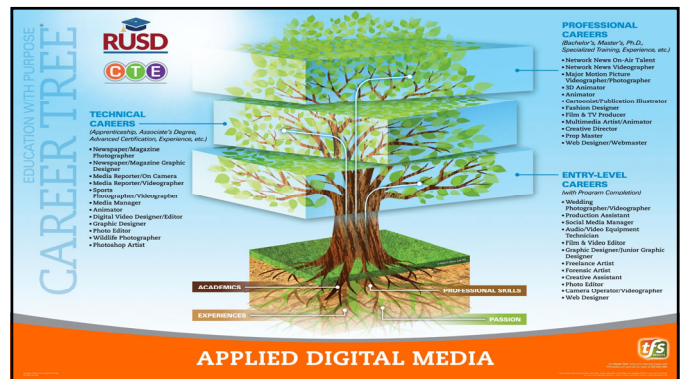
57



58



59



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*

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- A/E/C
- Tech/Service/Plumber
- Building Surveyor
- Construction Project Manager
- City Planner/Traffic Engineer
- Graphic Designer
- CAD Technician/Instructor
- Architectural Illustrator
- BIM (Building Information Modeling) Technician
- Civil Estimator
- Athletic Equipment Designer
- Sport Technician
- Video Game Environment Designer

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

- Commercial and Residential Architect
- Interior Design
- Green/Sustainable/Environmental Design
- Civil Engineer
- Social Media Developer
- Mechanical Engineer/Product Designer
- Designer & Administrative Engineer
- Robotics Engineer
- Automotive Engineer
- Biomedical/Chemical Engineer

ENTRY-LEVEL CAREERS
(Entry Program, Conventional)

- Assistant/Trade/Lead Making, Finishing
- Assistant Architect
- Assistant Civil Engineering
- Geographic Information Systems
- Landscaper
- Electrician
- Construction Worker/Carpenter
- Apprentice
- Logic Designer/Illustrator
- HVAC Drafting
- Mutator Drafting
- Commercial Drafting

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

ARCHITECTURAL DESIGN

tfs

61

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- ASE Certified Technician
- Transmission Specialist
- Chassis and Alignment Technician
- Collision and Refinishing Technician
- Inspection
- Service Advisor/Apprentice/Inspector
- Automotive Detailer
- Automotive Technician/PI/CIW Member
- Aircraft Mechanic
- Body & Paint Specialist
- Automotive Detailist
- Purchasing/Sales Supervisor

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

- ASE Master Certified Technician
- Shop General Manager
- Automotive Designer
- Automotive Service Information Specialist
- Automotive Instructor
- Low Voltage Electrical Engineer
- CNC Programmer
- Safety Design Engineer
- DOT/DMV Inspector
- Software Designer

ENTRY-LEVEL CAREERS
(Entry Program, Conventional)

- Line Technician
- Detailer/Lead Assistant
- Tire Technician
- Automotive Body Technician
- Apprentice
- Technician Assistant
- Parts Counter Sales & Service Representative
- Sales Representative
- Car Detailer
- Auto Sales & Service Receptionist
- Vehicle Photographer
- Social Media Manager

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

AUTOMOTIVE TECHNOLOGY

tfs

62

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Pastry Chef
- Sous Chef
- The Sneeze & Recipe Developer
- Food Truck Operator
- Pastry Chef
- Sous Chef
- Food Stylist/Artist
- Private Chef
- Bartender
- Restaurant Manager
- Baker
- Food & Beverage Sales

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

- Food Scientist
- Registered Dietitian
- Restaurant Owner
- Culinary Specialist
- Food Critic
- Health Inspector
- Executive Chef
- Resort Manager
- Food Industry Lawyer
- Nutritionist
- Culinary Educator
- General/Regional Manager

ENTRY-LEVEL CAREERS
(Entry Program, Conventional)

- Dishwasher
- Dishwasher
- Food Server
- Prep Cook
- Bartender
- Expeditor
- Event Assistant
- Retail Sales Clerk
- Wine Tasting Room Specialist
- Baker
- Headliner
- Farmer

