



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](#)

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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



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...

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Unleashing Passion, Purpose, and Performance in Younger Generations

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

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The Shifting Landscape
Education & Workforce Development

2

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The World Has Changed

3

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THE FUTURE OF SKILLS

- Up to **40%** of core job skills are expected to change 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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The World Has Changed

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Academic Knowledge

Professional Skills

Technical Competencies

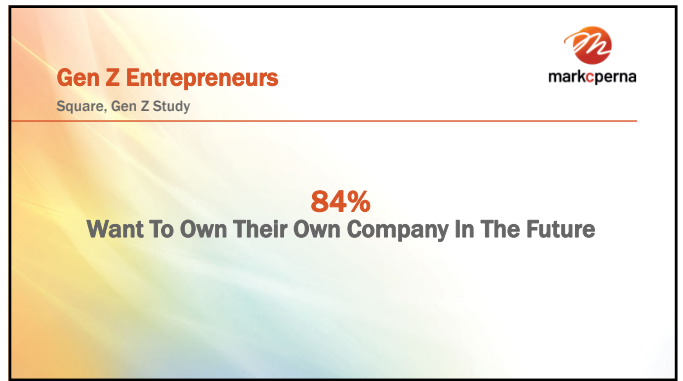
COMPETITIVE ADVANTAGE

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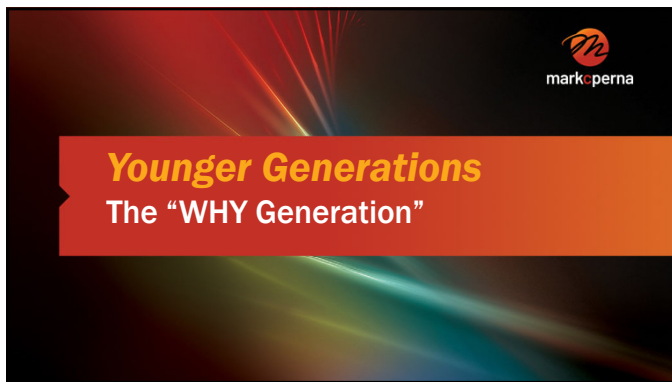
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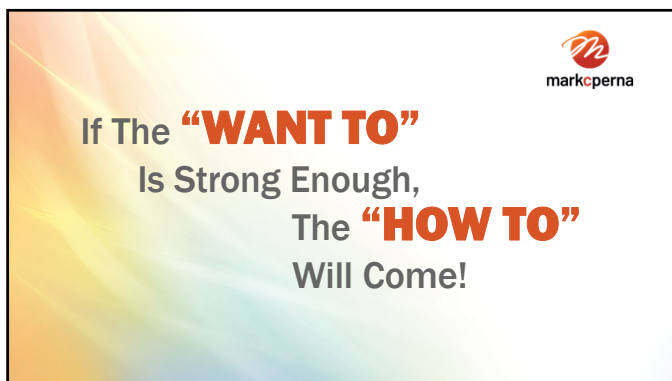
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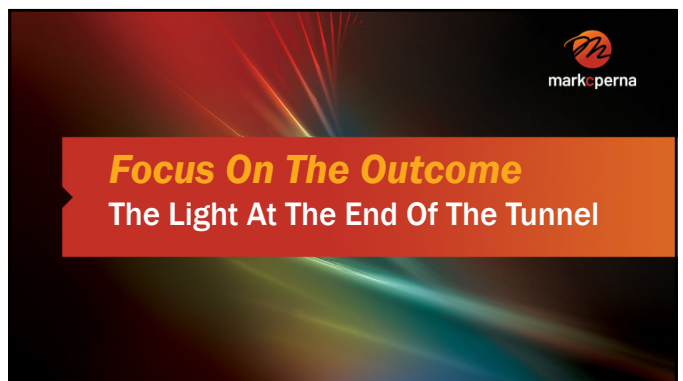
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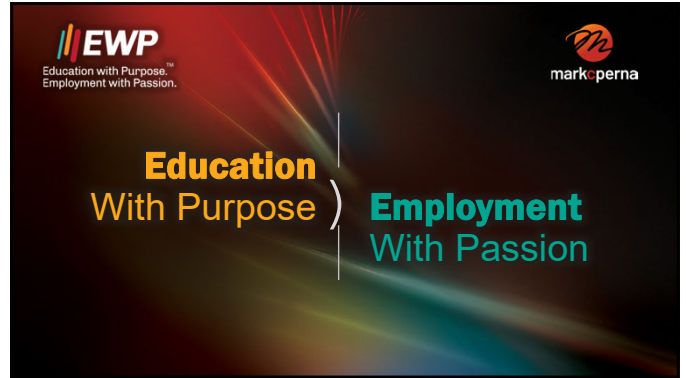


