



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... 

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 

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The World Has Changed 

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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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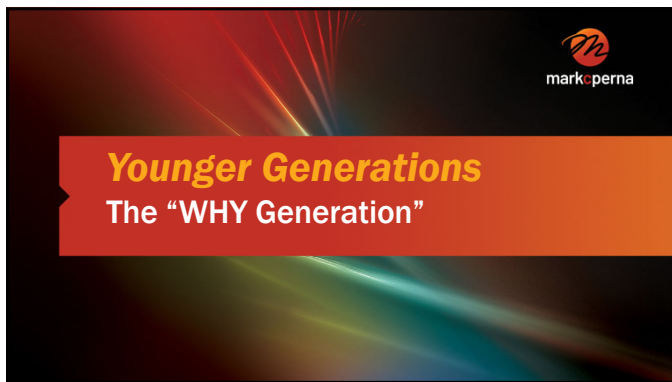
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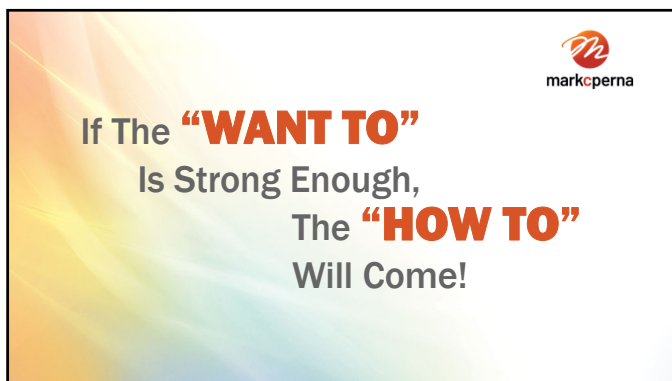
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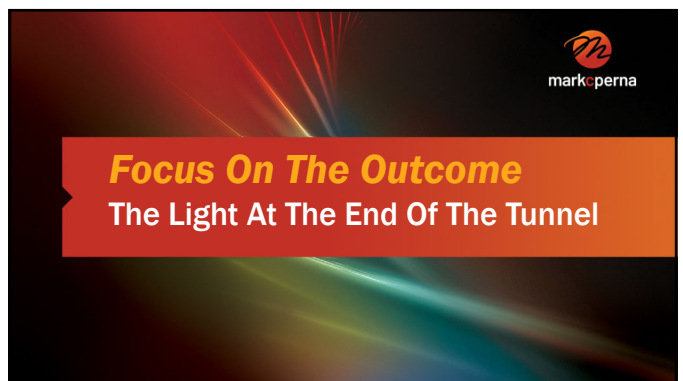
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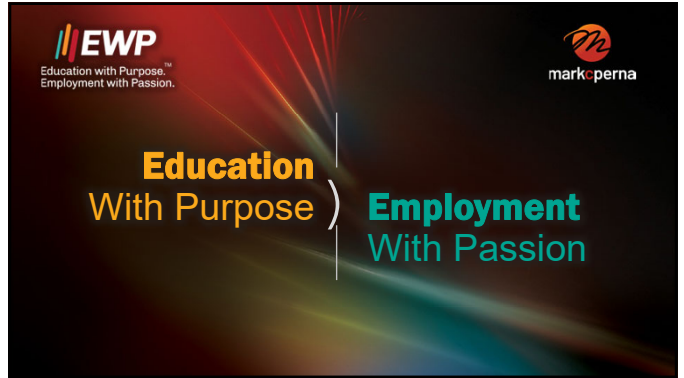


