



## 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.



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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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*Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*



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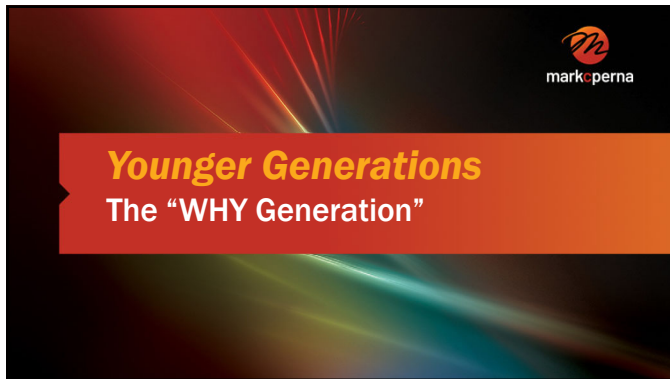
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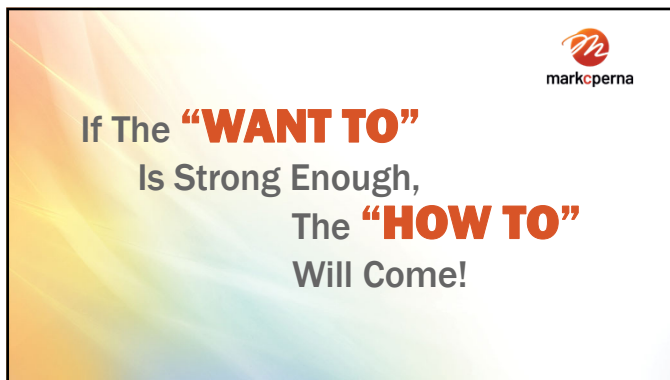
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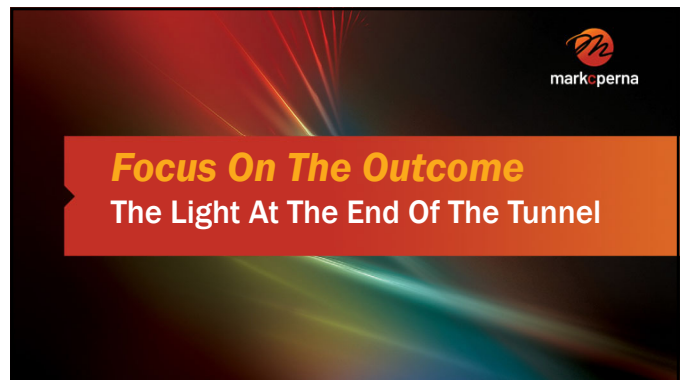
