



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.

If your community and organization need to go beyond collaboration to true consensus, let's connect. Together, we can set a **compelling community rally point** that everyone can believe in! [Find out more](#) and let's connect for a no-commitment chat about what you'd love to achieve in your community and organization.



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. With almost zero prep, it can be a bellringer exercise, a full lesson, or an ongoing topic for learners in middle school through college, and even beyond. 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](#)

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

MARK C. PERNA
SPEAKER | AUTHOR | CEO



4059 Kinross Lakes Parkway, Suite B | Richfield, OH 44286 | 330.840.2680
mark.perna@TFSresults.com | TFSresults.com | MarkCPerna.com

©Mark C. Perna, TFSresults® - All Rights Reserved V14



TFSresults.com

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 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



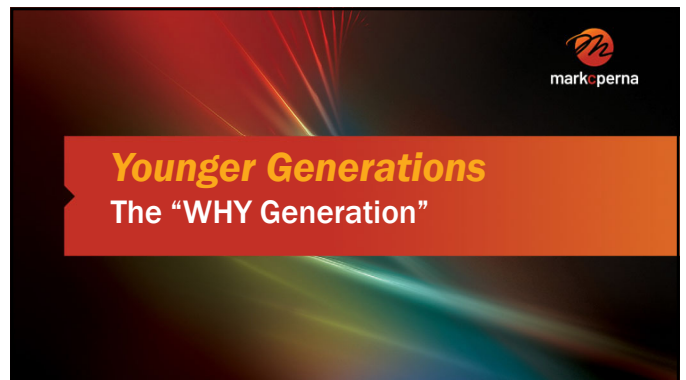
7



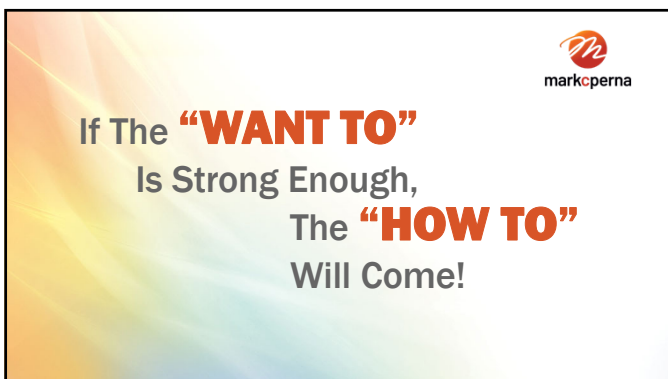
8



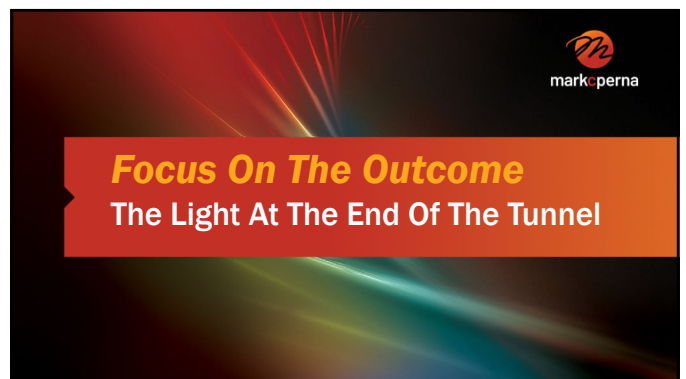
9



10



11

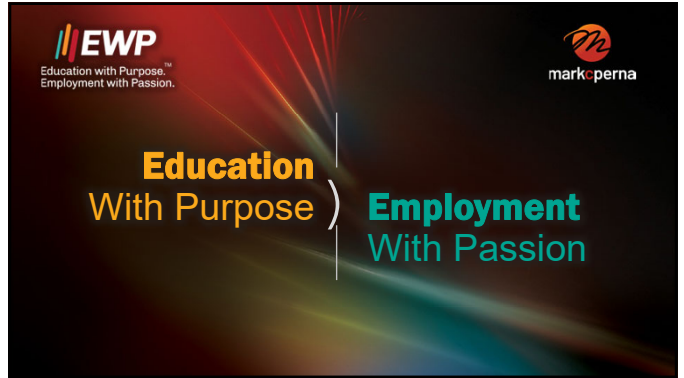


12

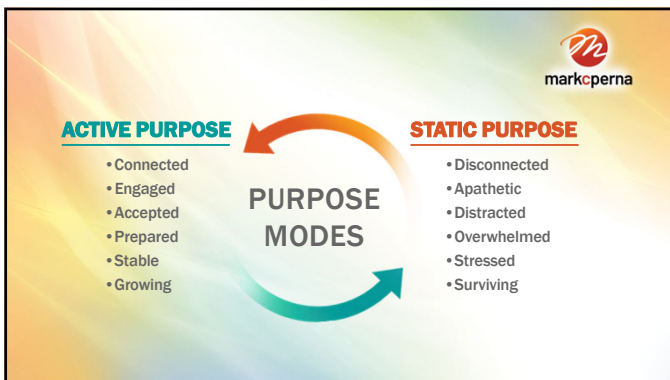
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