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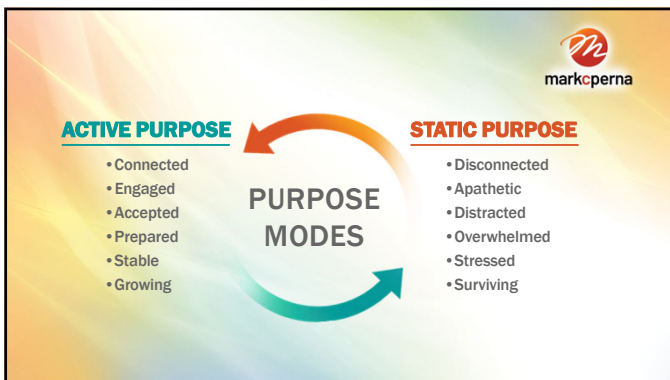
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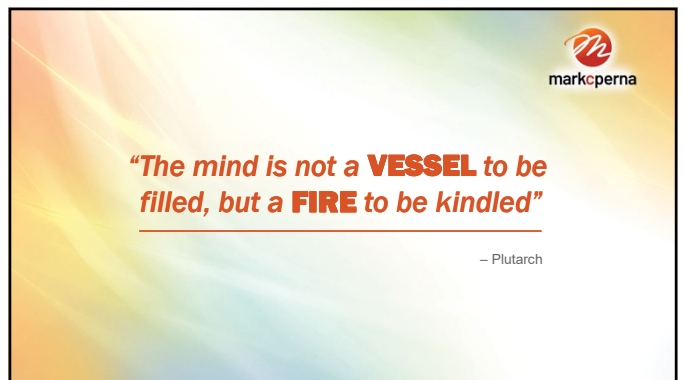
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Do you see me?
Do you hear me?
Do I matter?

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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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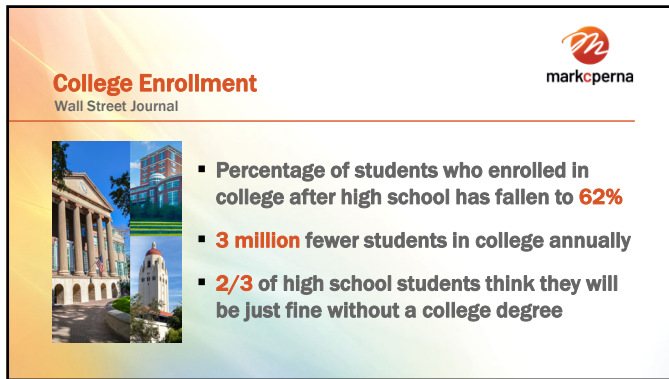
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College Completion
Wall Street Journal


- 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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Recent College Graduates Did College Fail Me?
Hult International Business School, National Survey of Employees



- **77%** "I learned more in 6 months at my job than in my entire 4-year education"
- **85%** "I wish my college had better prepared me for the workplace"
- **87%** "I received better job training from my employer than I did from my undergraduate education"
- **94%** "I have regrets about my degree"

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Top 5 In-Demand Professional Skills
Hult International Business School, Nationwide Business Leaders Involved in Hiring

- 98% Communication
- 93% Willingness To Learn
- 92% Collaboration
- 90% Creativity
- 87% Critical Thinking

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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 (OpportunityAtWork: U.S. Census Bureau)
- Skills-first hiring increases the talent pool for Gen Z by 10.3x and Millennials by 9x (LinkedIn)
- 45% of companies intend to eliminate bachelor degree requirements for some positions in 2024 (Intelligent.com)

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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 Certificates, Experience, etc.)

- Advanced Manufacturing Technicians
- Buyer/Procurement Associate
- CAD Designer/Coordinator
- Computer Support Specialist
- Cybersecurity Specialist
- Data Center Manager
- Engineer Tech/Project Manager
- Foreman/Lead
- Technician HVAC/Electrical
- Quality Assurance Inspector
- Virtual Design Construction Technicians
- Web Designer

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

- Architectural Designer/Draftsman
- Accounting/Business Controller
- Business Owner/Entrepreneur
- Business Development Representative
- Cyber Security Analyst
- Electrical Engineer
- Graphic Designer
- Industrial Consultant
- Engineer
- Project Specialist Designer
- Project Manager/Business Development
- Research & Development Specialist

ENTRY-LEVEL CAREERS
(Entry Programs, On-the-Job Training)