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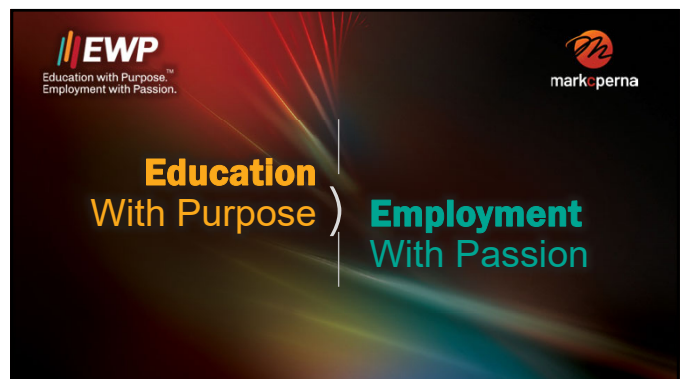
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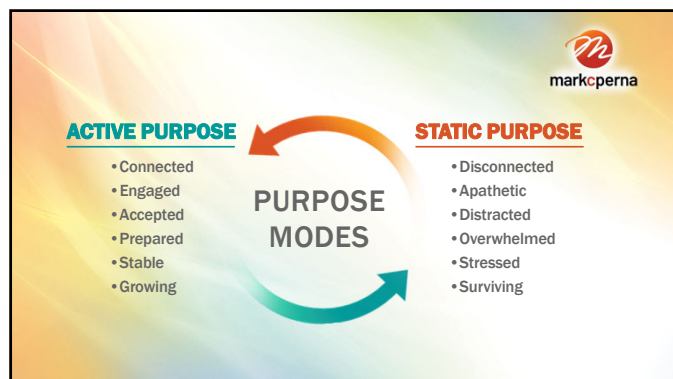
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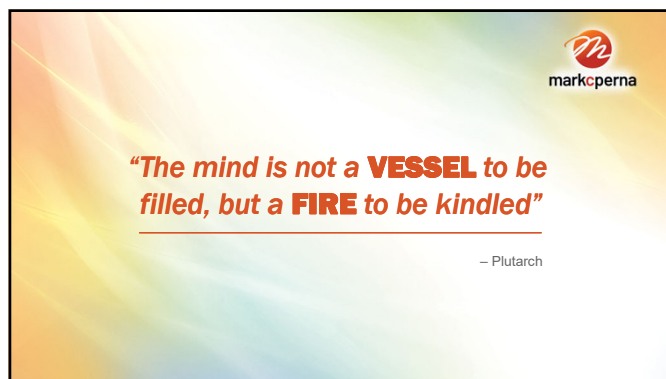
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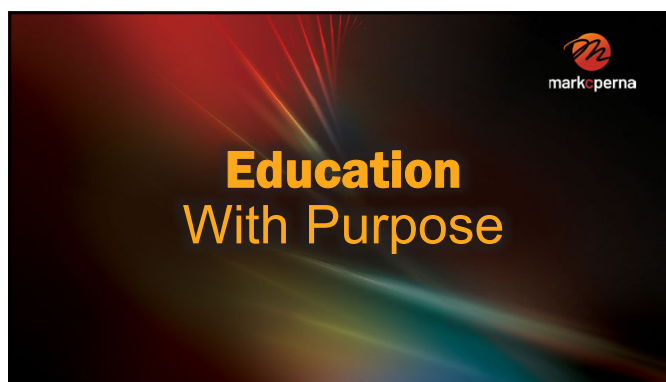
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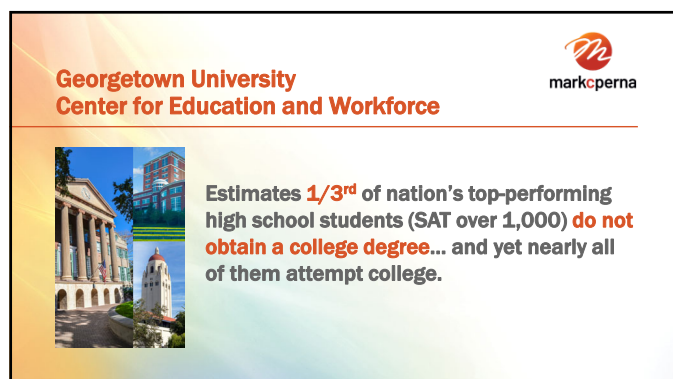
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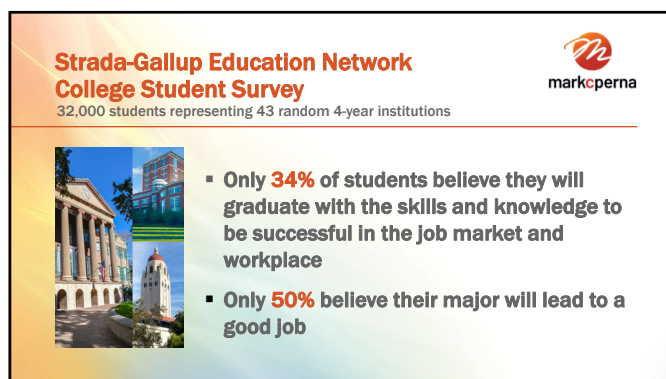
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### College Completion