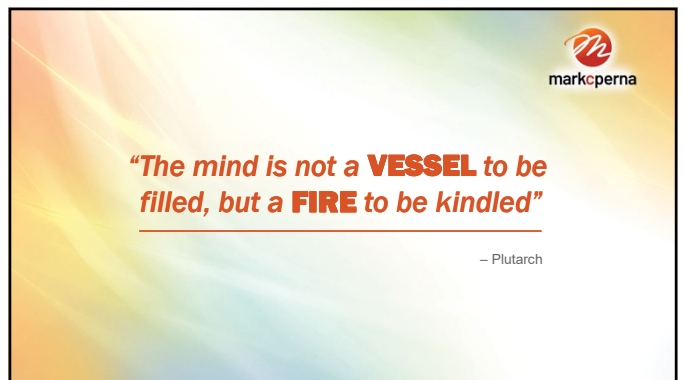
13



14



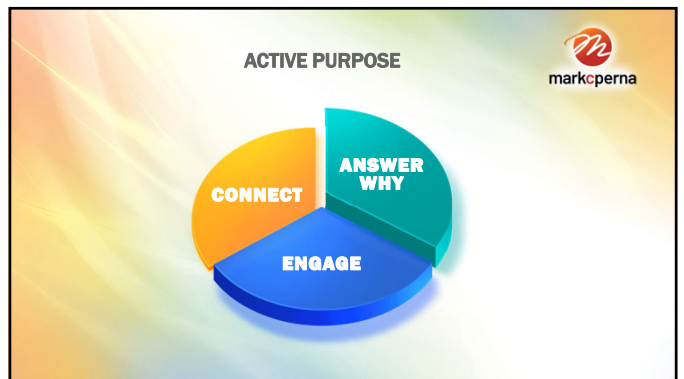
15



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



markcperna

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

19



markcperna


ACTIVE PURPOSE

CONNECT

ENGAGE

ANSWER WHY



20



markcperna

Education
With Purpose

21





markcperna

Georgetown University
Center for Education and Workforce

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

22





markcperna

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

23



markcperna

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

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



Cost of College in America
Wall Street Journal

markcperna

- **\$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**

25




College Debt in America
As Reported by Major News Agencies

markcperna

- **\$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

26



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

markcperna

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

27



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

markcperna

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"

28

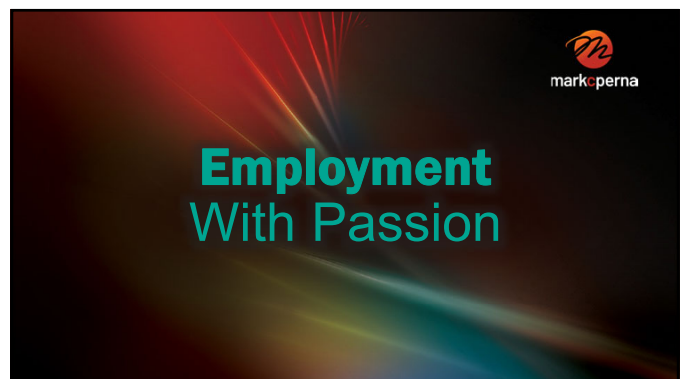


Recent College Graduates Did College Fail Me?
Hult International Business School, National Survey of Employees

markcperna

- **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"

29



markcperna

Employment With Passion

30

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

THE GROWING SKILLS GAP

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

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

31

Transitioning to Skills-Based Hiring

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

32

EWP
Education with Purpose.
Employment with Passion.

Education With Purpose | **Employment With Passion**

33

The "For Now" Decision
Dealing With Analysis Paralysis

34

CAREER TREE
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 (Fire and Security)
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Master Electrician
- Sales and Visual Merchandising Specialist
- 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 System Project Designer
- Program Manager
- Electrical Instructor
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Invert Plant Technician
- Utility System Infrastructure Engineer
- Electrical Design/Architect

ENTRY-LEVEL CAREERS
Academics: Experiences

- Academics
- Experiences
- Professional Skills
- Passion

PROFESSIONAL SKILLS

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

35

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
- Material and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Material and Equipment Delivery Person
- Home Theater Installer

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*

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

- Master Electrician – Residential and Commercial
- Journeyman Electrician – Residential and Commercial
- Low Voltage System Technician/Fire 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

37

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

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

38

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

- Master Electrician – Residential and Commercial
- Journeyman Electrician – Residential and Commercial
- Low Voltage System Technician/Fire 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

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

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

ENTRY-LEVEL CAREERS
(Entry Program Completion)

