



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](#)

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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



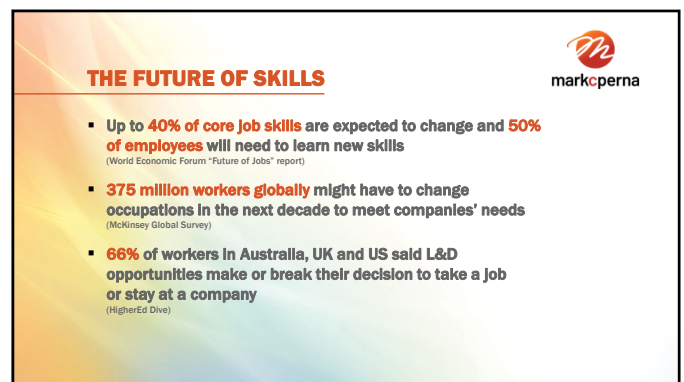
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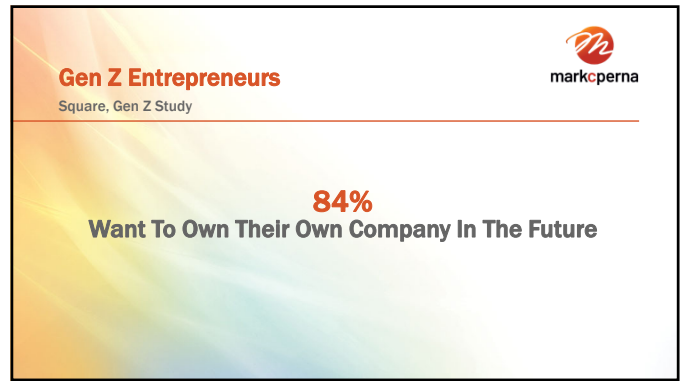


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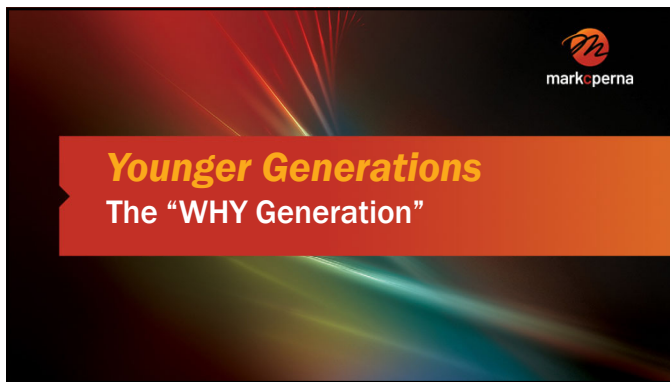
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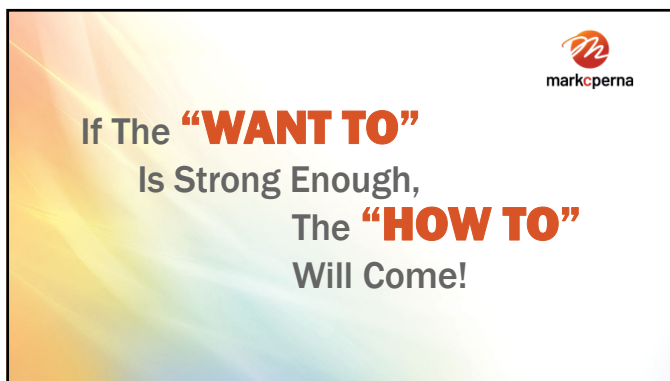
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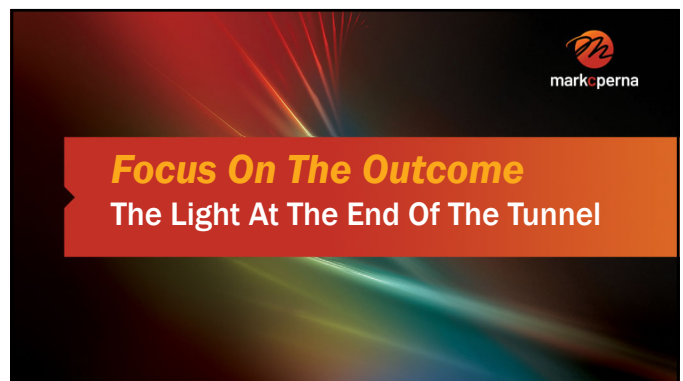
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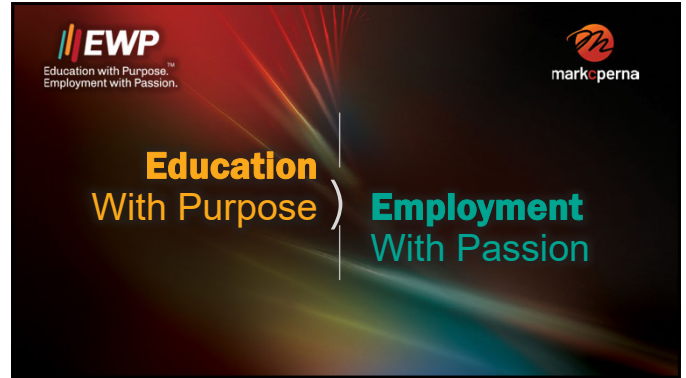