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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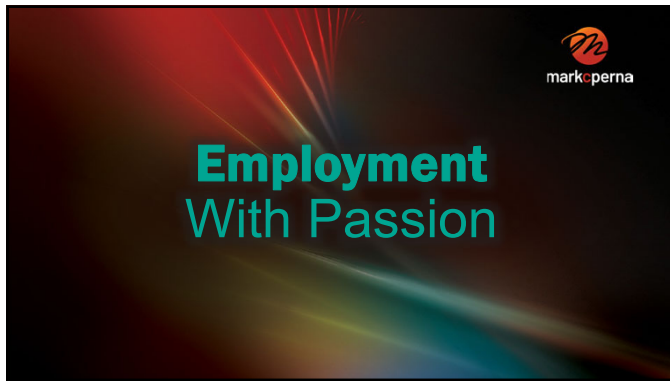
### Recent College Graduates Did College Fail Me?

Hult International Business School, National Survey of Employees

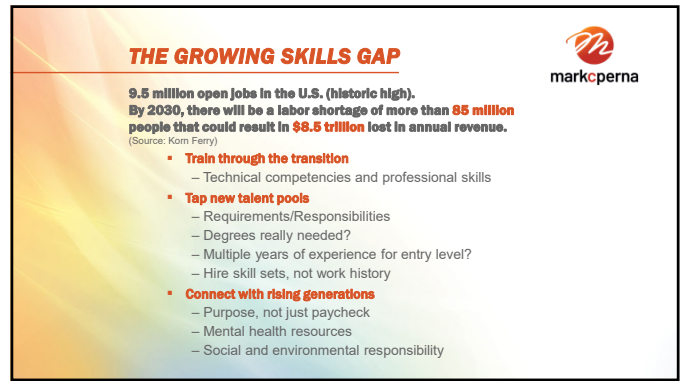
- **77%** "I learned more in 6 months at my job than in my entire 4-year education"
- **85%** "I wish my college had better prepared me for the workplace"
- **87%** "I received better job training from my employer than I did from my undergraduate education"
- **94%** "I have regrets about my degree"

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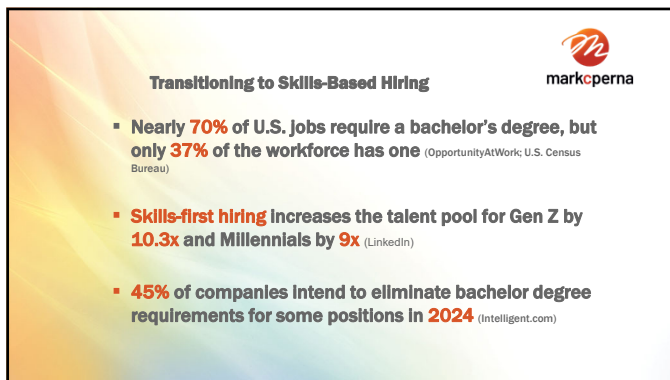
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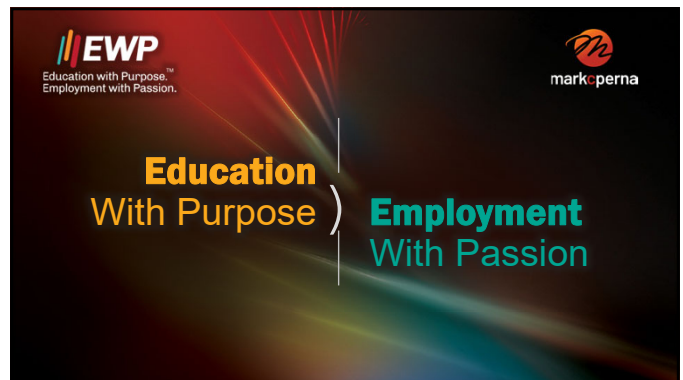
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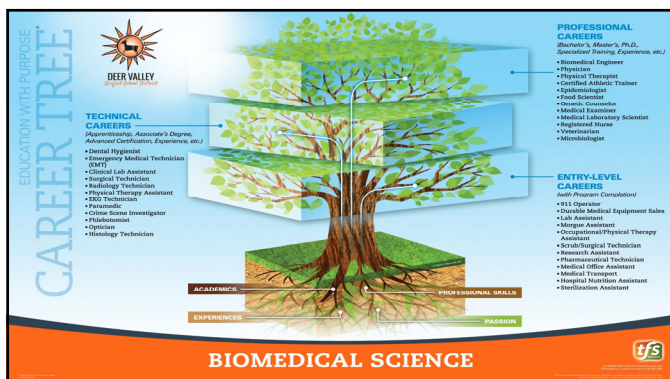
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**TECHNICAL CAREERS**  
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