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

CULINARY ARTS & SERVICES

tfs

63

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Paraprofessional
- Degree Counselor/Director
- Corporate Trainer
- Community Outreach Coordinator
- Maintenance & Operations Employee
- Call Center
- Translation/Interpreter
- School Nurse
- Administrative Assistant
- Autism Behavior Technician
- Juvenile Corrections Officer

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

- Classroom Teacher
- School Site Administrator
- Social Worker
- Marriage & Family Counselor
- School Counselor
- School Psychologist
- University Professor
- Librarian
- Instructional Software Designer
- Literacy Instructor
- Toy Designer/Engineer
- Educational Programs Director
- Chief Academic Officer

ENTRY-LEVEL CAREERS
(Entry Program, Conventional)

- Tutor
- Heavy Caregiver
- Activity Director
- High School Sports Coach
- Teacher Assistant
- Freshman Aide
- Computer Aide
- Special Education Worker
- Swim Instructor/Lifeguard
- Year Guide
- Social & Human Service Assistant

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

EDUCATION & CHILD DEVELOPMENT

tfs

64

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Computer Network Specialist
- Electronic Mechanical Technician
- CAD Engineering Technician
- Technical Graphic Artist
- Audio Technician
- Web Developer
- Aviation Maintenance Technician
- Mechanical Engineering Technician
- Drafting

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

- Astronaut
- Electrical Engineer
- Computer Engineer
- Automotive Designer
- Mechanical Engineer
- Robotics Engineer
- Civil Engineer
- Electronic/Electronics Engineer
- Engineering Professor/Instructor
- Heavy Inspector
- Mechanical Engineer

ENTRY-LEVEL CAREERS
(Entry Program, Conventional)

- CAD Technician
- Electrical Assembly Technician
- Electronic Technician
- 2D Printer Technician
- Retail Sales - Electronics store
- Solar System Sales
- Industrial Machine Operator
- Solar Panel Manufacturing Technician
- Metal Fabricator
- Manufacturing Line Worker
- Quality Control
- Warehouse Worker

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

ENGINEERING DESIGN

tfs

65

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Equipment Technician
- Appliance/Bus Manager
- Video Editor
- Lighting Technical Director
- Audio & Video Director
- Foley Artist
- Camera Operator
- Camera Operator
- Camera Operator
- Visual Effects Editor
- Graphic Design & Storyboard Artist
- Technical Director

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

- Director of Programming
- Multimedia Artist/Animator
- TV/Video School Professor
- Director
- Film & Video Editor
- Film Director
- News Reporter
- Director of Photography
- Production Sound Mixer/Engineer
- Script Supervisor
- Executive Producer
- Casting Director
- Motion Picture/News Producer

ENTRY-LEVEL CAREERS
(Entry Program, Conventional)

- Production Assistant
- Event Photographer/Videographer
- Production Assistant
- Influence Blogger/Social Media Influencer
- Copyright Roy (Copy)
- Actor/Voice Over
- Room Operator
- Camera Operator/Assistant
- Gaffer/Wire
- Gaffer/Wire
- Gaffer/Wire
- Gaffer/Wire
- Assistant Video Editor

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

FILM, TV, & VIDEO PRODUCTION

tfs

66

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
RUSD
CTE

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

- Unity Programmer
- Sound Design
- Level Designer
- Script Designer
- Asset Artist
- Technical Artist
- 3D Modeler
- Character Animator
- 2D Artist
- Concept Designer
- Creative Game Writer
- App Developer

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

- Game Designer
- Project Manager
- Creative Director
- UX/UI Designer
- Software Engineer
- Video Game Programmer
- 3D Artist
- Art Director
- 3D Animator
- Creative Services A/VX Developer
- Visual Effects Artist
- Systems Analyst

ENTRY-LEVEL CAREERS
(Entry Program, Consultant)

- Audio Producer/Consultant
- Software Engineer
- Software Quality Assurance
- Game Tester
- Livestream Broadcaster
- Media & Communications Assistant
- Production Assistant
- Data Entry Specialist
- Sales Associate
- Customer Service Representative
- Technical Support
- Web Developer
- Website Content Manager

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

GAME DESIGN & DEVELOPMENT

tfs

67

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Printer
- Large Format Print Operator
- Offset Technician
- Typography Designer
- Prepress Artist/Analyst
- Graphic Designer
- Interface Designer
- Prepress Technician
- Desktop Publisher
- Publication Designer
- Sales Representative