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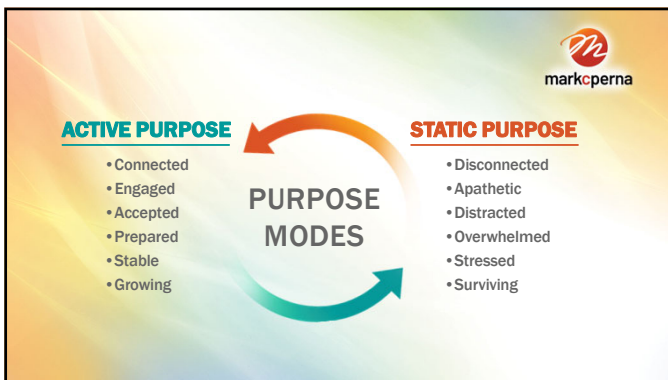
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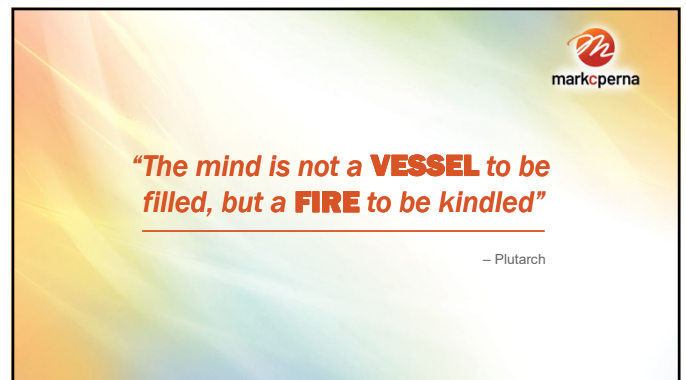
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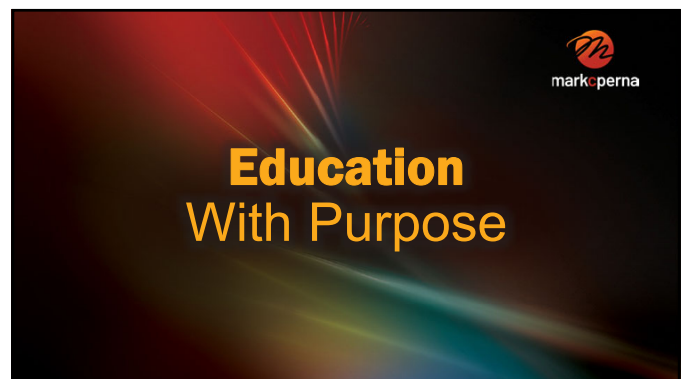
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16




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18

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Georgetown University Center for Education and Workforce




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

19




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

20




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

21



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

22



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

23



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

24

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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"



25

Recent College Graduates Did College Fail Me?