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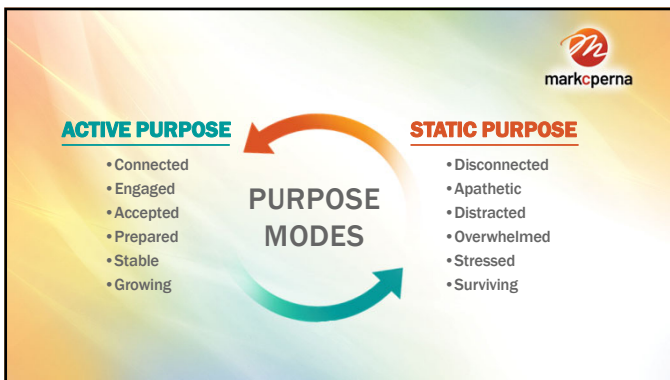
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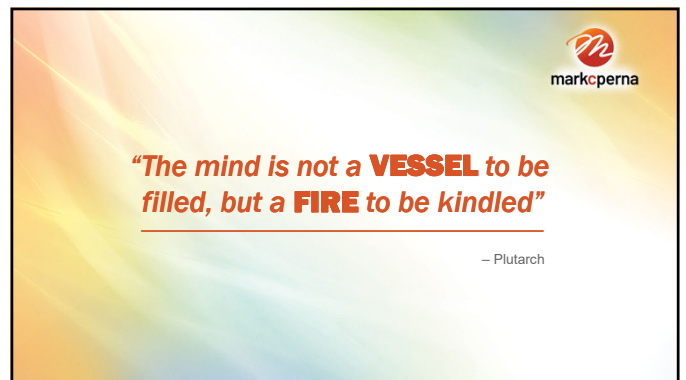
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Do you see me?
Do you hear me?
Do I matter?

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ACTIVE PURPOSE

CONNECT

ENGAGE

ANSWER WHY


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Education
With Purpose

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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.


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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


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College Completion

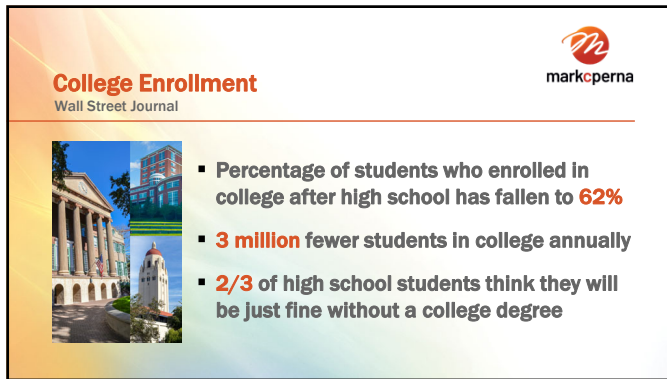
Wall Street Journal




- **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

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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

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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**

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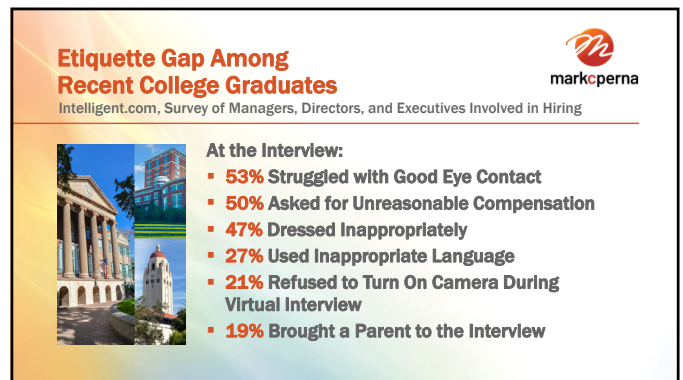
College Debt in America
As Reported by Major News Agencies



- **\$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

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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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Recent College Graduates Workforce Integration
Intelligent.com, Nationwide Business Leaders Involved in Hiring

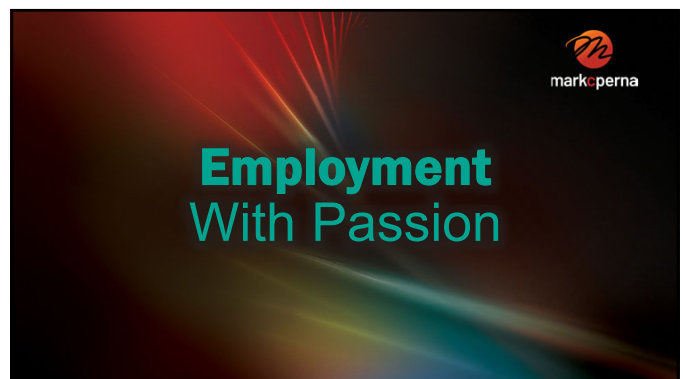


Businesses Who Recently Hired College Graduates:

