



## 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!

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

A stylized, handwritten signature of Mark C. Perna in black ink.

**MARK C. PERNA**

SPEAKER | AUTHOR | CEO



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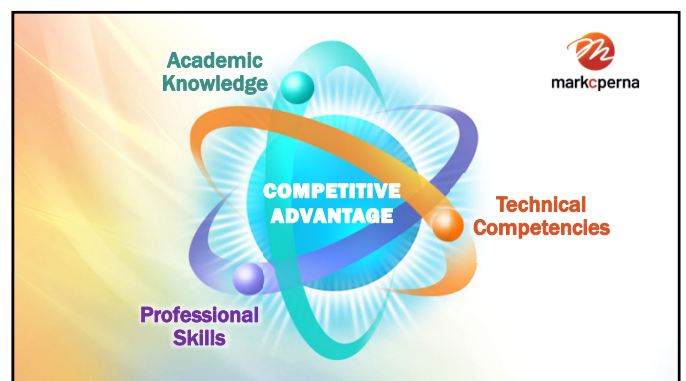
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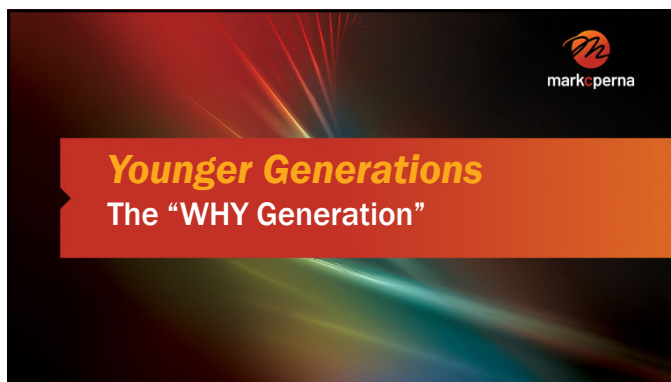
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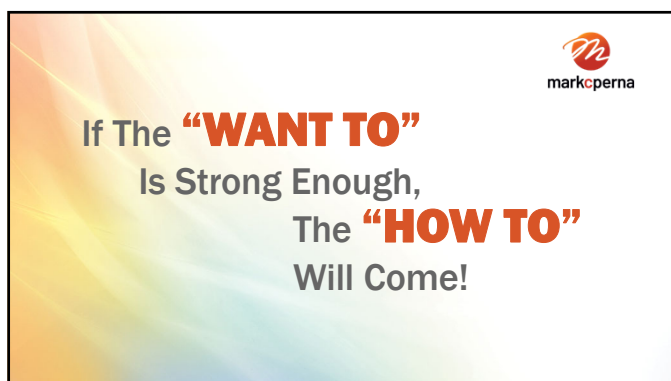
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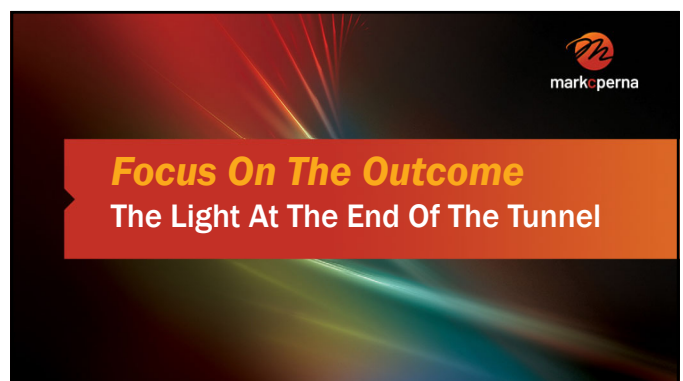
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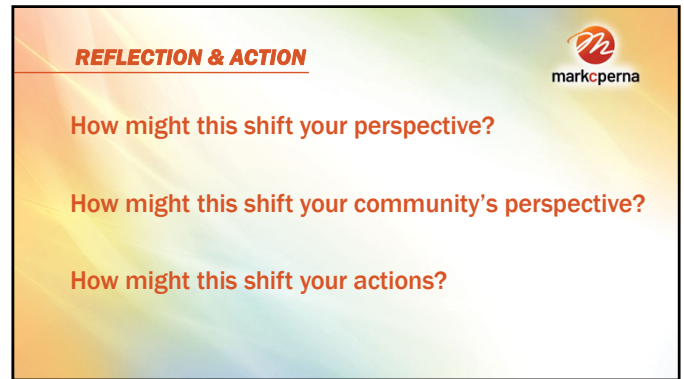
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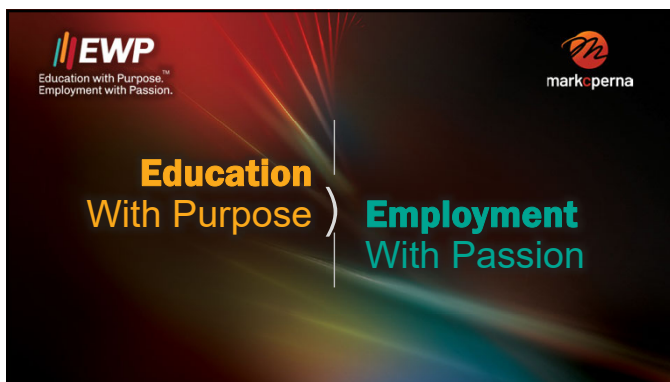
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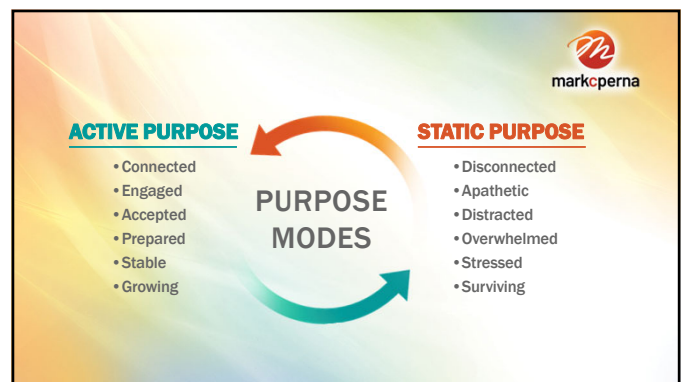
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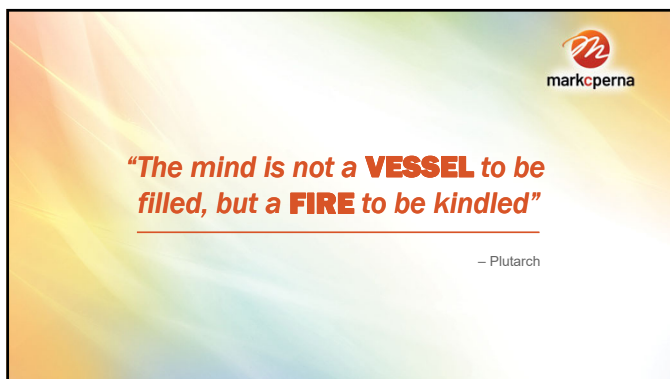
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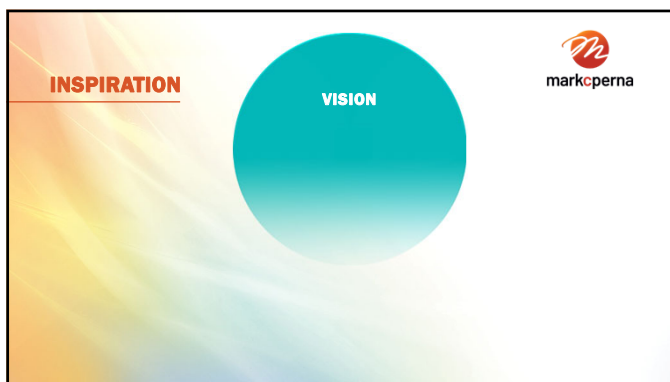
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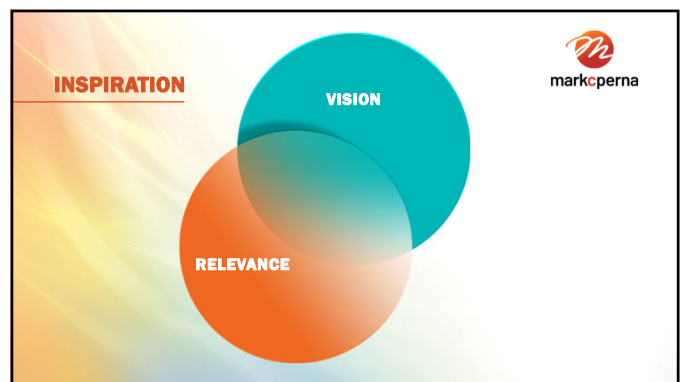
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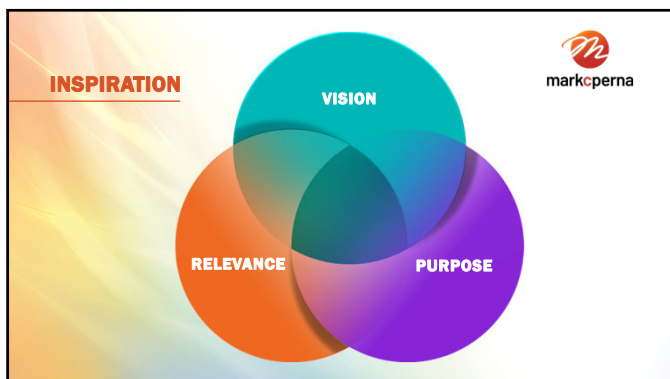
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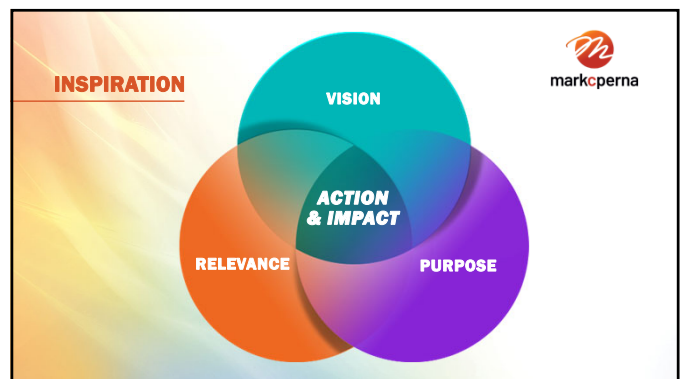
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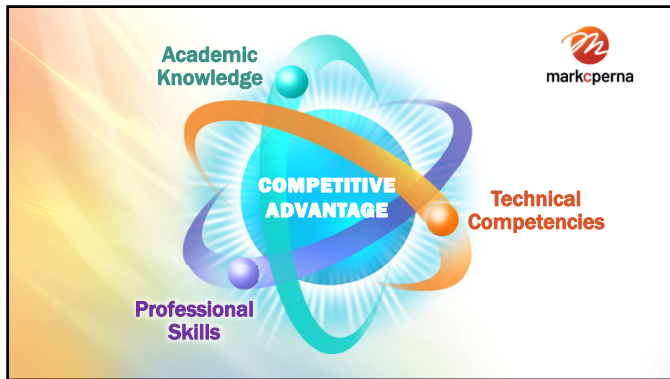