- Buyer/Procurement Associate
- Computer Systems Administrator
- CRM Specialist
- Data Entry Specialist
- Driver Operator
- Entry Level Programmer
- Machine Operator/Manufacturer
- Graphic/CAD Designer
- Language Arts/Science Artist
- Research Associate
- Skilled Trades Specialist

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

ENGINEERING, DESIGN, AND PRODUCTION

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ENTRY-LEVEL CAREERS
(with Program Completion)

- 3D Printing Technician
- Buyer/Procurement Associate
- Computer Systems Administrator
- CNC Machinist
- Data Entry Specialist
- Drone Operator
- Entry Level Programmer
- Fashion Specialist/Manufacturer
- Graphic/CAD Designer
- Landscape Architecture Artist
- Research Associate
- Skilled Trades Specialist

PROFESSIONAL SKILLS

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

- Advanced Manufacturing Technician
- Buyer/Procurement Associate
- CAD Designer/Coordinator
- Computer Support Specialist
- Cybersecurity Specialist
- Data Center Manager
- Engineer Tech/Project Manager
- Foreman/Lead
- Technician-HVAC/Electrician
- Quality Assurance Inspector
- Virtual Design Construction Technician
- Web Designer

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

- Architectural Designer/Drafter
- Accounting/Business Controller
- Business Owner/Entrepreneur
- Construction Superintendent
- Cyber Security Analyst
- Electrical Engineer
- Graphic Designer
- Environmental Consultant
- Engineer
- Interior Specialties Designer
- Project Manager/Business Development
- Research & Development Specialist

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

ENGINEERING, DESIGN, AND PRODUCTION

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

- Electrical Engineer
- Electrical System Project Designer
- Electrical Manager
- Electrical Inspector
- Home Automation Installer
- System Integrator
- Renewable Energy System Designer
- Smart Grid Technician
- Utility System Infrastructure Designer
- Electrical Design/Architect

JOURNEYMAN ELECTRICIAN

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

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
- Material and Equipment Delivery Person
- Home Theory Installer

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

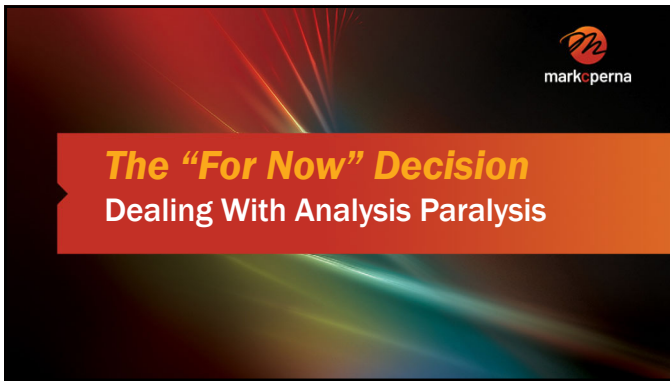
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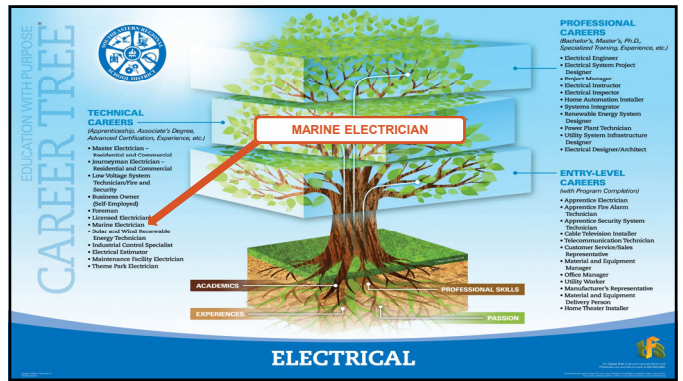
ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