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

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

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

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**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
- Lab Technician - Chemical
- 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
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- Administrative Assistant
- Kit Production Assistant
- Hazardous Waste Response Associate

PROFESSIONAL SKILLS

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**LEVEL 2 CAREERS**  
(with Further Experience or Additional Education)

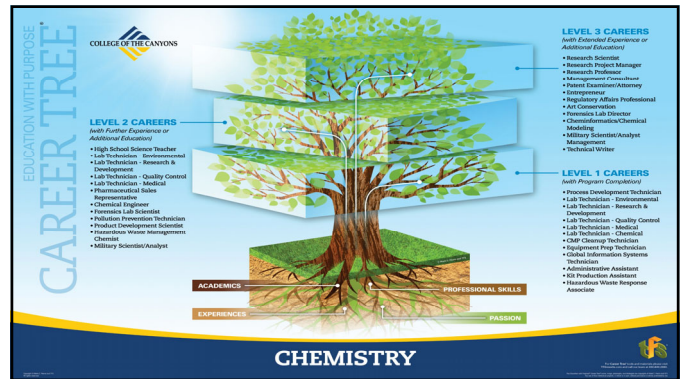
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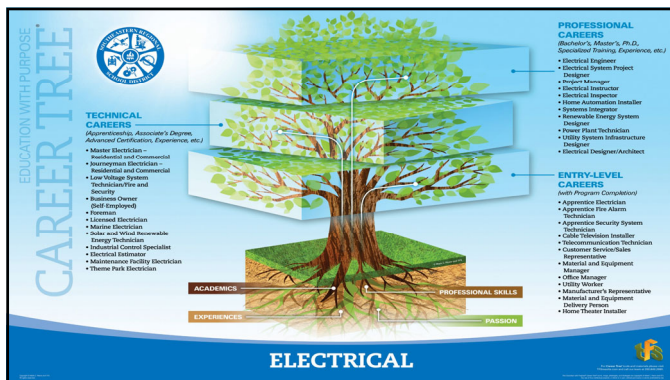
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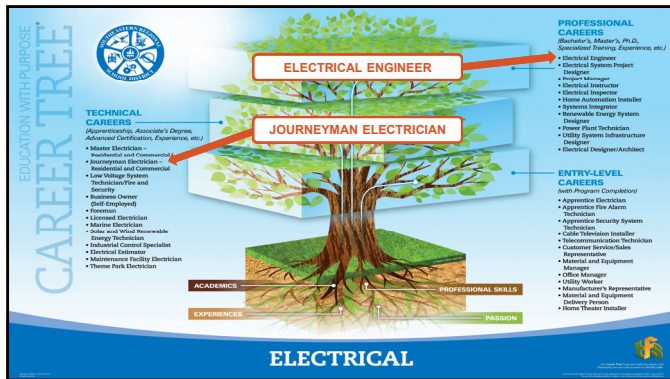
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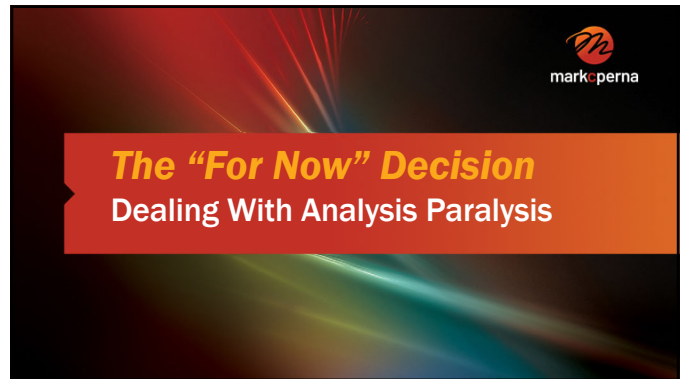
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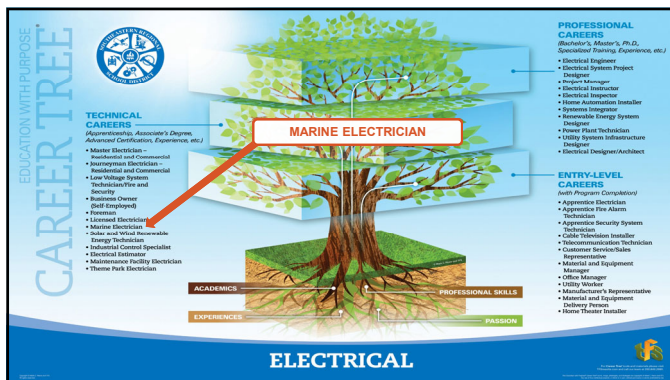
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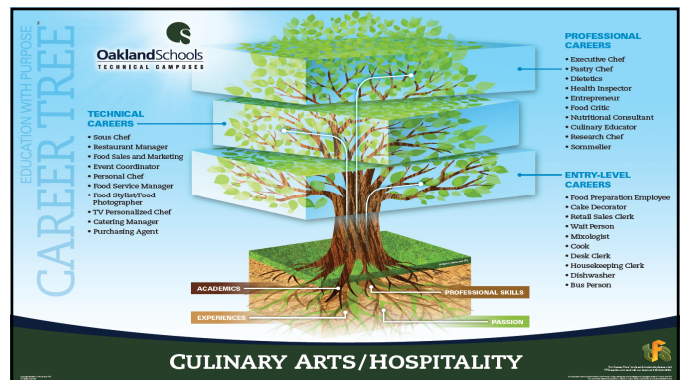
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**John Deere Davenport Works**  
Davenport, Iowa