- **75%** Some Or All Were Unsatisfactory
- **60%** Fired A College Graduate They Hired This Year
- **90%** Say College Graduates Need Etiquette Training
- **1 in 7** May Refrain From Hiring College Graduates
- **Overall** "Hiring managers say recent college graduates are unprepared for the workforce, can't handle the workload, and are unprofessional"

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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 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

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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 (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)

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EWP
Education with Purpose.
Employment with Passion.

Education With Purpose | **Employment With Passion**

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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., Specialist, Post-Professional, 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**

BIOMEDICAL SCIENCE

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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

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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

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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

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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
- 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
- Phlebotomy Assistant
- Medical Transport
- Hospital Volunteer Assistant
- Sterilization Assistant

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

BIOMEDICAL SCIENCE

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

- Master Electrician
- Residential and Commercial
- Supervisory Electrician
- Residential and Commercial
- Low Voltage Systems Technician/Pipe and Specialty
- Electrician (Self-Employed)
- Electrician
- Licensed Electrician
- Motor Electrician
- Enter and Weld Networks
- Energy Technician
- Electrical Control Specialist
- Electrical Inspector
- 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
- Electrical and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Material and Equipment Delivery Person
- Home Theater Installer

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

ELECTRICAL

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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 3 CAREERS
(With Extensive Experience or Additional Education)

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

LEVEL 1 CAREERS
(With Program Completion)

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

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

CHEMISTRY

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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

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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

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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

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CAREER TREE
COLLEGE OF THE CANYONS

LEVEL 2 CAREERS
(with Further Education 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 - Medical
- Lab Technician - Chemical
- CMT/Chemist Technician
- Equipment Prep Technician
- Global Information Systems Technician
- Administrative Assistant
- QA Production Assistant
- Hazardous Waste Response Associate

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

ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

CHEMISTRY

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ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

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The "For Now" Decision
Dealing With Analysis Paralysis

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CAREER TREE

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
- 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., Supervisor 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 Field Equipment
- Utility Worker
- Home Theater Installer

MARINE ELECTRICIAN

ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

ELECTRICAL

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CAREER TREE
Oakland Schools TECHNICAL CAMPUS

TECHNICAL CAREERS

- Sous Chef
- Restaurant Manager
- Food Sales and Marketing
- Event Coordinator
- Personal Chef
- Food Service Manager
- Food Stylist/Food Photographer
- TV Personalized Chef
- Catering Manager
- Purchasing Agent

PROFESSIONAL CAREERS

- Executive Chef
- Pastry Chef
- Dietician
- Health Inspector
- Entrepreneur
- Food Critic
- Nutritional Consultant
- Culinary Educator
- Research Chef
- Sommelier

ENTRY-LEVEL CAREERS

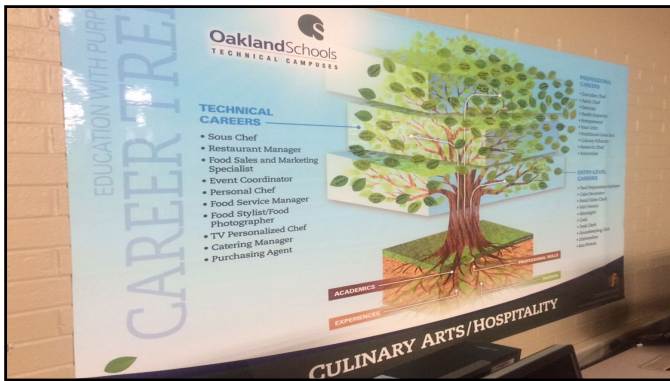
- Food Preparation Employee
- Cake Decorator
- Retail Sales Clerk
- Wait Person
- Microbiologist
- Cook
- Dish Clerk
- Housekeeping Clerk
- Dishwasher
- Bus Person

ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

CULINARY ARTS/HOSPITALITY

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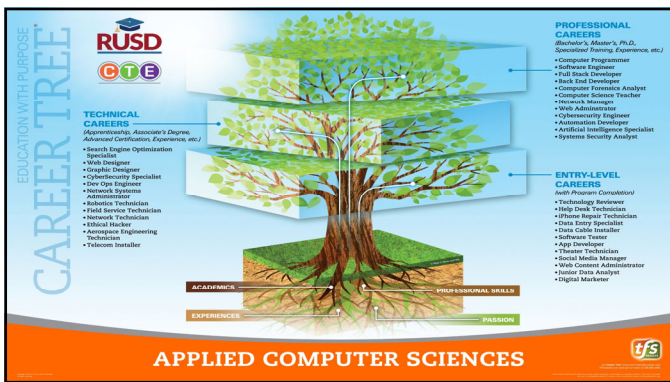
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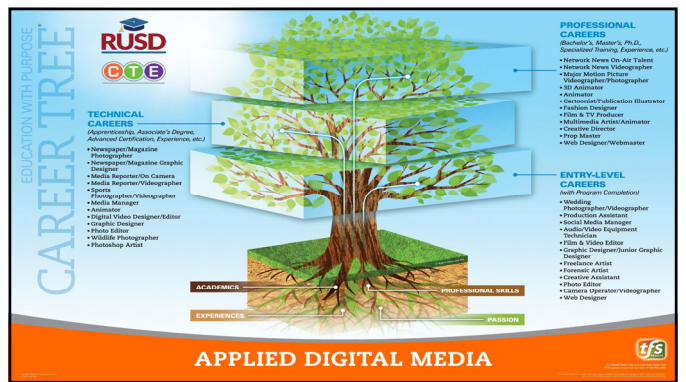
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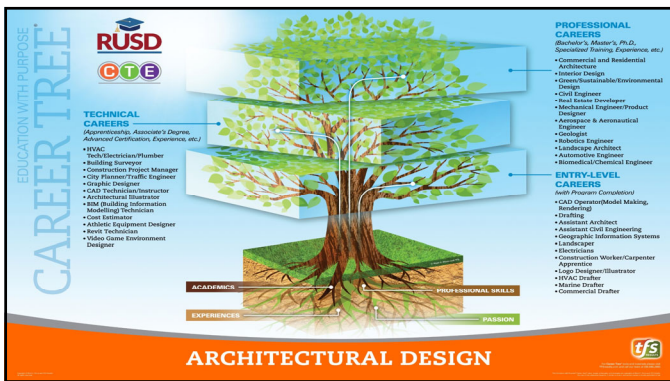
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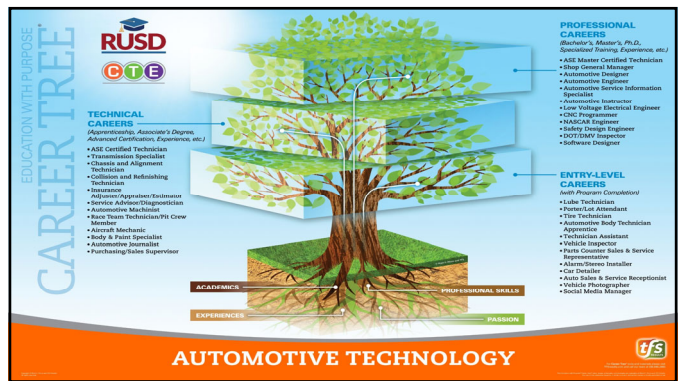
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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Food Scientist
- Ingredient Director
- Manufacturing Director
- Culinary Journalist
- Food Critic
- Health Inspector
- Food Safety
- Report Manager
- Food Industry Lawyer
- Nutritionist
- Culinary Educator
- General Regional Manager

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

- Sommelier
- Sous Chef
- Pastry Chef & Recipe Developer
- Food Truck Operator
- Food Chef
- Food Stylist/Artist
- Private Chef
- Bartender
- Restaurant Manager
- Cashier
- Food & Beverage Sales

ENTRY-LEVEL CAREERS
(Adult Program, Consultant)

- Food Processor
- Meat Slicer
- Meat Slicer
- Prep Cook
- Butcher
- Expeditor
- Event Assistant
- Retail Sales Clerk
- Video Training System Specialist
- Barista
- Blindsmith
- Farmer

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

CULINARY ARTS & SERVICES

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Classroom Teacher
- School Site Administrator
- Social Worker
- Monitor & Family Counselor
- School Counselor
- School Psychologist
- Educational Software Developer
- Librarian
- University Professor
- Early Childhood Program Director
- Chief Academic Officer

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

- Paraprofessional Teacher
- Degree Owner/Instructor
- Compliance Trainer
- Administrative Outreach
- Maintenance & Operations
- Employee
- Lab Aide
- Translator/Interpreter
- Video Archivist
- Administrative Assistant
- Autism Behavior Technician
- Juvenile Corrections Officer

ENTRY-LEVEL CAREERS
(Adult Program, Consultant)