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

ACADEMICS

EXPERIENCES

PROFESSIONAL SKILLS

PASSION

ELECTRICAL

39

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
- Mixologist
- Cook
- Dishwashing Clerk
- Housekeeping Clerk
- Dishwasher
- Bus Person

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

ACADEMICS

EXPERIENCES

PROFESSIONAL SKILLS

PASSION

CULINARY ARTS/HOSPITALITY

40

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
- Mixologist
- Cook
- Dishwashing Clerk
- Housekeeping Clerk
- Dishwasher
- Bus Person

TECHNICAL CAREERS

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

ACADEMICS

EXPERIENCES

PROFESSIONAL SKILLS

PASSION

CULINARY ARTS/HOSPITALITY

41

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
- Mixologist
- Cook
- Dishwashing Clerk
- Housekeeping Clerk
- Dishwasher
- Bus Person

TECHNICAL CAREERS

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

ACADEMICS

EXPERIENCES

PROFESSIONAL SKILLS

PASSION

CULINARY ARTS/HOSPITALITY

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

FREE GIFT!

Take the experience further with a special gift from Mark




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

43



Shifting The Paradigm
The CALL TO ACTION

44





**Connect, Engage
And Answer Why**

45



**Create A Strong
Message Of Purpose**

46



**Education
With Purpose**) **Employment
With Passion**

47



**RALLY YOUR
COMMUNITY**

48

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



49



markperna.com

Bestselling
8
National
Book Awards

- 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**

50



COMPETITIVE ADVANTAGE TRACK™
LEARNING SERIES

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

51



COMPETITIVE ADVANTAGE TRACK™

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

52



COMPETITIVE ADVANTAGE TRACK™



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

MarkCPerna.com/cat

53



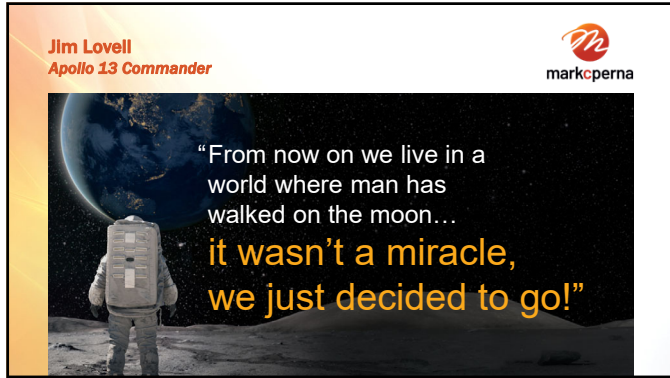
MARK C. PERNA Speaker, Author, and CEO
BREAKOUT SESSION 2

Today: 1:15-2:30PM
Room 2

Gen Z Revealed: The Mega Trends Driving Their Highest Performance

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



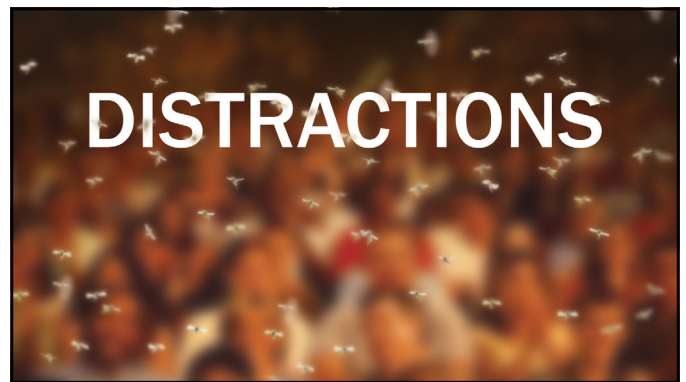
55



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



61



62

A slide with a light blue and yellow background. The title "THE GLOBAL SKILLS GAP" is in red. The Mark C. Perna logo is in the top right corner.

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

63

A slide with a light blue and yellow background. The title "SKILLS GAP: AEROSPACE/AVIATION" is in red. The Mark C. Perna logo is in the top right corner. An image of an airplane flying over a sunset is on the left.

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

64

A slide with a light blue and yellow background. The title "SKILLS GAP: AGRICULTURE" is in red. The Mark C. Perna logo is in the top right corner. An image of a combine harvester in a field is on the left.

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

65

A slide with a light blue and yellow background. The title "SKILLS GAP: CONSTRUCTION" is in red. The Mark C. Perna logo is in the top right corner. An image of a construction site with a crane is on the left.