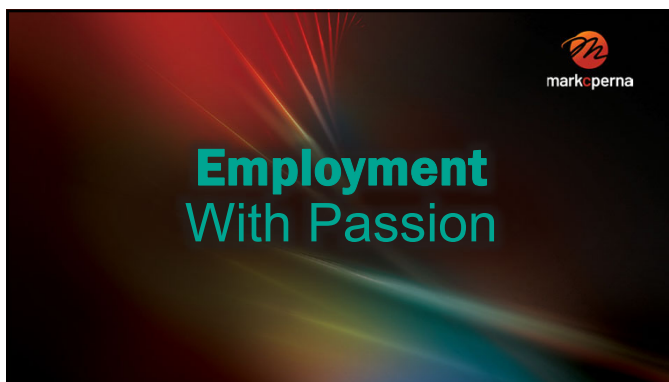
Hult International Business School, National Survey of Employees




- **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"



26



Employment With Passion




27

THE GROWING SKILLS GAP

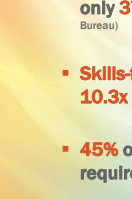
9.5 million open jobs in the U.S. (historic high).
By 2030, there will be a labor shortage of more than **85 million** people that could result in **\$8.5 trillion** lost in annual revenue.
(Source: Korn Ferry)

- **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




28


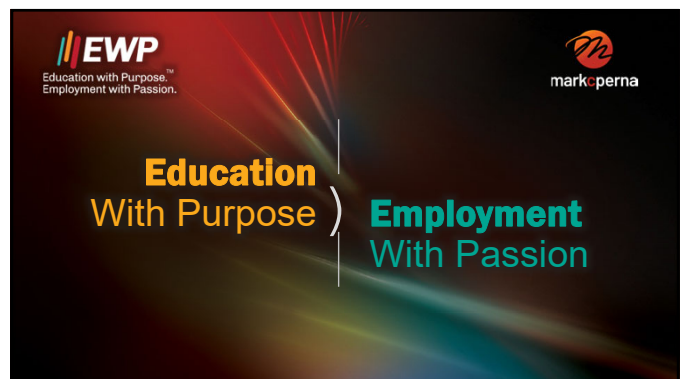
Transitioning to Skills-Based Hiring



- 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)




29



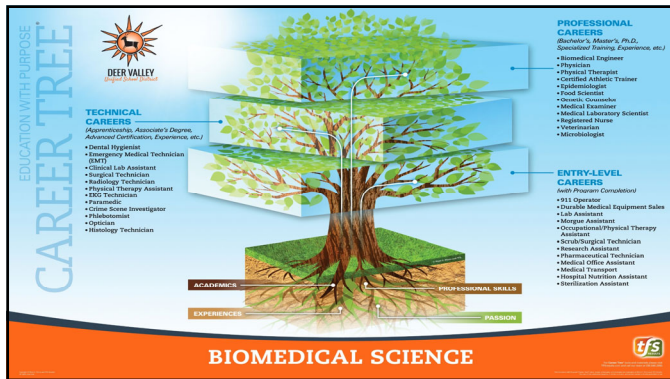
Education With Purpose

Employment With Passion



30

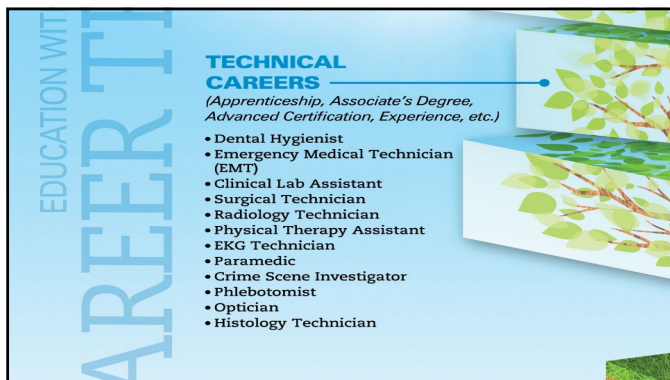
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31