- Activity Teacher
- Tutor
- Special Education Aide
- High School Sports Coach
- Interpreter
- Teacher Assistant
- Compass Aide
- Multi-Social Worker
- Rec. Instruction/Lifeguard
- Tour Guide
- Social & Human Service Assistant

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

EDUCATION & CHILD DEVELOPMENT

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EDUCATION WITH PURPOSE
CAREER TREE
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Automot
- Electrical Engineer
- Computer Engineer
- Aerospace Engineer
- Automotive Designer
- Structural Engineer
- Chemical Engineer
- Engineering Professor/Instructor
- Energy Designer
- Mechanical Engineer

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

- Computer Network Specialist
- Electronic Mechanical Technicians
- Electronic Engineering Technologist
- Control Engineering Technicians
- Technical Graphic Artist
- Audio Technician
- AV Designer
- Aviation Maintenance
- Electronic Drafter
- Solar Energy System Technician
- Mechanical Engineering Technician
- Drafter

ENTRY-LEVEL CAREERS
(Adult Program, Consultant)

- CAD Technician
- Electronic Assembly Technician
- AV Tech Support
- Electronic Technician
- 3D Printer Technician
- Solar Systems Sales
- Industrial Machine Operator
- Solar Panel Manufacturing Technician
- Metals Fabricator
- Manufacturing Line Worker
- Barista
- Quality Control
- Warehouse Worker

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

ENGINEERING DESIGN

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EDUCATION WITH PURPOSE
CAREER TREE
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Director of Programming
- Media Arts Administrator
- TV/Video School Professor
- Director
- Film & Video Editor
- Actor, Actress, News Reporter
- Production Sound Mixer/Engineer
- Script Supervisor
- Executive Producer
- Casting Director
- Movie/Television/News Producer

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

- Equipment Technician
- Lighting Technical Director
- Audio Editor
- Video Editor
- Foley Artist
- Colorist/Colorist Artist
- Color Grader
- Music Composer
- Visual Effects Editor
- Graphic Design & Storyboard Artist
- Technical Director

ENTRY-LEVEL CAREERS
(Adult Program, Consultant)

- Event Photographer/Videographer
- Production Assistant
- Production Runner/Social Media Influencer
- Actor/Video-Over
- Screen Operator
- Camera Operator/Assistant
- Assistant Director (above line)
- Staff Writer
- Casting Assistant
- Editorial Video Editor

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

FILM, TV, & VIDEO PRODUCTION

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Game Designer
- Project Manager
- Software Engineer
- Video Game Programmer
- Art Director
- AI Director
- Creative Director
- Unity Audio/AR/VR Developer
- Visual Effects Artist
- Systems Analyst

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

- Unity Programmer
- Visual Design
- Level Designer
- Graphic Designer
- Artist Artist
- Technical Artist
- 3D Modeler
- Character Animator
- 3D Artist
- Concept Designer
- Concept/Game Writer
- App Developer

ENTRY-LEVEL CAREERS
(Adult Program, Consultant)

- Independent Game Developer
- Business Quality Assurance
- Game Tester/Play Assurance
- Leveling Developer
- Media & Communications Assistant
- Production Assistant
- Data Entry Specialist
- Customer Service Representative
- Technical Support
- Web Developer
- Website Content Manager

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

GAME DESIGN & DEVELOPMENT

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Creative Director
- Art Director
- Graphic Design Instructor
- Regulatory Editor
- Publication Editor
- Regulatory Photographer
- Project Manager
- Pre- and Post-Production Designer
- Advertising Executive
- Communications Director
- Environmental Designer
- Package Designer

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

- Prepress
- Large Format Print Operator
- Printer Technician
- Typography Designer
- Production Assistant
- Graphic Designer
- Illustrator
- Prepress Technician
- Desktop Publisher
- Publication Illustrator
- Production Planner
- Sales Representative

ENTRY-LEVEL CAREERS
(Adult Program, Consultant)

- Production Artist
- Digital Press Operator
- Desktop Printer
- Print Assistant
- Prepress Graphic Designer
- Printed Press Operator
- Offset Press Operator
- Social Media Content Developer
- Photo Editor
- Photo Editing and Printing Workers
- Web Designer

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

GRAPHIC DESIGN & PRINT PRODUCTION

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EDUCATION WITH PURPOSE
CAREER TREE
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TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Pharmacist
- Pharmaceutical Sales Representative
- Laboratory Technician
- Ultrasound(MRI) Technician
- Forensic Technician
- Medical Technicians
- 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
- Consumer Psychologist
- Forensic Anthropologist
- Health Rehabilitation Specialist
- Physical Therapist
- Healthcare Policy Advisor

ENTRY-LEVEL CAREERS
(Entry Pointers, Convolutions)