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

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

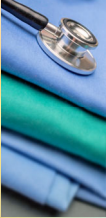

SKILLS GAP: CYBERSECURITY/IT



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

67

SKILLS GAP: HEALTHCARE



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

68

SKILLS GAP: HOSPITALITY



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

69



SKILLS GAP: MANUFACTURING



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

70

SKILLS GAP: PETROCHEMICAL





"The Great Crew Change"

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

71

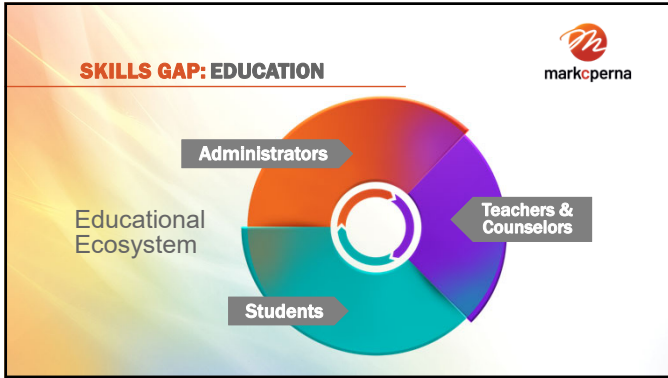
SKILLS GAP: TRANSPORTATION, SUPPLY CHAIN & LOGISTICS



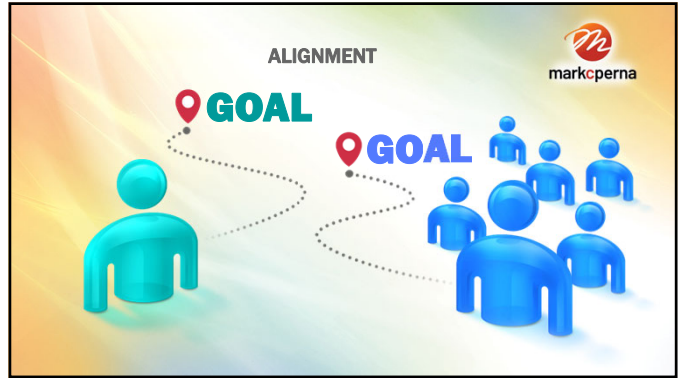
- **Projected shortage of 160,000+** drivers by 2028 (American Trucking Associations)
- **Six job openings** for every one hire in the trucking industry since 2016 (Coyote/EMSI)
- **78% of shippers and 56% of third-party logistics firms** say shortages have impacted their supply chain operations (Food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