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

- Creative Director
- Art Director
- Graphic Design Instructor
- Magazine Editor
- Production Editor
- Commercial Photographer
- Project Manager
- Set and Exhibit Designer
- Advertising Executive
- Communications Director
- Environmental Designer
- Packaging Designer

ENTRY-LEVEL CAREERS
(Entry Program, Consultant)

- Production Artist
- Digital Press Operator
- Screen Printer
- Print Associate
- Creative Graphic Designer
- Offset Press Operator
- Offset Press Operator
- Graphic Design Assistant
- Social Media Content Developer
- Proof Artist
- Print Binding and Finishing Worker
- Web Designer

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

GRAPHIC DESIGN & PRINT PRODUCTION

tfs

68

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Pharmacy
- Pharmaceutical Sales Representative
- Laboratory Technician
- Ophthalmology Technician
- Forensic Technician
- Medical Assistant
- Dental Hygienist
- Ophthalmic Technician
- Radiology Technician
- Surgical Technician
- Nuclear Medical Technician

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

- Cardiothoracic Surgeon
- Travel Nurse
- Biomedical Engineer
- Health Science Educator
- Physician Assistant
- Respiratory Therapist
- Dietetic Public Health Specialist
- Forensic Anthropologist
- Forensic Psychologist
- Medical Nutritionist
- Physical Therapist
- Healthcare Policy Advisor

ENTRY-LEVEL CAREERS
(Entry Program, Consultant)

- Emergency Medical Technician
- Certified Hearing Assistant
- Medical Assistant
- Pharmacy Technician
- Medical Interpreter
- Certified Trainer
- Medical Billing/Coding
- Dental Aide
- Medical Scribe
- Transport Technician
- Phlebotomist

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

HEALTH CAREERS & PATIENT CARE

tfs

69

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Logistics Coordinator
- Human Resource
- Payroll Clerk
- Advertising Agent
- Sales Executive
- Travel Agent
- Import/Export Manager
- Distribution/Logistics Manager
- Buyer/Purchasing Agent
- Purchasing
- Coordinator/Manager
- Bookings Clerk
- Trade Expansion Manager

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

- Business Director
- Chief Executive Officer
- Chief Operating Officer
- General Executive Assistant
- Market Research Analyst
- Controller/Accountant
- Director of Advertisement & Marketing
- Professional Consultant
- Business Research Director
- Director of Advertisement & Marketing
- Business Teacher/Professor
- Office Manager
- Social Media Consultant

ENTRY-LEVEL CAREERS
(Entry Program, Consultant)

- Retail Sales Associate
- General Office Clerk
- Retail
- Business
- Wholesale Trade Member
- Wholesale & Manufacturing Sales Rep.
- Bookkeeper
- Receptionist
- Customer Service Agent
- Records Manager
- Retail Buyer

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

INTERNATIONAL BUSINESS

tfs

70

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Paralegal
- Law Enforcement Officer
- Court Reporter
- Bailor/Fire Agent
- State Correctional Officer
- Public Service Representative
- Military - Non-Commissioned Officer
- Prison/Probation Officer
- Crime Analyst
- Crime Scene Investigator
- Child Protective Services Agent
- Fire Fighter/EMT

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

- Circuit Court Judge
- Private Investigator
- Public Information Officer
- Correctional Officer
- Alcohol Beverage Control Inspector
- Prison Warden
- Immigration & Customs Enforcement Agent
- Police Chief
- Sheriff
- Detective
- Fire Chief
- Forensic Pathologist

ENTRY-LEVEL CAREERS
(Entry Program, Consultant)

- Legal Secretary/Clerk
- Emergency Services Dispatcher
- Detention Officer
- Security Officer
- Parking Enforcement
- Military Industry
- Police Cadet
- Forensic Detention Counselor
- Bailiff
- Child Independence/Recovery Agent
- Child Medical Technician (EMT)
- Veteran's Services Assistant

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

LAW & PUBLIC SERVICES

tfs

71

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Artist & Repertoire Coordinator
- Booking Agent
- Giggling Musician
- Music Director
- Audio Journalist
- Private Instructor
- Music Business Manager
- Audio DJ
- Freelance Artist
- Recording Engineer
- Live Sound Engineer
- Sound Designer