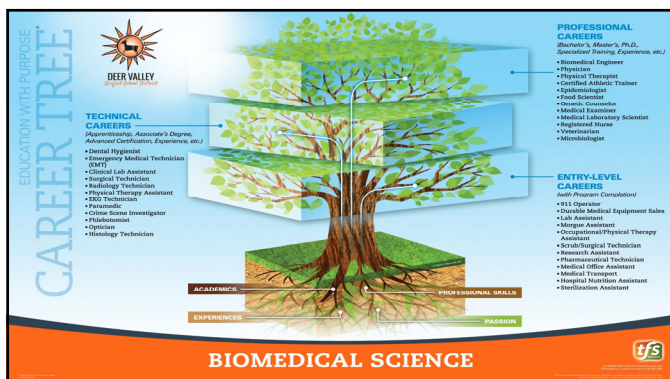
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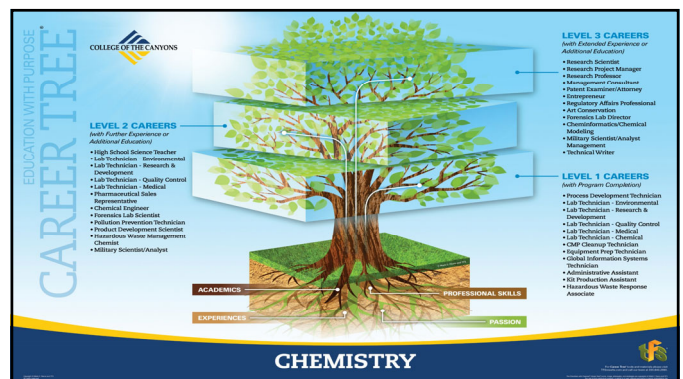
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36

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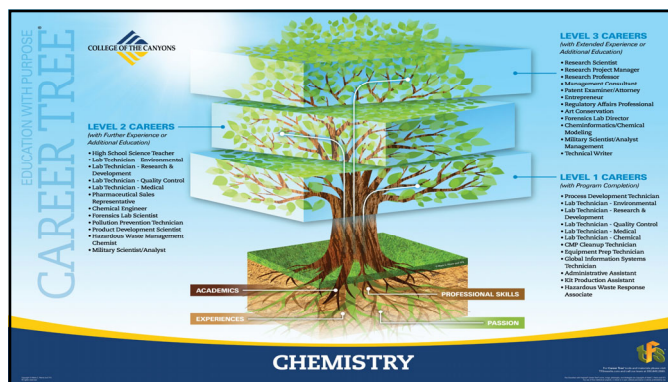
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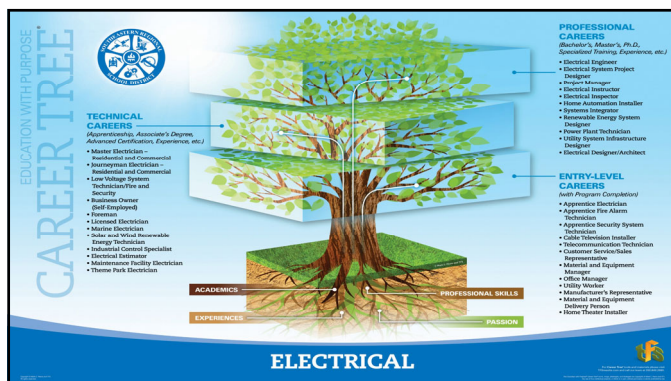