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



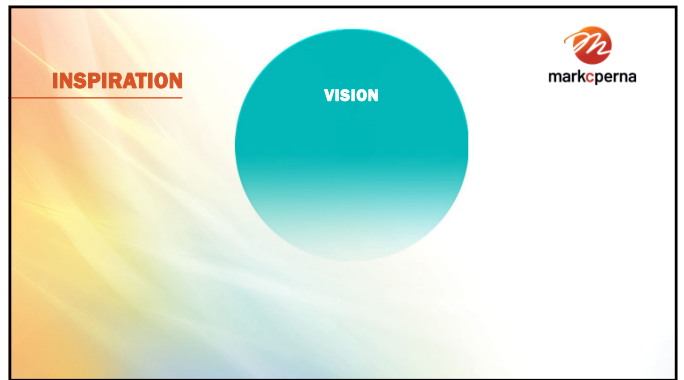
73



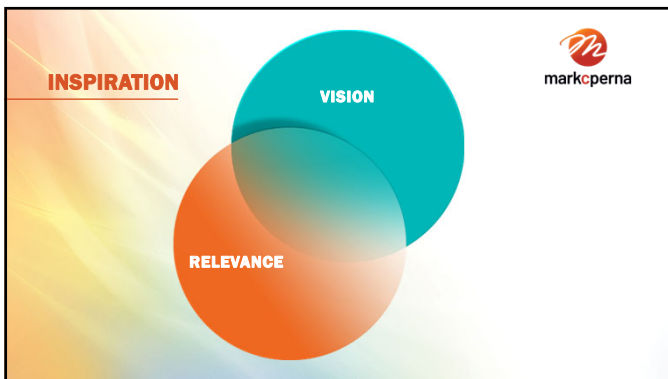
74



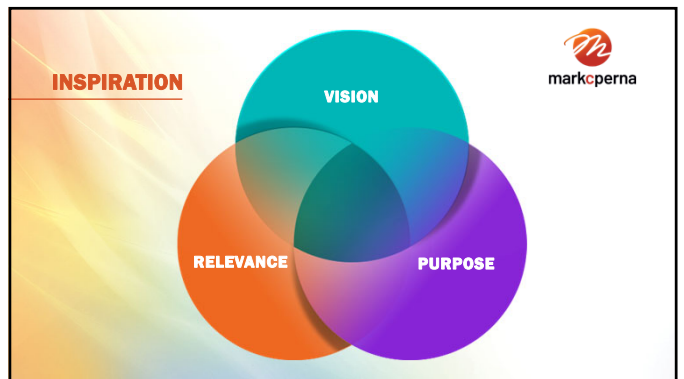
75



76

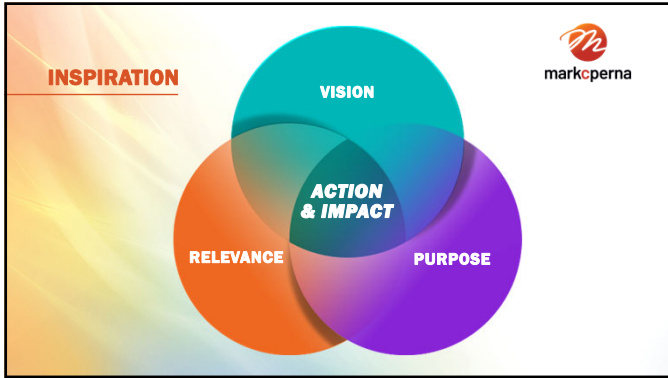


77



78

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



79



80

COMPETITIVE ADVANTAGE TRACK™
LEARNING SERIES
Empower young people to build a personal competitive advantage — one skill at a time!

81

COMPETITIVE ADVANTAGE TRACK™

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

82

COMPETITIVE ADVANTAGE TRACK™

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

MarkCPerna.com/cat

83

PARENT MASTER CLASS:
Supersizing Every Child's Competitive Advantage
FREE at MarkCPerna.com!

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*

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

- HVAC
- Tech/Electrician/Plumber
- Building Surveyor
- Construction Project Manager
- City Planner/Traffic Engineer
- Graphic Designer
- CAD Technician/Instructor
- Architectural Illustrator
- BIM (Building Information Modelling) Technician
- Cost Estimator
- Athletic Equipment Designer
- Revit Technician
- Video Game Environment Designer

ENTRY-LEVEL CAREERS
(Auto Program Coordinator/Model Making, Rendering)

- CAD Operator/Model Making, Rendering
- Drafting
- Assistant Architect
- Assistant Civil Engineering
- Geographic Information Systems
- Landscaper
- Electricians
- Construction Worker/Carpenter Apprentice
- Logo Designer/Illustrator
- HVAC Drafter
- Marine Drafter
- Commercial Drafter

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

- Commercial and Residential Architecture
- Interior Design
- Green/Sustainable/Environmental Design
- Civil Engineer
- Real Estate Developer
- Mechanical Engineer/Product Designer
- Aerospace & Aeronautical Engineer
- Geologist
- Robotics Engineer
- Landscapist Architect
- Automotive Engineer
- Biomedical/Chemical Engineer

ARCHITECTURAL DESIGN

85

ENTRY-LEVEL CAREERS
(with Program Completion)

- CAD Operator(Model Making, Rendering)
- Drafting
- Assistant Architect
- Assistant Civil Engineering
- Geographic Information Systems
- Landscaper
- Electricians
- Construction Worker/Carpenter Apprentice
- Logo Designer/Illustrator
- HVAC Drafter
- Marine Drafter
- Commercial Drafter

PROFESSIONAL SKILLS

86

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

- HVAC
- Tech/Electrician/Plumber
- Building Surveyor
- Construction Project Manager
- City Planner/Traffic Engineer
- Graphic Designer
- CAD Technician/Instructor
- Architectural Illustrator
- BIM (Building Information Modelling) Technician
- Cost Estimator
- Athletic Equipment Designer
- Revit Technician
- Video Game Environment Designer

87

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

- Commercial and Residential Architecture
- Interior Design
- Green/Sustainable/Environmental Design
- Civil Engineer
- Real Estate Developer
- Mechanical Engineer/Product Designer
- Aerospace & Aeronautical Engineer
- Geologist
- Robotics Engineer
- Landscapist Architect
- Automotive Engineer
- Biomedical/Chemical Engineer

88

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

- HVAC
- Tech/Electrician/Plumber
- Building Surveyor
- Construction Project Manager
- City Planner/Traffic Engineer
- Graphic Designer
- CAD Technician/Instructor
- Architectural Illustrator
- BIM (Building Information Modelling) Technician
- Cost Estimator
- Athletic Equipment Designer
- Revit Technician
- Video Game Environment Designer

ENTRY-LEVEL CAREERS
(Auto Program Coordinator/Model Making, Rendering)

- CAD Operator/Model Making, Rendering
- Drafting
- Assistant Architect
- Assistant Civil Engineering
- Geographic Information Systems
- Landscaper
- Electricians
- Construction Worker/Carpenter Apprentice
- Logo Designer/Illustrator
- HVAC Drafter
- Marine Drafter
- Commercial Drafter

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

- Commercial and Residential Architecture
- Interior Design
- Green/Sustainable/Environmental Design
- Civil Engineer
- Real Estate Developer
- Mechanical Engineer/Product Designer
- Aerospace & Aeronautical Engineer
- Geologist
- Robotics Engineer
- Landscapist Architect
- Automotive Engineer
- Biomedical/Chemical Engineer

ARCHITECTURAL DESIGN

89

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

- Newsprint/Magazine Graphic Designer
- Media Reporter/Photo Journalist
- Media Reporter/Videographer
- Sports Photographer/Videographer
- Photo Editor
- Photo Editor
- Wildlife Photographer
- Photoblog Artist