- Medical Assistant
- Medical Billing/Coding
- Medical Interpreter
- Pharmacy Technician
- Medical Receptionist
- Medical Records
- Transportation Technician
- Phlebotomist

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

HEALTH CAREERS & PATIENT CARE

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Logistics Coordinator
- Human Resource
- Physical Clerk
- Advertising Agent
- Sales Executive
- Travel Agent
- Hotel/Motels/Resort Manager
- International Logistics Manager
- Buyer/Purchasing Agent
- Publicist
- Bookstore Clerk
- Travel Expedition Manager

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

- Business Director
- Chief Executive Officer
- Chief Operating Officer
- Personal Financial Advisor
- Market Research Analyst
- Controller/Accountant
- Human Resource Director
- Professional Consultant
- Director of Advertisement & Marketing
- Business Teacher/Professor
- Office Manager
- Social Media Consultant

ENTRY-LEVEL CAREERS
(Entry Pointers, Convolutions)

- Bank Bank Associate
- General Office Clerk
- Small Business Owner
- Warehouse Team Member
- Wholesale & Manufacturing Sales Rep.
- Bookkeeper
- Receptionist
- Customer Service Agent
- Records Keeper
- Food Customer Service
- Retail Buyer

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

INTERNATIONAL BUSINESS

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Paralegal
- Law Enforcement Officer
- Court Reporter
- Border Patrol Agent
- State Correctional Officer
- Police Service Representative
- Military - Non Commissioned Officer
- Parole/Probation Officer
- Crisis Analyst
- Crisis Scene Investigator
- Child Protection Services Agent
- Fire Fighter Medic

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

- Criminal Justice
- Circuit Court Judge
- Private Investigator
- Public Information Officer
- Military - Commissioned Officer
- Alcohol Beverage Control Commissioner
- Human Services
- Investigation & Customs Enforcement Agent
- Police Chief
- Fire Chief
- Forensic Pathologist
- Detective
- Health Rehabilitation
- Forensic Anthropologist

ENTRY-LEVEL CAREERS
(Entry Pointers, Convolutions)

- Legal Secretary/Paralegal
- Emergency Services Dispatcher
- Detected Official
- Security Guard
- Police Officer
- Military - Infantry
- Police Cadet
- Juvenile Detention Counselor
- Health
- Ball Room/Dance/Recovery Agent
- Emergency Medical Technician (EMT)
- Person's Services Assistant

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

LAW & PUBLIC SERVICES

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Audio & Repertoire Coordinator
- Booking Agent
- Gigging Musician
- Music Director
- Music Instructor
- Private Instructor
- Production Manager
- Audio ID
- Policy Artist
- Recording Engineer
- Live Sound Engineer
- Sound Designer

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

- Producer
- Music Educator
- Musicologist
- Phonocardiologist
- Musician
- Music Attorney
- Music Supervisor
- Musicologist
- Publisher

ENTRY-LEVEL CAREERS
(Entry Pointers, Convolutions)

- Assistant Engineer
- Sound Writer
- Administrative Aide
- Musician/Personal Assistant
- Musician
- Podcaster
- Composer
- Singer
- IT
- Instrumentalist
- Music Teacher
- Production Assistant

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

MUSIC TECHNOLOGY & AUDIO PRODUCTION

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- IT Support Specialist
- Desktop Support Specialist
- PC Technician
- Security Network Support Specialist
- Biomedical Electronics Technician
- Web and Developer
- Front End Developer
- Business
- Database Developer
- Quality Assurance Technician
- Databases Administrator
- Technical Writer
- System Administrator

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

- Senior Technical Support Specialist
- System Analyst
- System Analyst
- Senior System Administrator
- Program Analyst
- Information Security Analyst
- Director of Information Technology
- Software Security Engineer
- Senior Web Application Developer
- Full Stack Web Developer
- Cloud Security Engineer
- IT Quality Analyst

ENTRY-LEVEL CAREERS
(Entry Pointers, Convolutions)

- Web Developer
- Computer Repair Technician
- Front End Developer
- Backend Developer
- Research Support Assistant
- Human Resources Assistant
- Legal Administrative Assistant
- Video Game Tester
- Search Engine Evaluator
- Desktop Support Representative
- Customer Service Representative
- Data Entry Clerk

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

NETWORKING & CYBERSECURITY

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Low Voltage Electrician
- Stone Mason
- Carpenter Journeyman
- Electrical Estimator Specialist
- Plumber Journeyman
- Construction Equipment Operator
- Crane Operator
- Landscaper
- Estimator

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

- Civil Engineer
- Project Manager
- Structural Engineer
- Building Code Inspector
- General Contractor
- Site Preparation Engineer
- Construction Trades Teacher
- Lead Acquisition Manager
- Construction Trades Teacher
- Cost Inspector
- City Designer