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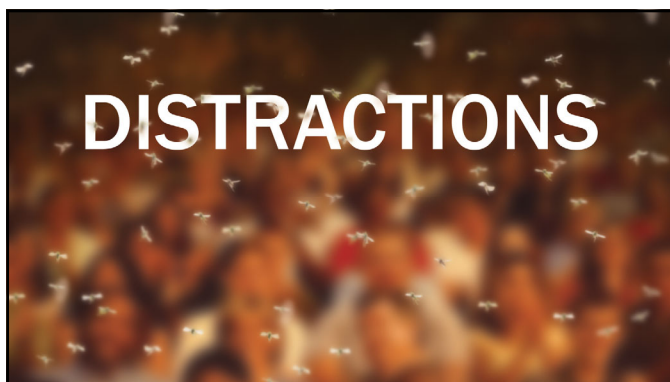
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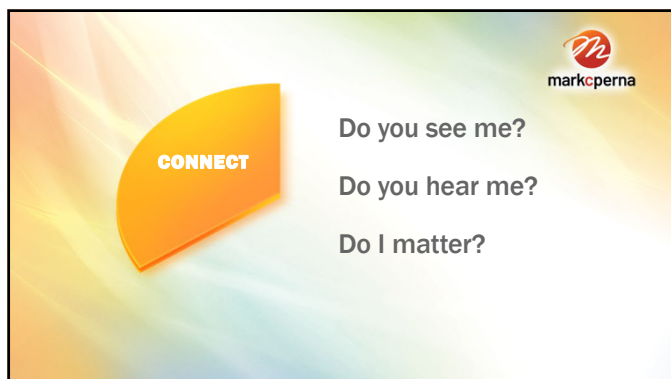