ENTRY-LEVEL CAREERS
(Auto Program Coordinator/Model Making, Rendering)

- Wedding Photographer/Videographer
- Production Assistant
- Social Media Manager
- Audio/Video Equipment Technician
- Video Editor
- Graphic Designer/Digital Graphic Designer
- Freelance Artist
- Photo Editor
- Creative Assistant
- Camera Operator/Videographer
- Web Designer

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

- Newsprint/Magazine Graphic Designer
- News & TV Producer
- Multimedia Artist/Animator
- Creative Director
- Drop Master
- Web Designer/Webmaster

APPLIED DIGITAL MEDIA

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*

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- AEC
- Tech/Service/Plumber
- Building Surveyor
- Construction Project Manager
- City Planner/Traffic Engineer
- Graphic Designer
- CAD Technician/Instructor
- Architectural Drafter
- 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 Science Developer
- Mechanical Engineer/Product Designer
- Environmental & Astronautical Engineer
- Robotics Engineer
- Landscape Architect
- Automotive Engineer
- Biomedical/Chemical Engineer

ENTRY-LEVEL CAREERS
(Entry Program, Certificate)

- Auto Program Consultant
- Blasting/Overhead/Underground Making, Tunneling
- Surveyor
- Assistant Architect
- Assistant Civil Engineering
- Geographic Information Systems
- Landscaper
- Electrician
- Construction Worker/Carpenter
- Surveyor
- Logic Designer/Illustrator
- HVAC Drafter
- Marine Drafter
- Commercial Drafter

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

ARCHITECTURAL DESIGN

tfs

91

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
- Insurance/Adjuster/Estimator
- Service Advisor/Shop Foreperson
- Automotive Mechanic
- Member
- ASE/Shop 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 Engineer
- 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, Certificate)

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

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

AUTOMOTIVE TECHNOLOGY

tfs

92

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Pastry Chef
- Sous Chef
- The Snee & Recipe Developer
- Food Truck Operator
- Pastry Chef
- Sous Chef
- 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
- Assistant
- Culinary Educator
- Nutritionist
- General/Regional Manager

ENTRY-LEVEL CAREERS
(Entry Program, Certificate)

- Pastry Program Consultant
- Dishwasher
- Food Server
- Prep Cook
- Baker
- Expeditor
- Event Assistant
- Retail Sales Clerk
- Wine Tasting Room Specialist
- Baker
- Head/Bussing
- Farmer

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

CULINARY ARTS & SERVICES

tfs

93

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Preschool Teacher
- 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
- School Worker
- Marriage & Family Counselor
- School Counselor
- School Psychologist
- University Professor
- Librarian
- Toy Designer/Engineer
- Instructional Programs Director
- Chief Academic Officer

ENTRY-LEVEL CAREERS
(Entry Program, Certificate)

- Activity Director
- High School Sports Coach
- Teacher Assistant
- Preschool Aide
- Computer Aide
- Senior Instructor/Lifeguard
- Youth Guide
- Social & Human Service Assistant

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

EDUCATION & CHILD DEVELOPMENT

tfs

94

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
- Drafter

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, Certificate)

- 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

95

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
- Video Editor
- News Reporter
- Director of Photography
- Production Sound Mixer/Engineer
- Script Supervisor
- Executive Producer
- Casting Director
- Motion Picture/News Producer

ENTRY-LEVEL CAREERS
(Entry Program, Certificate)

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

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

FILM, TV, & VIDEO PRODUCTION

tfs

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

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

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

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

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

ENTRY-LEVEL CAREERS
(Entry Program, Certificate)

- Audio Programmer
- Quality Assurance
- Software Quality Assurance
- Game Tester
- Level Design Assistant
- Media & Communications Assistant
- Production Assistant
- Data Entry Specialist
- Office Assistant
- Customer Service Representative
- Technical Support
- Web Developer
- Website Content Manager

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

GAME DESIGN & DEVELOPMENT

tfs

97

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

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

- Printer
- Large Format Print Operator
- Offset Technician
- Typography Designer
- Production Artist
- Graphic Designer
- Interface Designer
- Prepress Technician
- Desktop Publisher
- Publication Designer
- Production Illustrator
- Public Representative

ENTRY-LEVEL CAREERS
(Entry Program, Certificate)

- Production Artist
- Digital Press Operator
- Press Operator
- Print Associate
- Desktop Graphics Designer
- Printing Press Operator
- Offset Press Operator
- Graphic Design Assistant
- Social Media Content Developer
- Print Artist
- Print Binding and Finishing Worker
- Web Designer

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

GRAPHIC DESIGN & PRINT PRODUCTION

tfs

98

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

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

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

- Pharmacist
- Pharmaceutical Sales Representative
- Laboratory Technician
- Ophthalmic Technician
- Forensic Technician
- Dental Technician
- Dental Hygienist
- Ophthalmic Technician
- Radiology Technician
- Radiation Technician
- Nuclear Medical Technician