ENTRY-LEVEL CAREERS
(Entry Pointers, Convolutions)

- Construction Apprentice
- Construction Apprentice
- Construction Apprentice
- Drywall Installer
- Construction Apprentice
- Painter's Assistant
- Construction Apprentice
- Construction Apprentice
- Tile Installer

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

RESIDENTIAL & COMMERCIAL CONSTRUCTION

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Warehouse Logistics Manager
- Electrical Technician
- Manufacturing Technicians
- Lab Technologist
- CAD Specialist
- Machine Operator
- Instrument Technician
- Automation Technologist
- Measurement Aide Technician
- Administrative Technician
- Industrial Robotics Technician
- Automotive Guided Vehicle Technician

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

- Electrical Engineer
- Mechanical Engineer
- Supply Chain Manager
- Materials Engineer
- Biomedical Engineer
- Control Engineer
- Precision Engineer
- Automated
- Automation Specialist
- Robotics
- Engineering Professor/Instructor

ENTRY-LEVEL CAREERS
(Entry Program, Completion)

- Crane and Hoist Agent
- Heavy Machine Operator
- Electrician
- Assembly Technician
- Automation Technician
- Mill Operator
- Computer Repair Technician
- Fabricator
- Solder Solder Installer
- Electrical Field Technician
- 3D Printer Technician
- Crane Operator

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

ROBOTICS & ENGINEERING SYSTEMS
tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Athletic Program Supervisor
- Certified Personal Trainer
- Certified Strength Assistant
- Massage Therapist
- Paramedic EMT
- Physical Therapy Aide
- Surgical Technician
- Clinical Engineer
- Health/Wellness Educator
- Pharmacy Technician

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

- Physical Therapist
- Certified Athletic Trainer
- Physiotherapy Nutritionist
- Certified Strength & Conditioning Specialist
- Occupational Therapist
- Dietitian
- Physician's Assistant
- Sports Societies Trainer
- Sports Psychologist
- Sports Medicine Physician
- Registered Nurse

ENTRY-LEVEL CAREERS
(Entry Program, Completion)

- Receptionist
- Child Care Worker
- File Folder
- Fitness Instructor
- Personal Trainer
- Phlebotomist
- Sports Coach
- Medical Equipment Repair
- Medical Billing Clerk
- Emergency Assistant
- Personal Trainer

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

SPORTS MEDICINE & INJURY MANAGEMENT
tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Stage Artist
- Assistant Houseman
- Master Carpenter/Electrician
- Wig Designer / Dresser
- Audio/Video Lighting Technician
- Concept Mail Manager
- Stage Manager
- Production Director
- Audio Engineer
- Event Producer

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

- Theater Designer (light, set, costume)
- Lighting Designer
- Theater, Film, Video Director
- Audio, Director/Managing Director
- Production Stage Manager
- Costume Design Instructor
- Technical Theater Instructor
- Playwright
- Senior Creative Director
- Project Manager
- Creative Services Producer

ENTRY-LEVEL CAREERS
(Entry Program, Completion)

- Orp
- Make-up Artist
- Costume Director
- Stage Hand
- Technical Theatrical
- Production Office
- Audio Technician
- Assistant Editor
- Stage Manager
- Live Event Technician
- Associate Producer

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

TECHNICAL THEATER & LIVE EVENT PRODUCTION
tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- 3D Modeler
- Mobile Apps Programmer
- Web Designer
- Database Manager
- Network Security
- IT Support Specialist
- IT Administrator
- IT Project Manager
- IT Training Designer
- Video Game Designer
- UX Designer

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

- Website Content Manager
- Database Analyst
- IT Commerce Application Development
- Project Manager
- Senior Systems Analyst
- Chief Support Analyst
- Web Content Developer
- Cloud Integration Specialist
- Digital Communications Teacher
- Information Technology Architect
- Senior Art Director
- Video Game Developer

ENTRY-LEVEL CAREERS
(Entry Program, Completion)

- Computer Technician
- Graphic Designer
- Software Tester
- Senior Systems Analyst
- Senior Marketing Specialist
- Database Administrator
- Mobile Apps Assistant
- Senior Programmer
- Helpdesk Analyst
- Animator