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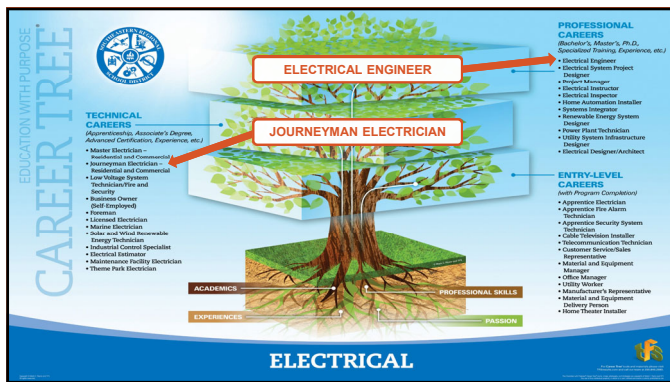
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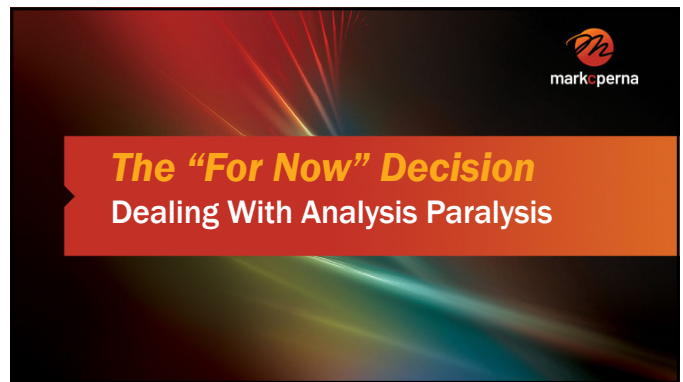
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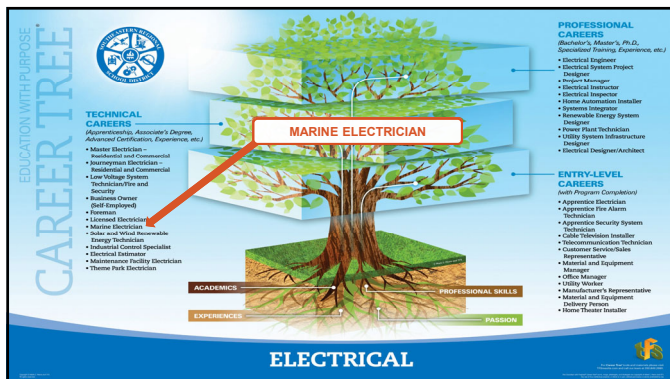
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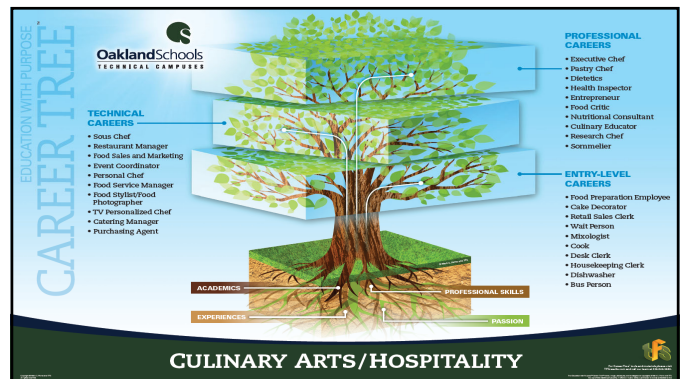
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48