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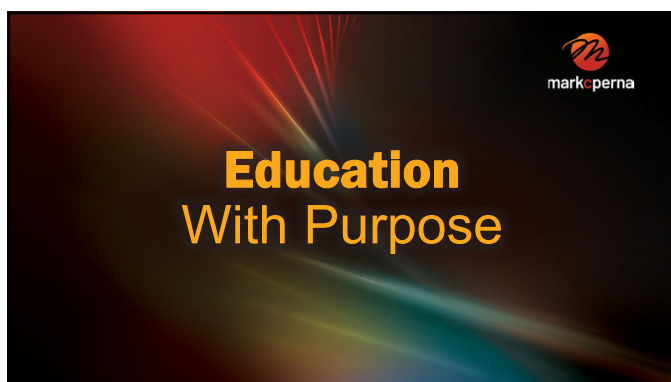
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Georgetown University  
Center for Education and Workforce

Estimates **1/3<sup>rd</sup>** 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

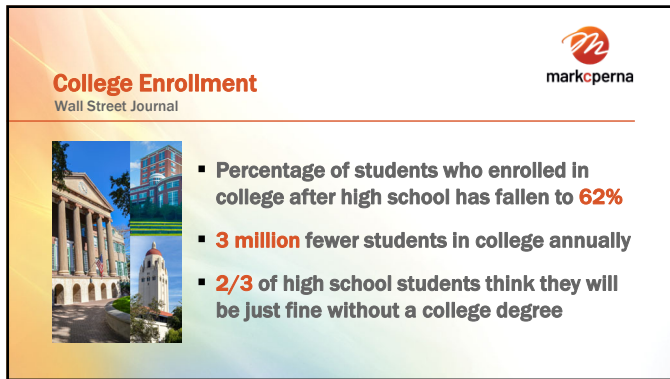
- 40%** of all college students drop out
- Of the 60% that earn a degree in 6 years, **20%** will end up chronically underemployed
- This means for every 5 students, **only 2** will graduate and find a job based on their degree

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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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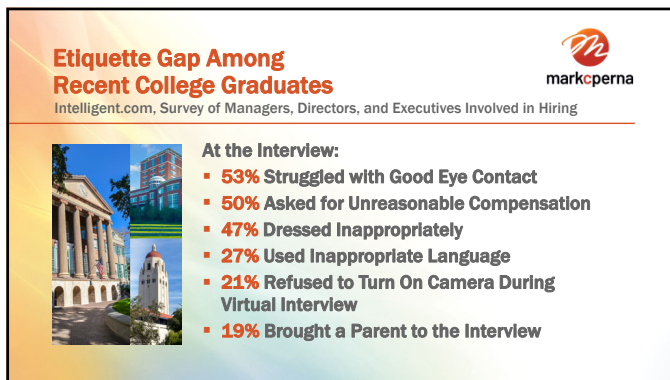


**College Debt in America**  
As Reported by Major News Agencies




- **\$1.6 Trillion** In Total Student Loan Debt
- **\$176 Billion** (11%) Over 90-Days In Default
- **44.2 Million** People Carry Student Loan Debt
- **4.86 Million** People Are Over 90-Days In Default
- **3,000 Defaults** Per Day in America

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**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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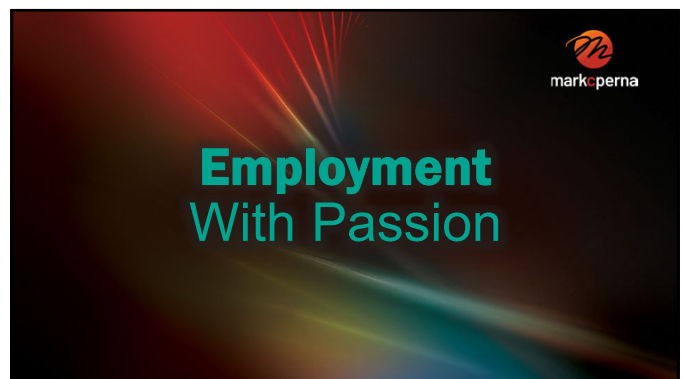


**Recent College Graduates Did College Fail Me?**  
Hult International Business School, National Survey of Employees



- **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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**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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### REFLECTION & ACTION



How might this shift your perspective?

How might this shift your community's perspective?

How might this shift your actions?



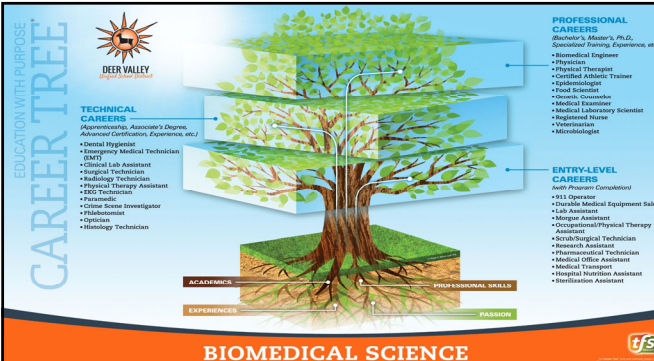
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**Education**  
With Purpose

**Employment**  
With Passion

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**TECHNICAL CAREERS**  
(Apprenticeships, Associate's Degrees, Advanced Certifications, Experience, etc.)