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

WEB & APP DEVELOPMENT
tfs

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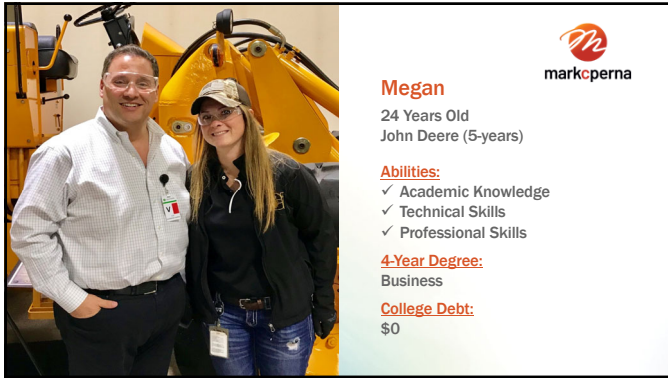
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Davenport, Iowa
Manufacturing:
Heavy Construction & Agricultural Equipment

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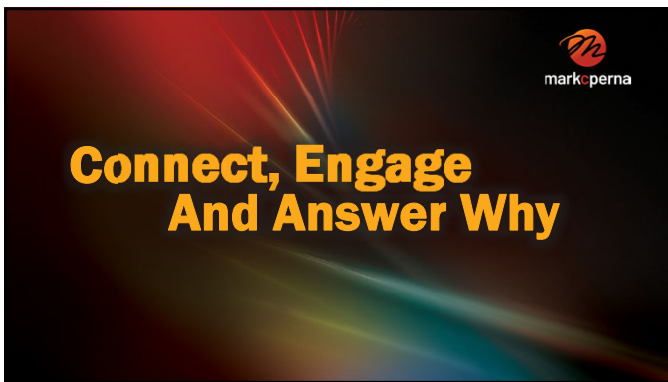
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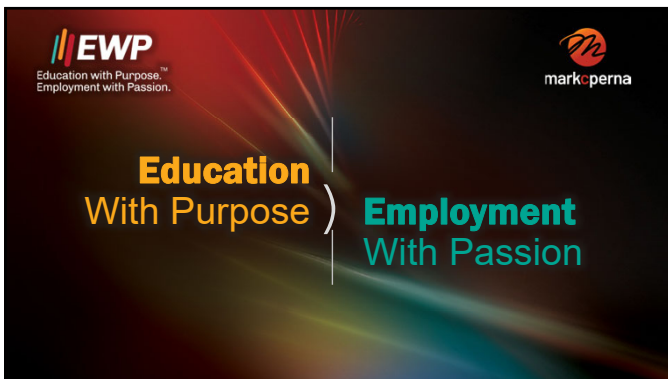
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- **Slice 1:** "Why We All Need a Personal Competitive Advantage (Part 1)"
- **Slice 2:** "Why We All Need a Personal Competitive Advantage (Part 2)"
- **Slice 3:** "Leveraging The Human Connection"
- **Slice 4:** "Building Your Dream"
- **Slice 5:**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

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

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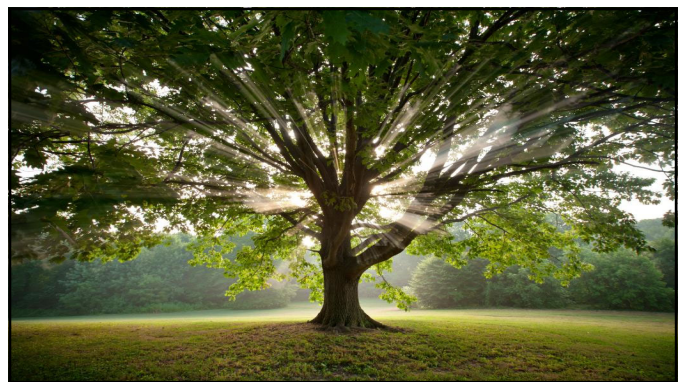
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PARENT MASTER CLASS:
Supersizing Every Child's Competitive Advantage



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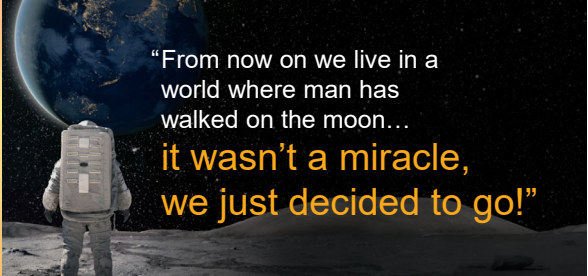
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- Independent Press Award Winner: Education
- Independent Press Award Winner: Career
- National Indie Excellence Awards Winner: Business
- National Indie Excellence Awards Winner: Parenting & Family
- National Indie Excellence Awards Winner: Career
- IPPY Silver Award Winner: Parenting
- Axiom Business Book Awards: Human Resources
- Nautilus Award Winner: Relationships/Communication

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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!"

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Mark C. Perna
Speaker, Author, and CEO

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