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

- Producer
- Mixer
- Music Educator
- Musicologist
- Ethnomusicologist
- Music Business
- Musician
- Music Attorney
- Music Therapist
- Music Supervisor
- Musicologist
- Publisher

ENTRY-LEVEL CAREERS
(Entry Program, Consultant)

- Assistant Engineer
- Mixing Engineer
- Administrative Aide
- Musician Personal Assistant
- Producer
- Engineer
- DJ
- Instrumentalist
- Equipment/Manager
- Production Assistant

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

MUSIC TECHNOLOGY & AUDIO PRODUCTION

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

RUSD CTE

ACADEMICS

- Be Career & College Ready
- Consider all of your career and college options
- Develop a career-focused academic plan
- Get Ahead
- Pursue personal growth and take swift action
- Succeed in your classes now to unlock schedule flexibility later
- Make It Count
- Utilize all subject areas to build your unique Competitive Advantage
- Register with feedback to enter the pathway you choose

EXPERIENCES

- Get Involved
- Actively participate in a club, sport, or organization
- Visit a high school or college campus showcase
- Engage with Professionals
- Attentively listen to and participate with guest speakers
- Network with business, industry, and college partners
- Change the World
- Help at a community event or school activity
- Tutor and mentor other students

PASSION

- Discover Your Abilities
- Explore what you are good at
- Recognize and develop your talents
- Control Your Journey
- Understand and embrace your strengths as a learner
- Build confidence through consistency and practice
- Succeed
- Enroll in programs based on individual interests
- Take reasonable and creative risks

PROFESSIONAL SKILLS

- Invest Effort & Engagement
- Complete high-quality work in a timely manner
- Pursue new challenges and adapt to change
- Communicate Effectively
- Listen, share, and engage with others
- Practice verbal, non-verbal, written, and digital communication
- Engage in Teamwork
- Collaborate with others and contribute new ideas
- Identify project needs and shared resources
- Apply Problem Solving
- Develop effective strategies using appropriate resources
- Self-reflect and accept constructive feedback

MY COMPETITIVE ADVANTAGE

tfs

79

RUSD CTE

ACADEMICS

- Be Career & College Ready
- Consider all of your career and college options
- Develop a career-focused academic plan
- Get Ahead
- Pursue personal growth and take swift action
- Succeed in your classes now to unlock schedule flexibility later
- Make It Count
- Utilize all subject areas to build your unique Competitive Advantage
- Register with feedback to enter the pathway you choose

EXPERIENCES

- Get Involved
- Actively participate in a club, sport, or organization
- Visit a high school or college campus showcase
- Engage with Professionals
- Attentively listen to and participate with guest speakers
- Network with business, industry, and college partners
- Change the World
- Help at a community event or school activity
- Tutor and mentor other students

PASSION

- Discover Your Abilities
- Explore what you are good at
- Recognize and develop your talents
- Control Your Journey
- Understand and embrace your strengths as a learner
- Build confidence through consistency and practice
- Succeed
- Enroll in programs based on individual interests
- Take reasonable and creative risks

PROFESSIONAL SKILLS

- Invest Effort & Engagement
- Complete high-quality work in a timely manner
- Pursue new challenges and adapt to change
- Communicate Effectively
- Listen, share, and engage with others
- Practice verbal, non-verbal, written, and digital communication
- Engage in Teamwork
- Collaborate with others and contribute new ideas
- Identify project needs and shared resources
- Apply Problem Solving
- Develop effective strategies using appropriate resources
- Self-reflect and accept constructive feedback

MY COMPETITIVE ADVANTAGE

tfs

80

RUSD CTE

ACADEMICS

- Be Career & College Ready
- Consider all of your career and college options
- Develop a career-focused academic plan
- Get Ahead
- Pursue personal growth and take swift action
- Succeed in your classes now to unlock schedule flexibility later
- Make It Count
- Utilize all subject areas to build your unique Competitive Advantage
- Register with feedback to enter the pathway you choose