Mark C. Perna
Speaker, Author, and CEO

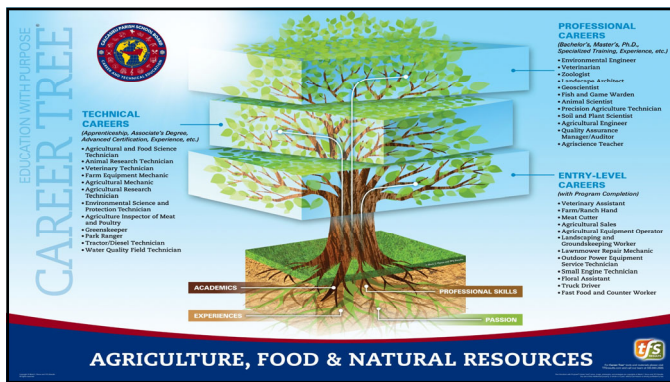
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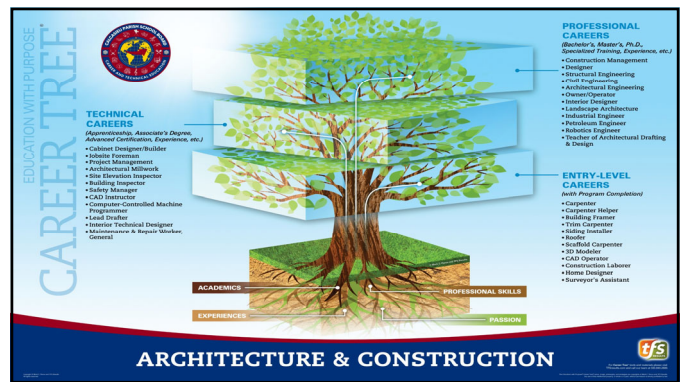
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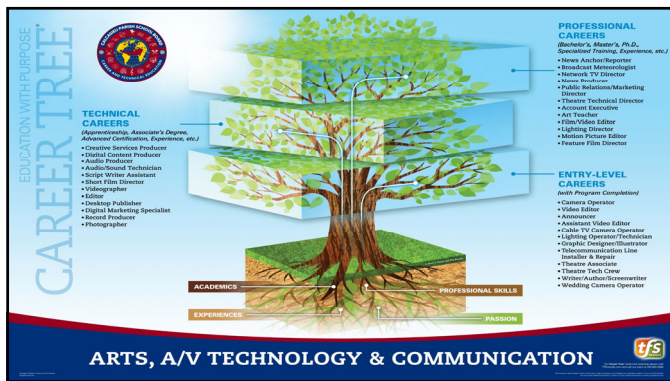
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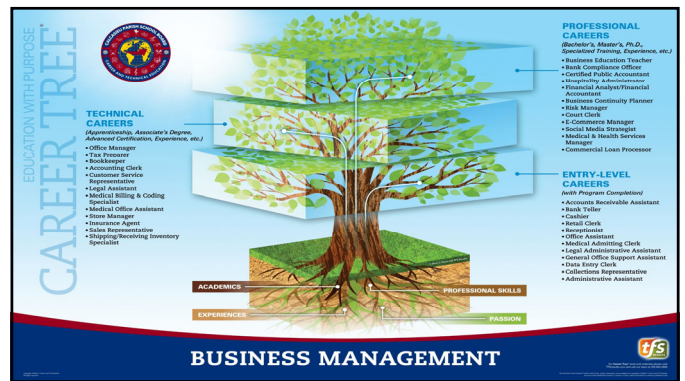
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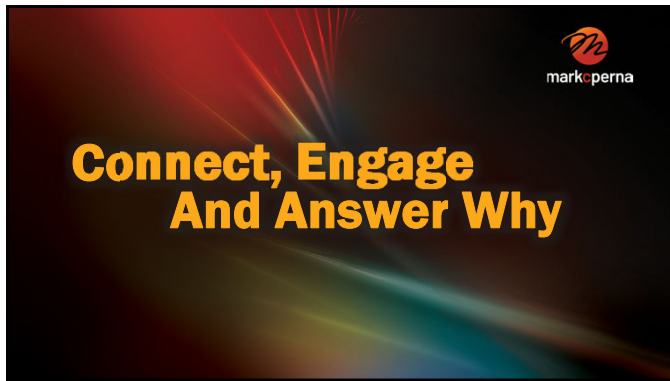
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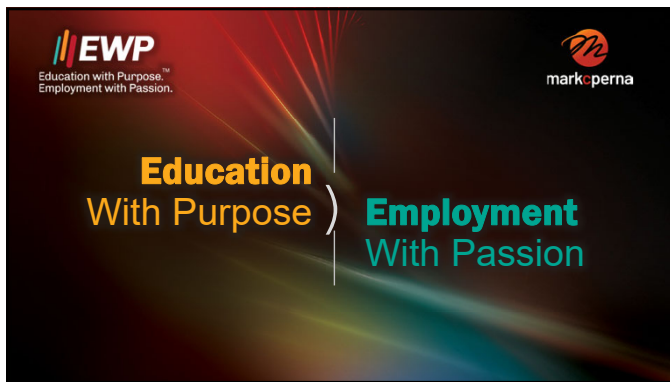
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67



68



69



70



71



72

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73



74

A menu for the "COMPETITIVE ADVANTAGE TRACK™" with a blue and orange background. It lists six slices:

- 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"

The Mark C. Perna logo is in the top left corner.

75

A slide for the "COMPETITIVE ADVANTAGE TRACK™" showing a photo of a group of people in a classroom. It lists resources:

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

The URL MarkCPerna.com/cat is at the bottom. The Mark C. Perna logo is in the top left corner.

76

A banner for the "PARENT MASTER CLASS: Supersizing Every Child's Competitive Advantage". It features a collage of photos showing Mark C. Perna interacting with children and adults. The text "FREE at MarkCPerna.com!" is at the bottom. The Mark C. Perna logo is in the top right corner.