**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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**Shifting The Paradigm**  
The CALL TO ACTION

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**Connect, Engage  
And Answer Why**

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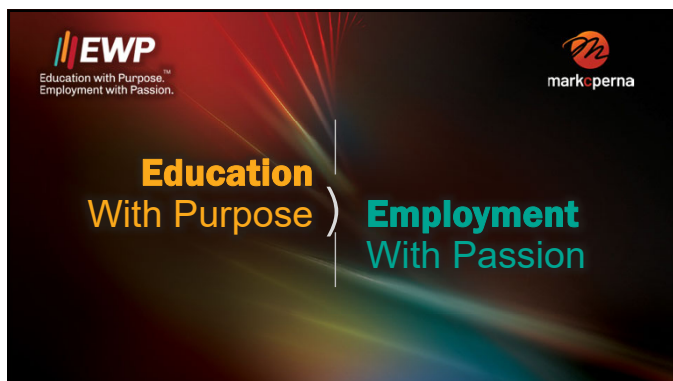
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**Create A Strong  
Message Of Purpose**

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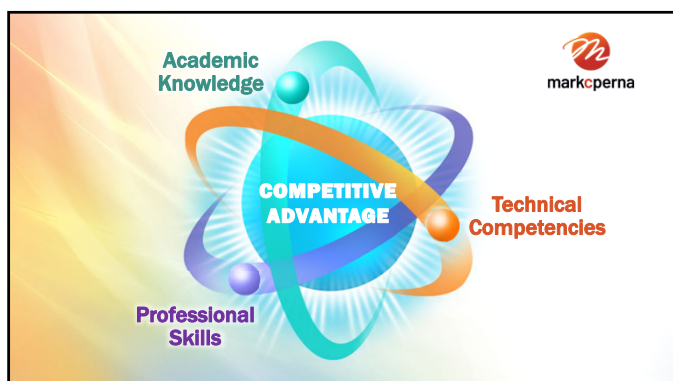
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- **Slice 1: "Why We All Need a Personal Competitive Advantage (Part 1)"**
- **Slice 2: "Why We All Need a Personal Competitive Advantage (Part 2)"**
- **Slice 3: "Leveraging The Human Connection"**
- **Slice 4: "Building Your Dream"**
- **Slice 5: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