EXPERIENCES

- Get Involved
- Actively participate in a club, sport, or organization
- Visit a high school or college campus showcase
- Engage with Professionals
- Attentively listen to and participate with guest speakers
- Network with business, industry, and college partners
- Change the World
- Help at a community event or school activity
- Tutor and mentor other students

PASSION

- Discover Your Abilities
- Explore what you are good at
- Recognize and develop your talents
- Control Your Journey
- Understand and embrace your strengths as a learner
- Build confidence through consistency and practice
- Succeed
- Enroll in programs based on individual interests
- Take reasonable and creative risks

PROFESSIONAL SKILLS

- Invest Effort & Engagement
- Complete high-quality work in a timely manner
- Pursue new challenges and adapt to change
- Communicate Effectively
- Listen, share, and engage with others
- Practice verbal, non-verbal, written, and digital communication
- Engage in Teamwork
- Collaborate with others and contribute new ideas
- Identify project needs and shared resources
- Apply Problem Solving
- Develop effective strategies using appropriate resources
- Self-reflect and accept constructive feedback

MY COMPETITIVE ADVANTAGE

tfs

81

RUSD CTE

ACADEMICS

- Be Career & College Ready
- Consider all of your career and college options
- Develop a career-focused academic plan
- Get Ahead
- Pursue personal growth and take swift action
- Succeed in your classes now to unlock schedule flexibility later
- Make It Count
- Utilize all subject areas to build your unique Competitive Advantage
- Register with feedback to enter the pathway you choose

EXPERIENCES

- Get Involved
- Actively participate in a club, sport, or organization
- Visit a high school or college campus showcase
- Engage with Professionals
- Attentively listen to and participate with guest speakers
- Network with business, industry, and college partners
- Change the World
- Help at a community event or school activity
- Tutor and mentor other students

PASSION

- Discover Your Abilities
- Explore what you are good at
- Recognize and develop your talents
- Control Your Journey
- Understand and embrace your strengths as a learner
- Build confidence through consistency and practice
- Succeed
- Enroll in programs based on individual interests
- Take reasonable and creative risks

PROFESSIONAL SKILLS

- Invest Effort & Engagement
- Complete high-quality work in a timely manner
- Pursue new challenges and adapt to change
- Communicate Effectively
- Listen, share, and engage with others
- Practice verbal, non-verbal, written, and digital communication
- Engage in Teamwork
- Collaborate with others and contribute new ideas
- Identify project needs and shared resources
- Apply Problem Solving
- Develop effective strategies using appropriate resources
- Self-reflect and accept constructive feedback

MY COMPETITIVE ADVANTAGE

tfs

82

EXPERIENCES

- Get Involved
- Actively participate in a club, sport, or organization
- Visit a high school or college campus showcase
- Engage with Professionals
- Attentively listen to and participate with guest speakers
- Network with business, industry, and college partners
- Change the World
- Help at a community event or school activity
- Tutor and mentor other students

MY COMPETITIVE ADVANTAGE

tfs

83

PASSION

- Discover Your Abilities
- Explore what you are good at
- Recognize and develop your talents
- Control Your Journey
- Understand and embrace your strengths as a learner
- Build confidence through consistency and practice
- Succeed
- Enroll in programs based on individual interests
- Take reasonable and creative risks

MY COMPETITIVE ADVANTAGE

tfs

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

ACADEMICS

- Be Career & College Ready
 - Consider all of your career and college options
 - Develop a career-focused academic plan
- Get Ahead
 - Pursue personal growth and take swift action
 - Succeed in your classes now to unlock academic opportunity later
- Make It Count
 - Utilize all subject areas to build your unique Competitive Advantage
 - Register with Invaltrack to enter the pathway you choose

PROFESSIONAL SKILLS

- Invest Effort & Engagement
 - Complete high-quality work in a timely manner
 - Pursue new challenges and adapt to change
- Communicate Effectively
 - Listen, share, and engage with others
 - Practice verbal, non-verbal, written, and digital communication
- Engage in Teamwork
 - Collaborate with others and contribute new ideas
 - Identify project needs and shared resources
- Apply Problem Solving
 - Develop effective strategies using appropriate resources
 - Self-reflect and accept constructive feedback

PASSION

- Discover Your Abilities
 - Explore what you are good at
 - Recognize and develop your talents
- Control Your Journey
 - Understand and embrace your strengths as a learner
 - Build confidence through consistency and practice
- Succeed
 - Enroll in programs based on individual interests
 - Take reasonable and creative risks

85

FREE GIFT!