ENTRY-LEVEL CAREERS
(Entry Program, Certificate)

- Emergency Medical Technician
- Certified Hearing Assistant
- Medical Assistant
- Medical Interpreter
- Medical Transcriptionist
- Medical Billing/Coding
- Medical Office
- Medical Scribe
- Transport Technician
- Phlebotomist

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

HEALTH CAREERS & PATIENT CARE

tfs

99

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Business Director
- Chief Executive Officer
- Chief Operating Officer
- General Accountant
- 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

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

- Logistics Coordinator
- Human Resource
- Payroll Clerk
- Advertising Agent
- Sales Executive
- Travel Agent
- Publicity/Marketing Manager
- Commissioning/Display Manager
- Export/Purchasing Agent
- Purchasing
- Coordinator/Manager
- Bookstore Clerk
- Trade Expansion Manager

ENTRY-LEVEL CAREERS
(Entry Program, Certificate)

- Retail Sales Associate
- General Office Clerk
- Bookstore
- Retail Sales Associate
- Customer Service Representative
- Wholesale & Manufacturing Sales Rep.
- Warehouse Team Member
- Bookkeeper
- Receptionist
- Customer Service Agent
- Records Manager
- Retail Buyer

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

INTERNATIONAL BUSINESS

tfs

100

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Circuit Court Judge
- Private Investigator
- Public Information Officer
- Inspector/Correctional Officer
- Alcohol Beverage Control Inspector
- Police Officer
- Immigration & Customs Enforcement Agent
- Police Chief
- Police Officer
- Police Captain
- Police Officer
- Forensic Pathologist

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

- Paralegal
- Law Enforcement Officer
- Court Reporter
- Bonded Field Agent
- State Correctional Officer
- Public Service Representative
- Military - Non-Commissioned Officer
- Parole/Probation Officer
- Citizen Analyst
- Citizen Action Investigator
- Citizen Precinct Services Agent
- Fire Fighter/EMT

ENTRY-LEVEL CAREERS
(Entry Program, Certificate)

- Legal Secretary/Clerk
- Emergency Services Dispatcher
- Electrical Official
- Security Guard
- Fielding Enforcement
- Military Industry
- Police Cadet
- Forensic Detection Counselor
- Ballist
- Ballistics/Forensic/Recovery Agent
- Ballistics/Forensic/Recovery Agent (EMT)
- Veteran's Services Assistant

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

LAW & PUBLIC SERVICES

tfs

101

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Producer
- Mixer
- Music Educator
- Musicologist
- Entertainment Lawyer
- Contract Law
- Music Attorney
- Music Therapist
- Music Supervisor
- Musicologist
- Publisher

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

- Artist & Repertoire Coordinator
- Bookkeeping
- Recording Technician
- Music Director
- Private Instructor
- Music Business Manager
- Audio ID
- Music Artist
- Recording Engineer
- Live Sound Engineer
- Sound Designer

ENTRY-LEVEL CAREERS
(Entry Program, Certificate)

- Assistant Engineer
- Recording Studio Assistant
- Administrative Aide
- Music Business Assistant
- Rehearsal
- Recording Engineer
- Producer
- Composer
- Engineer
- Musician
- Instrumentalist
- Instrumentalist
- Production Assistant

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

MUSIC TECHNOLOGY & AUDIO PRODUCTION

tfs

102

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

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

- Senior Technical Support Specialist
- Systems Analyst
- Senior Penetration Tester
- Senior Systems Administrator
- Programming Analyst
- Information Security Analyst
- Director of Educational Technology
- Network Security Engineer
- Senior Web Application Developer
- Senior Web Developer
- Cloud Security Engineer
- IT Quality Analyst

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

- IT Support Specialist
- Desktop Support Specialist
- Network Support Specialist
- Technical Electronics Technician
- Print and Development Specialist
- Quality Assurance Technician
- Database Administrator
- Technical Writer
- System Administrator

ENTRY-LEVEL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Web Developer
- Computer Support Technician
- Senior Field Technician
- Broadband Installer
- Research Support Assistant
- Human Resources Assistant
- Legal Administrative Assistant
- Video Game Tester
- Search Engine Evaluator
- Product Support Representative
- Customer Service Representative
- Data Entry Clerk

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

NETWORKING & CYBERSECURITY

tfs

103

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Materials Scientist
- Civil Engineer
- Project Manager
- Architectural Designer
- Building Code Inspector
- General Contractor
- Project Engineer
- Dewatering Engineer
- Lead Acquisition Manager
- OSHA Inspector
- Construction Trades Teacher
- OSHA Inspector
- City Designer

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

- Low Voltage Electrician
- Stone Mason
- Carpenter Journeyman
- Utility Thermal Technician
- Plumber Journeyman
- Heavy Equipment Operator
- Crane Operator
- CAD Drafter
- Crane Operator
- Land Surveyor
- Estimator