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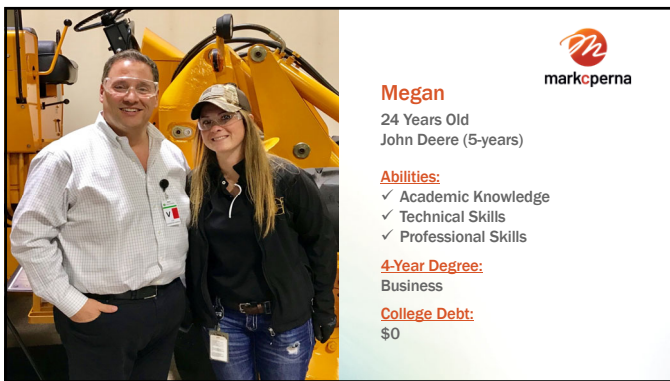
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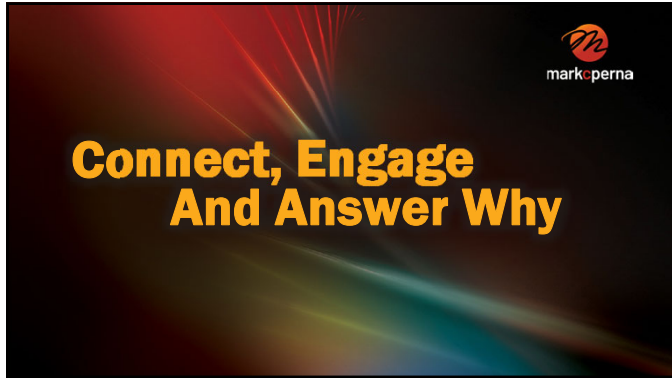


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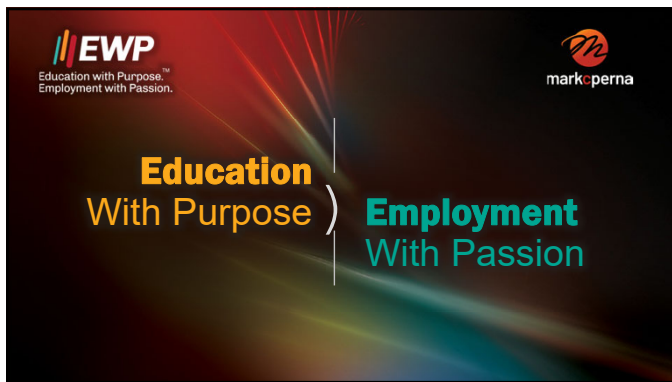
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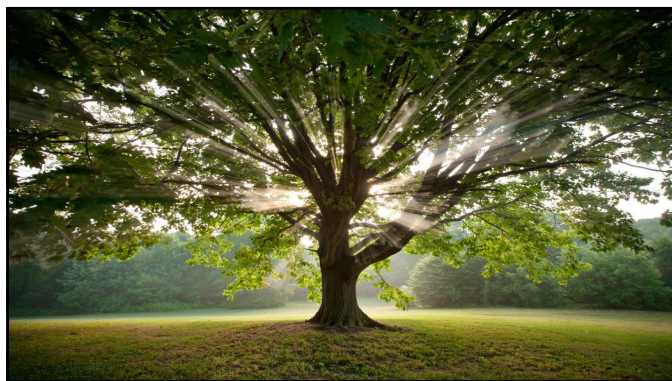
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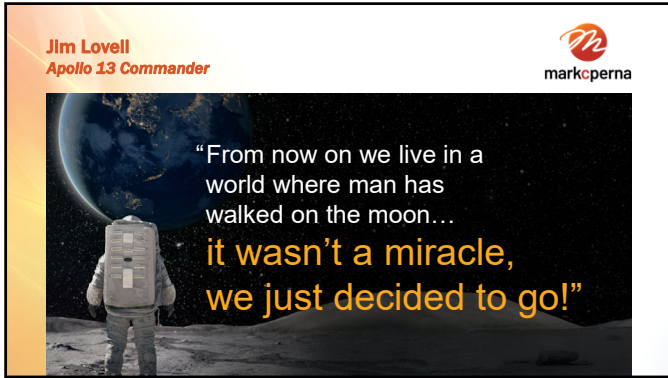


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