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Surgical Technician
- Radiology Technician
- Physical Therapy Assistant
- EKG Technician
- Pharmacy
- Crime Scene Investigator
- Phlebotomist
- Optician
- Histology Technician


**ENTRY-LEVEL CAREERS**  
(with Program Completion)

- EKG Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Sterile Processing
- Occupational/Physical Therapy Assistant
- Scrub/Surgical Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transcription
- Hospital Nutrition Assistant
- Sterilization Assistant

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

- Biomedical Engineer
- Physician
- Physical Therapist
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Examiner
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

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

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- 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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**BIOMEDICAL SCIENCE**

**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

**ENTRY-LEVEL CAREERS**  
(With Program Completion)

- 911 Operator
- Charitable Medical Equipment Sales
- Lab Assistant
- Morgue Assistant
- Cryopreservation/Physical Therapy Assistant
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transport
- Hospital Nutrition Assistant
- Certification Assistant

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

- Biomedical Engineer
- Physician
- Certified Athletic Trainer
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Examiner
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

ACADEMICS, EXPERIENCES, PROFESSIONAL SKILLS, PASSION

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**CHEMISTRY**

**LEVEL 1 CAREERS**  
(With Program Completion)

- Process Development Technician
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- CMP Cleanup Technician
- Equipment Prep Technician
- Global Information Systems Technician
- Administrative Assistant
- Kit Production Assistant
- Hazardous Waste Response Associate

**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
- Pharmaceutical Sales Representative
- Chemical Engineer
- Forensics Lab Scientist
- 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
- Management Consultant
- Patent Examiner/Attorney
- Entrepreneur
- Regulatory Affairs Professional
- Art Conservator
- Forensic Lab Director
- Chemoinformatics/Chemical Modeling
- Military Scientist/Analyst
- Technical Writer

ACADEMICS, EXPERIENCES, PROFESSIONAL SKILLS, PASSION

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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
- Pharmaceutical Sales Representative
- Chemical Engineer
- Forensics Lab Scientist
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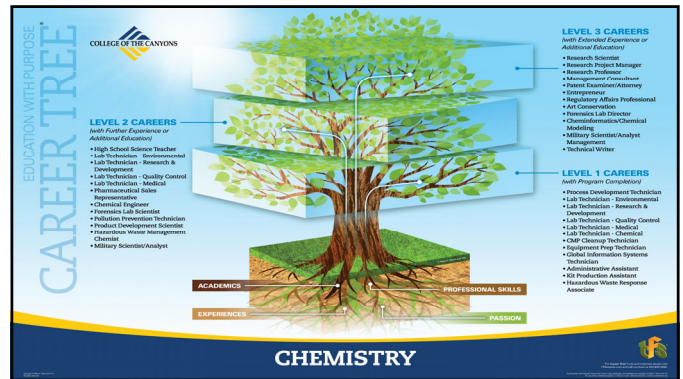
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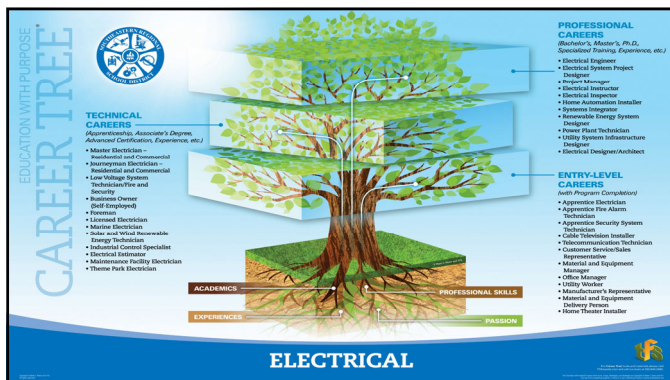
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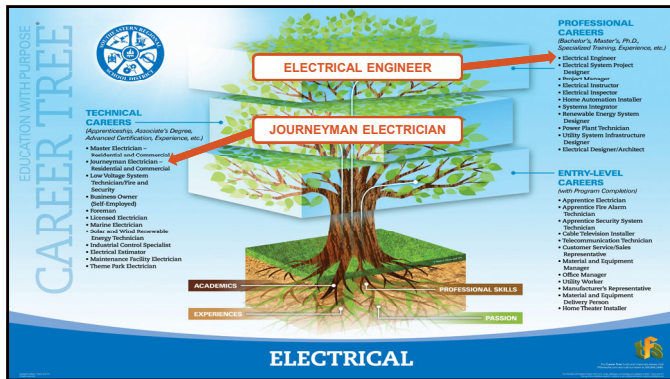


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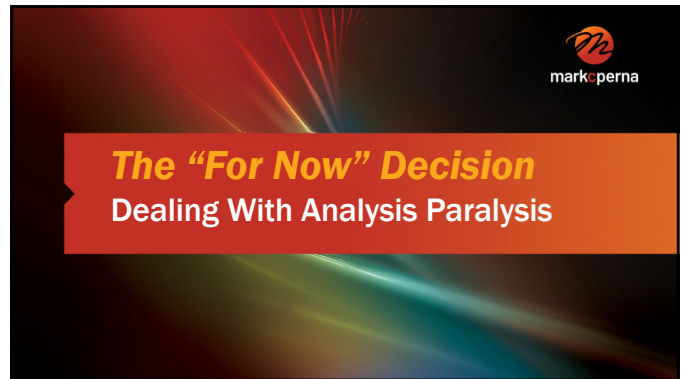