Take the experience further with a special gift from Mark

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

86

John Deere Davenport Works
Davenport, Iowa

Manufacturing:
Heavy Construction & Agricultural Equipment

markperna

87

Megan
24 Years Old
John Deere (5-years)

Abilities:

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

4-Year Degree:
Business

College Debt:
\$0

markperna

88

markperna

Shifting The Paradigm
The CALL TO ACTION

89

markperna

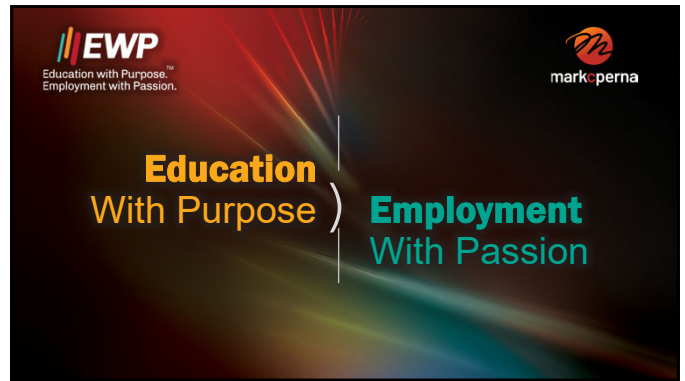
**Connect, Engage
And Answer Why**

90

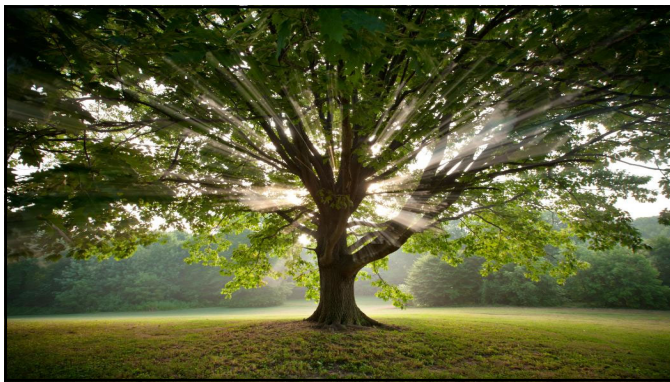
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



91



92



93



94



95



96

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



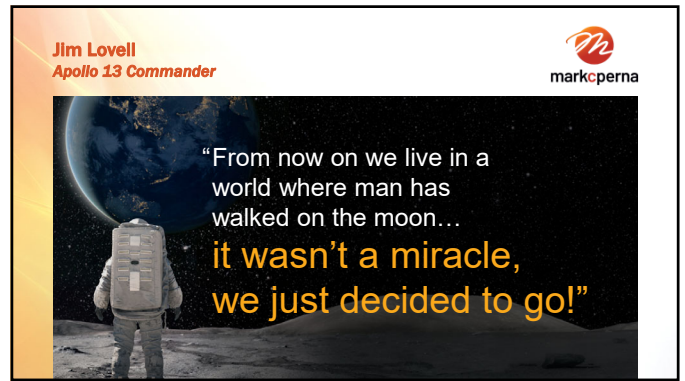
mark-perna | **COMPETITIVE ADVANTAGE TRACK™**



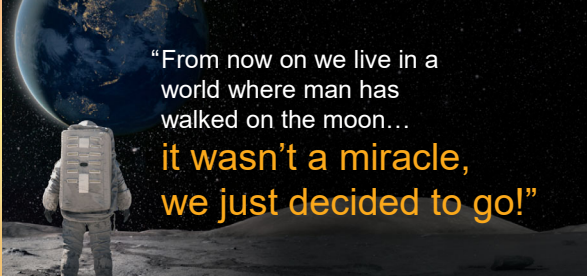
- Facilitator Reflection
- Discussion Starters
- Supersize Suggestions (Activities)
- Big Picture View

MarkCPerna.com/cat

97



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!**”

markcperna

98



SHARE YOUR THOUGHTS

markcperna.com/impact/



markcperna.com

99