77

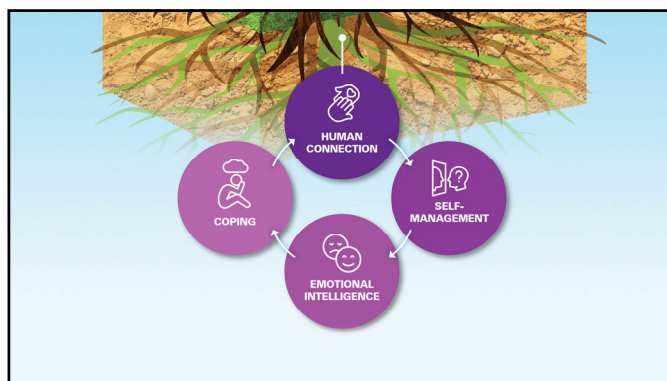


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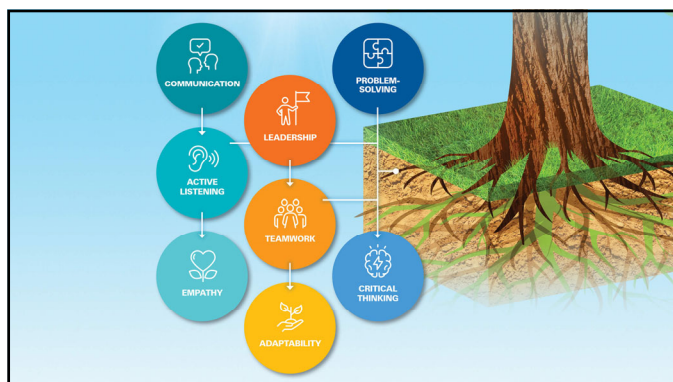
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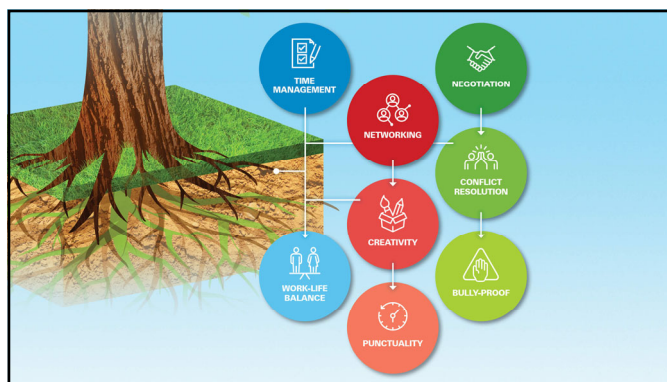
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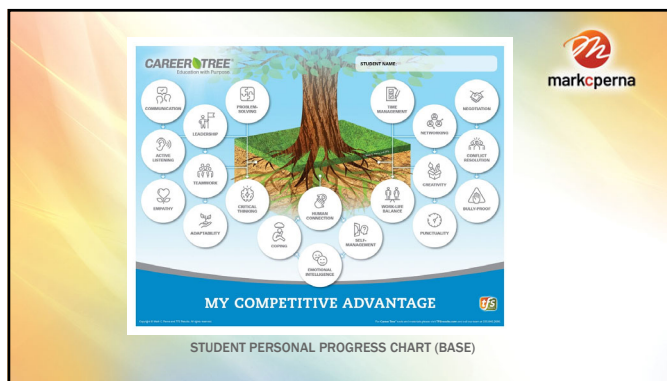
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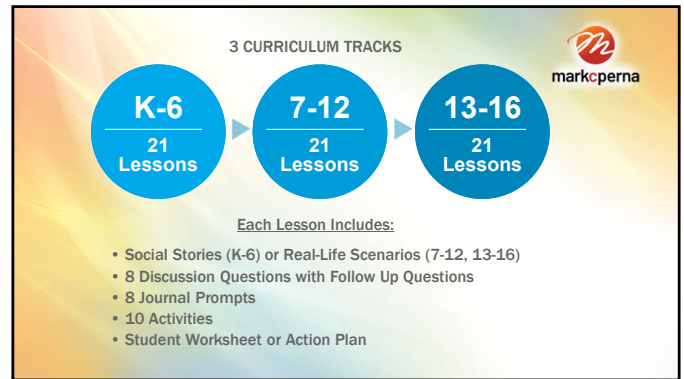


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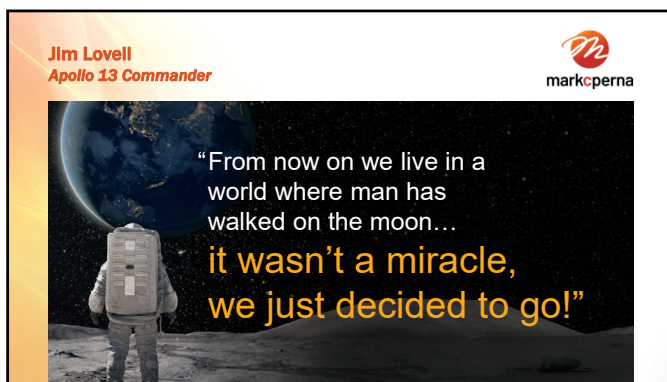
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85



86



87



88