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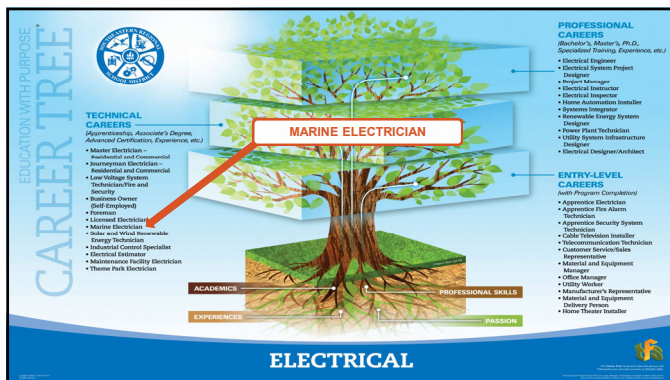
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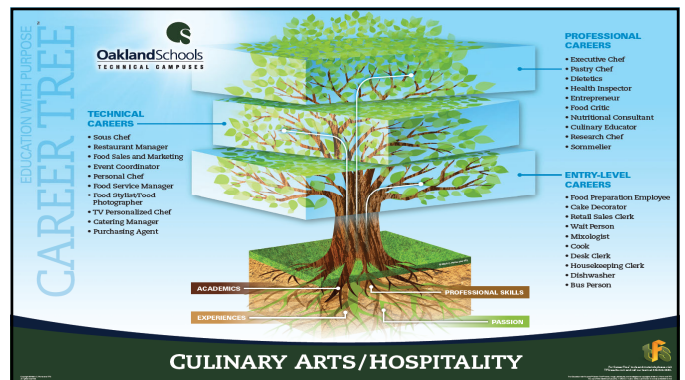
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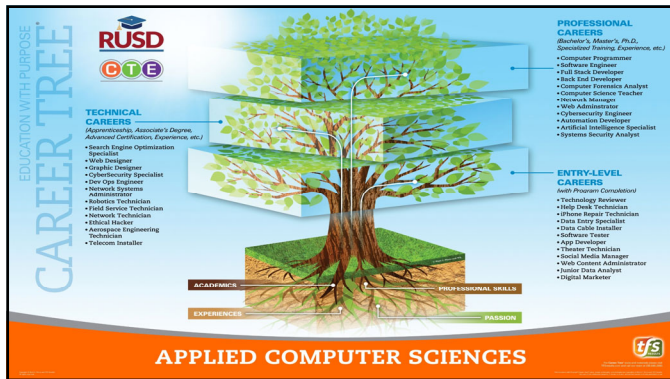
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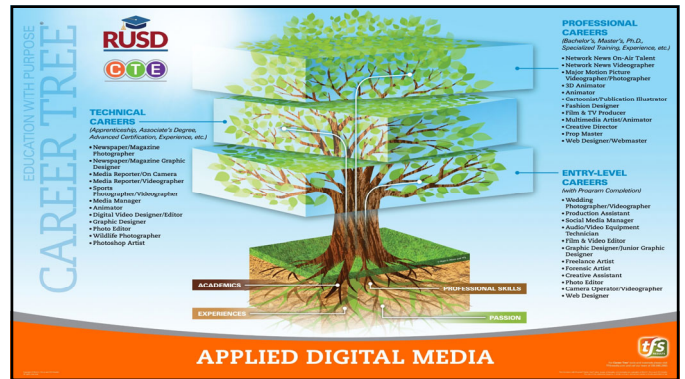
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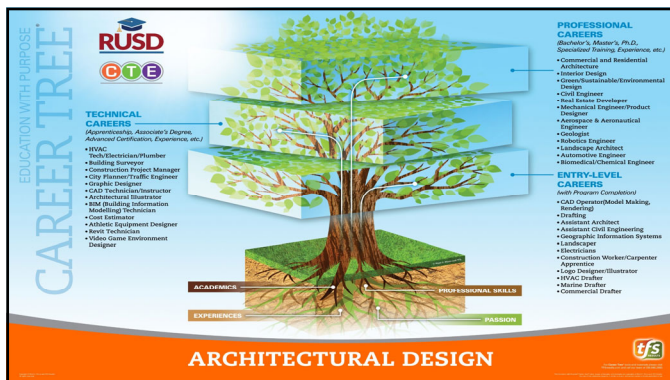
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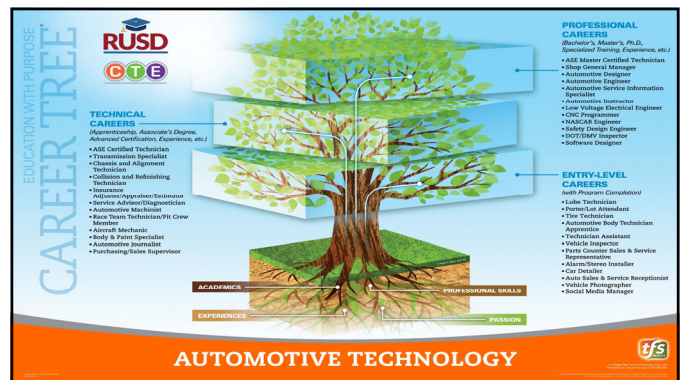
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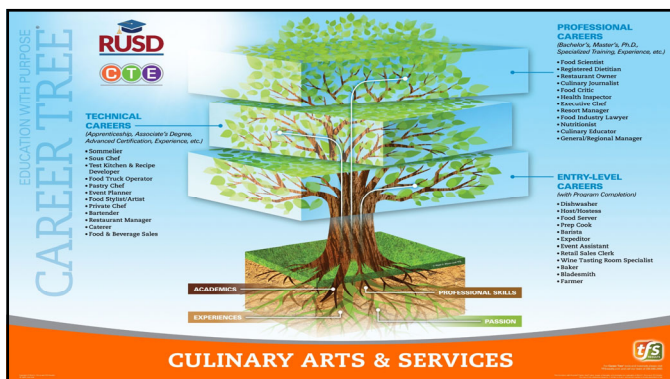
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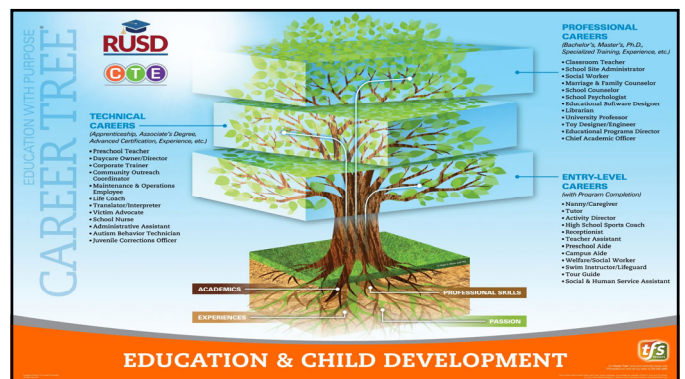
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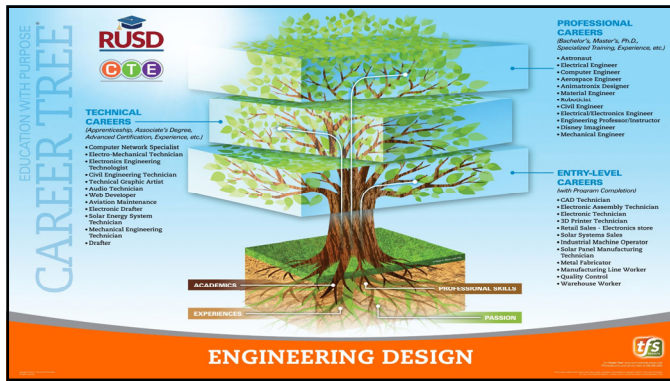