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

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**PARENT MASTER CLASS:**  
*Supersizing Every Child's Competitive Advantage*



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**COMPETITIVE ADVANTAGE**

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**CAREER TREE**

THE MAGIC OF SMALL STEPS



**MY COMPETITIVE ADVANTAGE**

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**HUMAN CONNECTION**

**SELF-MANAGEMENT**

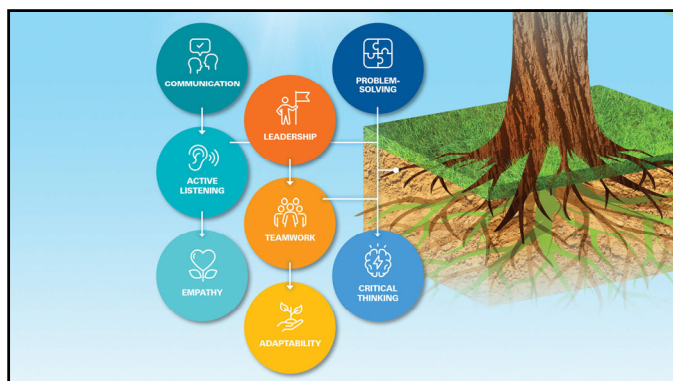
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**COPING**

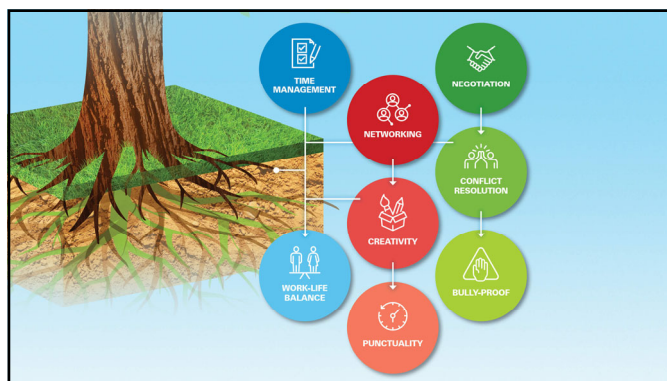
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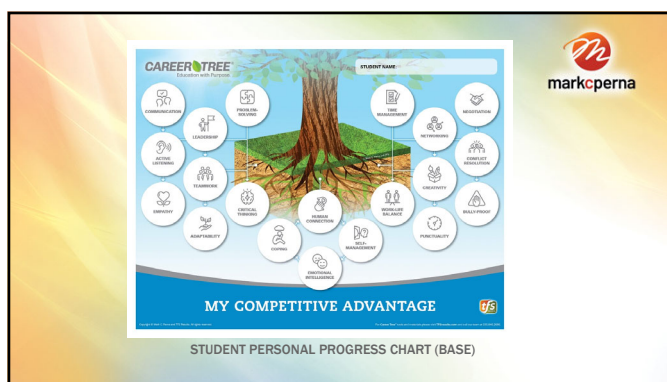
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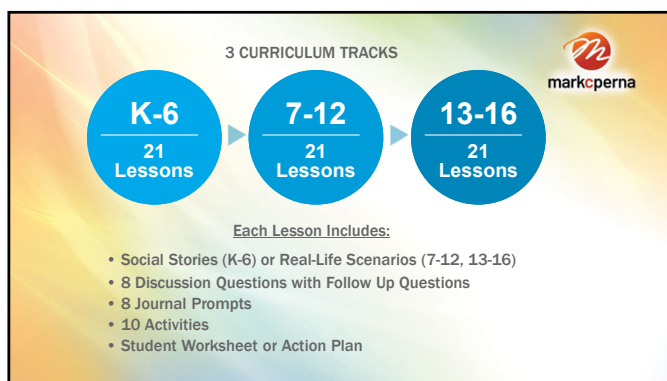
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