ENTRY-LEVEL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Welding Fabricator
- Concrete Finisher
- Concrete Finisher
- Concrete Finisher
- Plasterer
- Roofing Specialist
- Solar System Installer
- Crane Operator
- Forklift Operator
- Tile Installer

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

RESIDENTIAL & COMMERCIAL CONSTRUCTION

tfs

104

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Electrical Engineer
- Mechanical Engineer
- Supply Chain Manager
- Aerospace Engineer
- Biomedical Engineer
- Industrial Engineer
- Robotics Engineer
- Automotive Engineer
- Engineering Professor/Instructor

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

- Warehouse Logistics Manager
- Electrical Technician
- Mechanical Technician
- CAD Specialist
- Machinist
- Instrumentation Technician
- Assessment Aide Technician
- Automation Technician
- Industrial Robotics Technician
- Automated Guided Vehicle Technician

ENTRY-LEVEL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Robotics Technician
- CNC Operator
- Assembly Technician
- Manufacturing Technician
- Mill Operator
- Computer Repair Technician
- Fabricator
- Solar Panel Installer
- Utility Field Technician
- 3D Printer Technician
- Drone Operator

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

ROBOTICS & ENGINEERING SYSTEMS

tfs

105

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Physical Therapist
- Certified Athletic Trainer
- Dietitian/Dietary Nutritionist
- Occupational Therapist
- Sports Science Teacher
- Sports Psychologist
- Sports Medicine Physician
- Registered Nurse

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

- Athletic Program Supervisor
- Coach/Assistant Coach
- Certified Strength Assistant
- Emergency Medical Technician
- Massage Therapist
- Physical Therapy Aide
- Physical Therapist
- Athletic Trainer
- Group Fitness Instructor
- Health/Wellness Educator
- Pharmacy Technician

ENTRY-LEVEL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Dispatcher
- Child Care Worker
- Fire Fighter
- Instrument Trainer
- Police Officer
- Limousine Driver
- Medical Equipment Repair Technician
- Medical Billing Clerk
- Veterinary Assistant
- Personal Trainer

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

SPORTS MEDICINE & INJURY MANAGEMENT

tfs

106

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Theater Designer (light, set, costume)
- Lighting Designer
- Theater, Film, Video Director
- Script, Screenwriting
- Project Manager
- Creative Services Producer
- Customer Design Instructor
- Technical Theater Instructor
- Stagehand
- Senior Costume Director
- Production Stage Manager

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

- Scenic Artist
- Assistant Director
- Master Carpenter/Electrician
- Wig Designer / Dresser
- Audio Visual Lighting Technician
- Content Field Manager
- Make-up Artist
- Production Manager
- Stage Manager
- Technical Director
- Audio Engineer
- Event Production

ENTRY-LEVEL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Prop Designer
- Prop Maker
- Costume Designer
- Stagehand
- Lighting Operator/Technician
- Make-up Artist
- Theater Tech Crew
- Audio Technician
- Stage Manager
- Live Event Technician
- Associate Producer

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

TECHNICAL THEATER & LIVE EVENT PRODUCTION

tfs

107

EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Mobile Content Manager
- Database Analyst
- Commerce Application Administrator
- Project Manager
- User Systems Analyst
- User Support Analyst
- Web Content Developer
- Cloud Integration Specialist
- Digital Communications Teacher
- Information Technology Architect
- Senior Air Director
- Video Game Developer

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

- Web Developer
- Database Manager
- Network Security Administrator
- Network Support Specialist
- Branding Manager
- Motion Designer
- Packaging Designer
- Video Game Designer
- UX Designer
- Digital Producer

ENTRY-LEVEL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Prop Designer
- Graphic Designer
- Content Writer
- Video Game Tester
- Internet Marketer
- Front-end Web Designer
- Database Administrator
- Junior App Developer
- Helpdesk Analyst
- Animator

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

WEB & APP DEVELOPMENT

tfs

108

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

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

MY COMPETITIVE ADVANTAGE

tfs

109

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

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

MY COMPETITIVE ADVANTAGE

tfs

110

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

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

MY COMPETITIVE ADVANTAGE

tfs

111

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

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

MY COMPETITIVE ADVANTAGE

tfs

112

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

113

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

114

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

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 academic opportunity later
- Make It Count
 - Utilize all subject areas to build your unique Competitive Advantage
 - Register with Enrolltrack 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

EXPERIENCES

- Get Involved
 - Actively participate in a club, sport, or organization
 - Visit a high school or college campus showcases
- 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

115

Academic Knowledge

COMPETITIVE ADVANTAGE

Professional Skills

Technical Competencies

markperna

116

← **SHARE YOUR THOUGHTS/SLIDES**

markperna

Open Dialogue
Comments, Questions, and Actions

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

117