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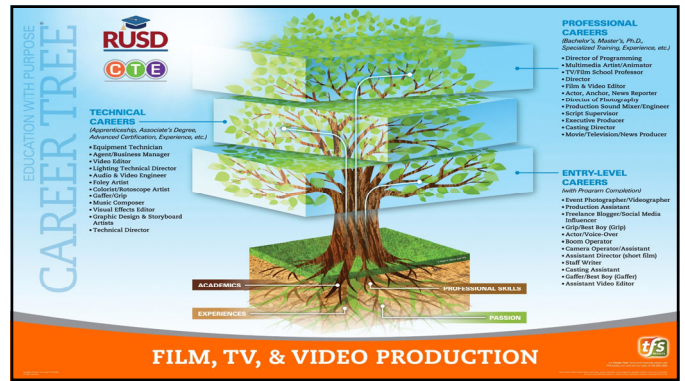


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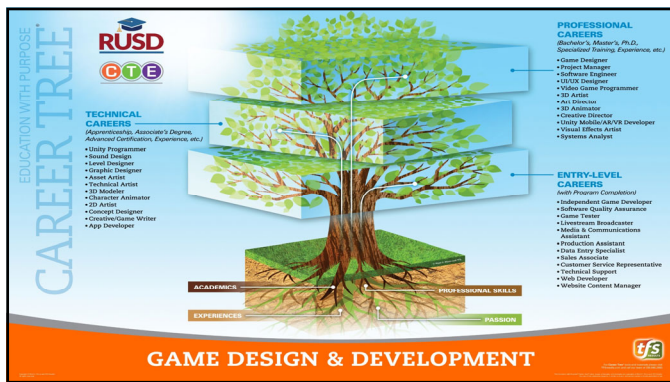




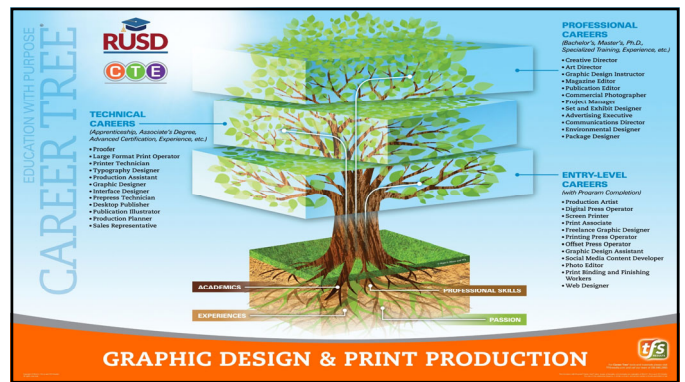
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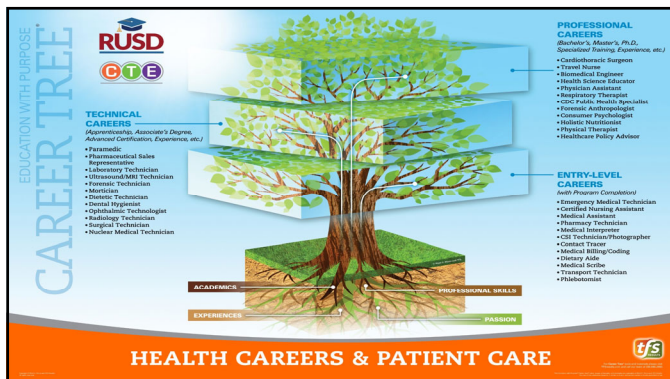
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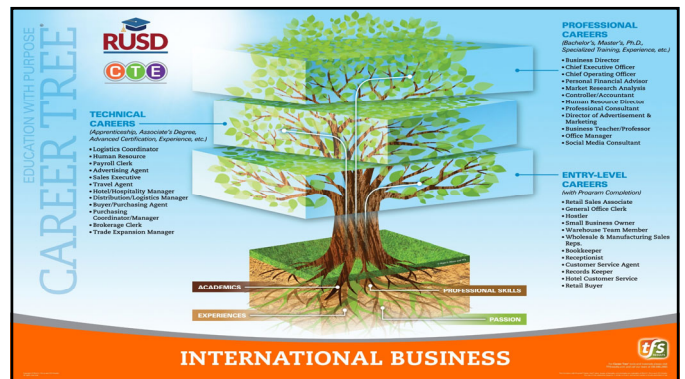
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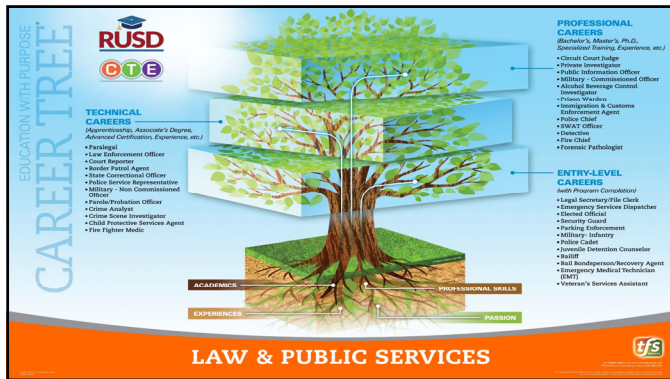


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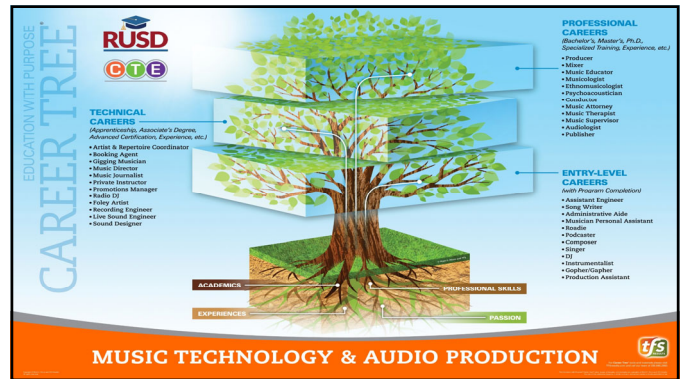


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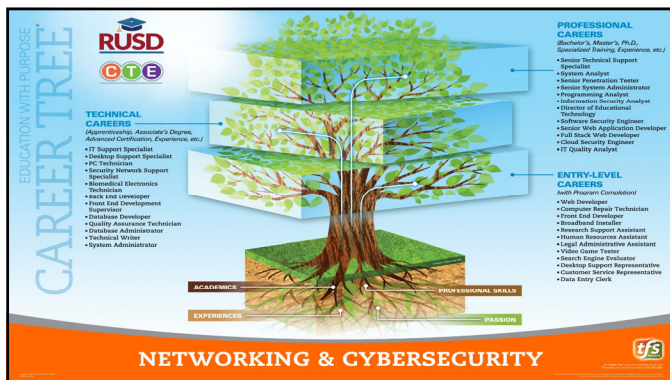
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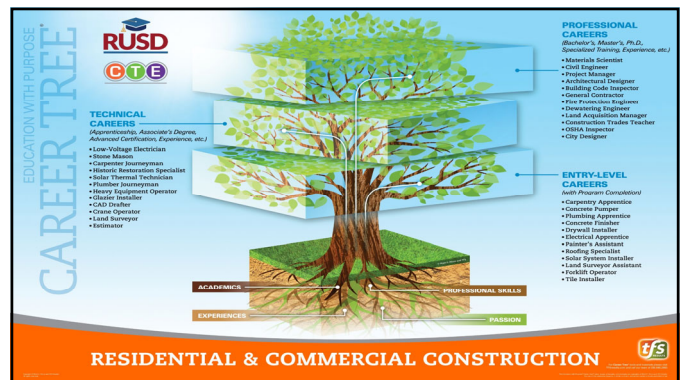
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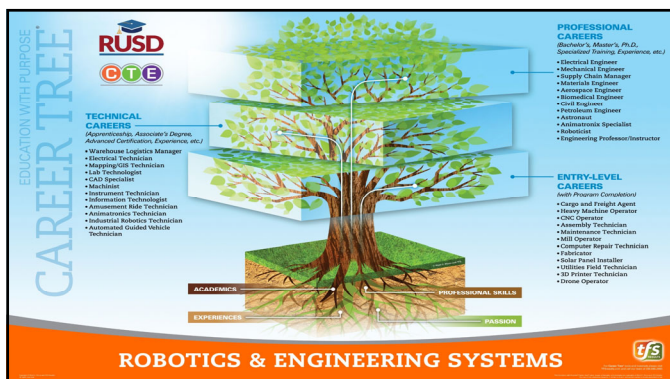
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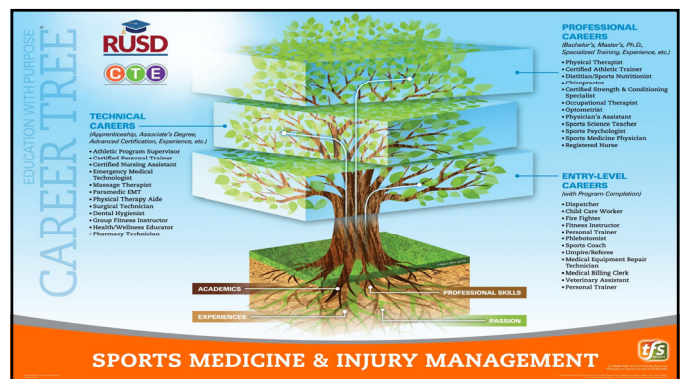
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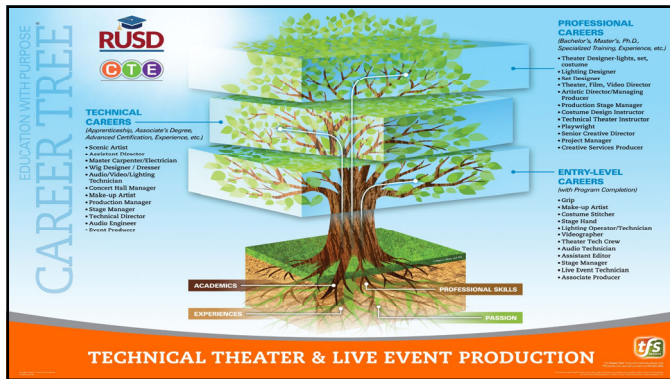


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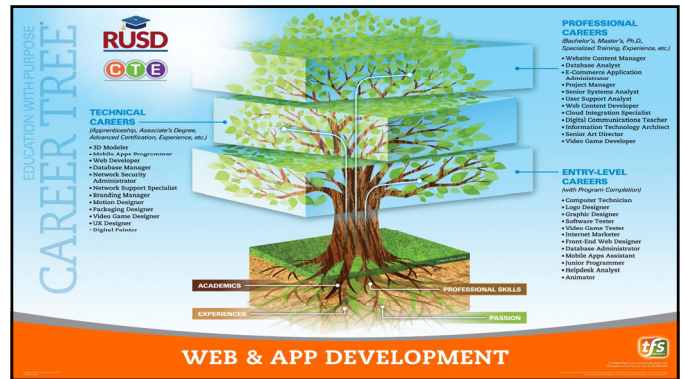


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Speaker, Author, and CEO

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**John Deere Davenport Works**  
Davenport, Iowa

**Manufacturing:**  
Heavy Construction & Agricultural Equipment

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**Megan**  
24 Years Old  
John Deere (5-years)

**Abilities:**

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

**4-Year Degree:**  
Business

**College Debt:**  
\$0

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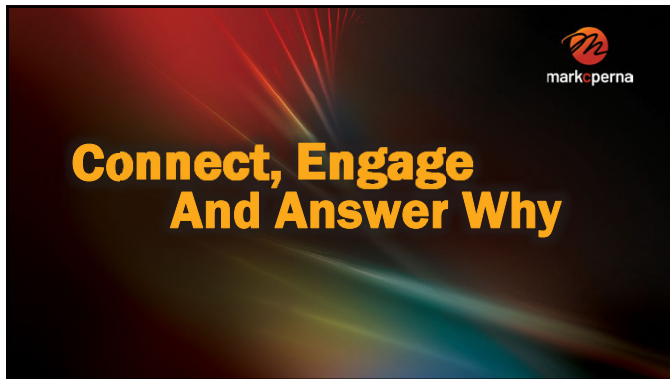
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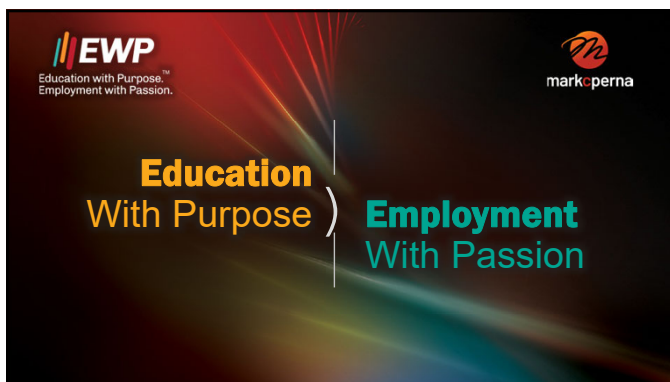
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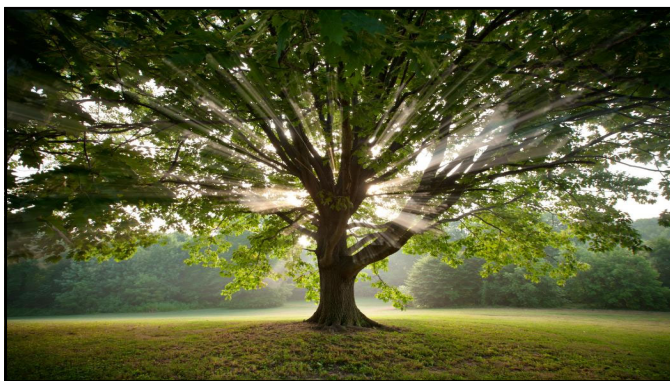
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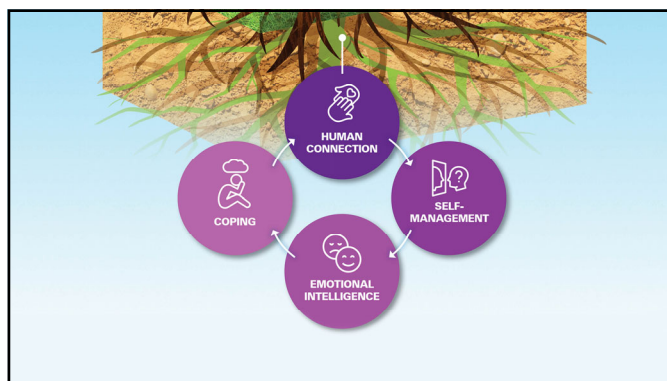
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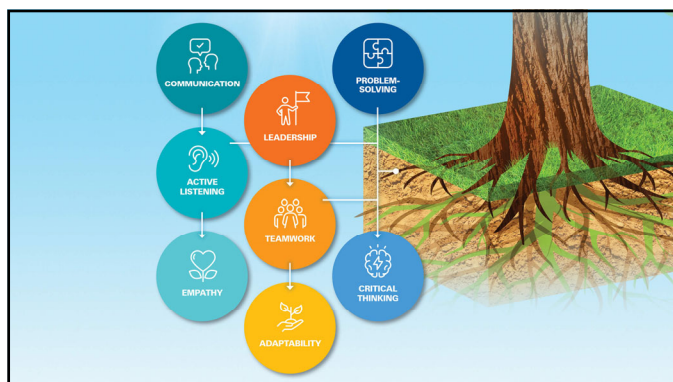
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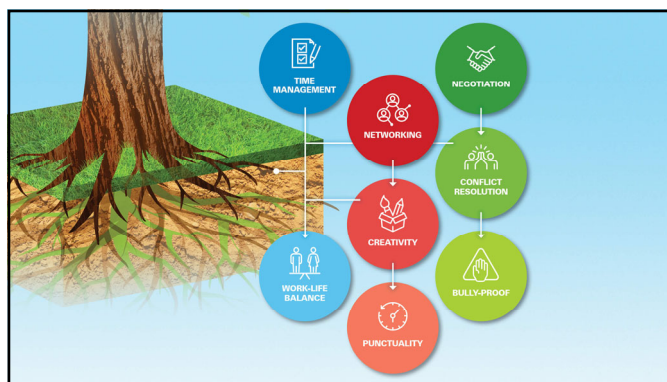
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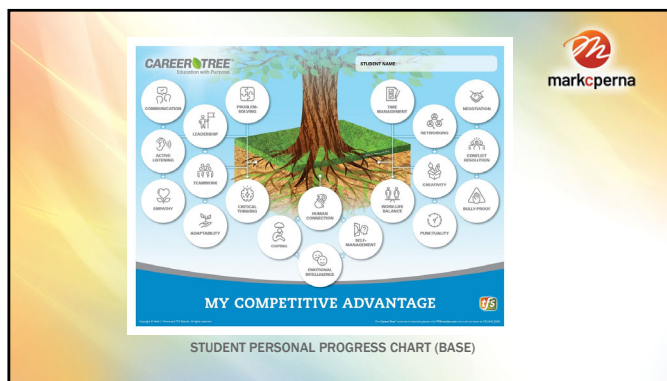
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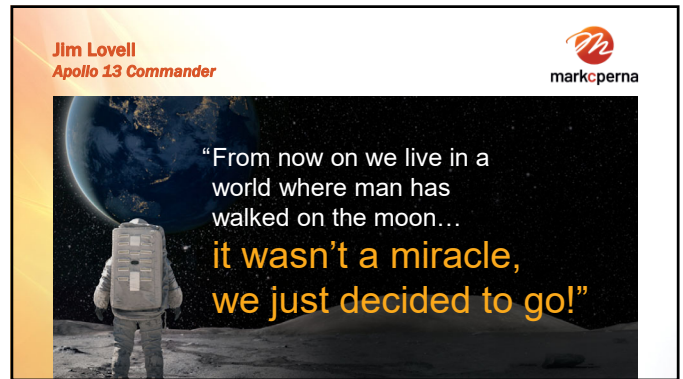
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