



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.



EMPOWER K-16 LEARNERS WITH THE SKILL TREE!

All students need vital human skills like adaptability, communication, coping, self-management, and more. The **Skill Tree** is a turnkey solution to introduce students of all ages to 21 professional skills they need for school, work and life. The motive? Their own powerful, personal competitive advantage.



[Explore the Skill Tree now](#)

Scan this QR code ►

Sign up to get three sample Skill Tree lessons from each of our K-6, 7-12, and 13-16 curriculum tracks!



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



1



2



3



4



5



6

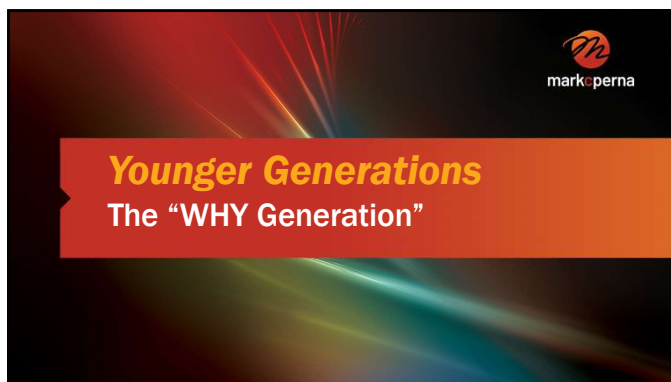
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



7



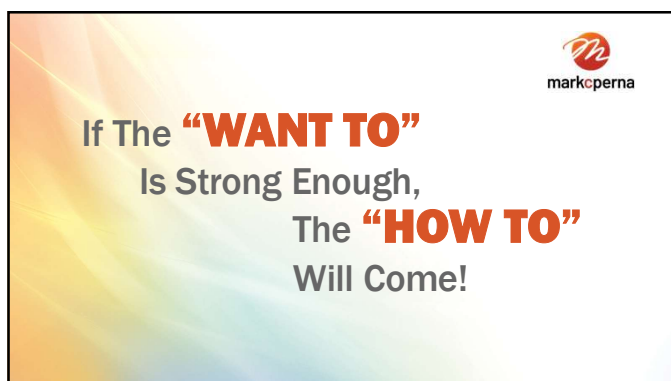
8



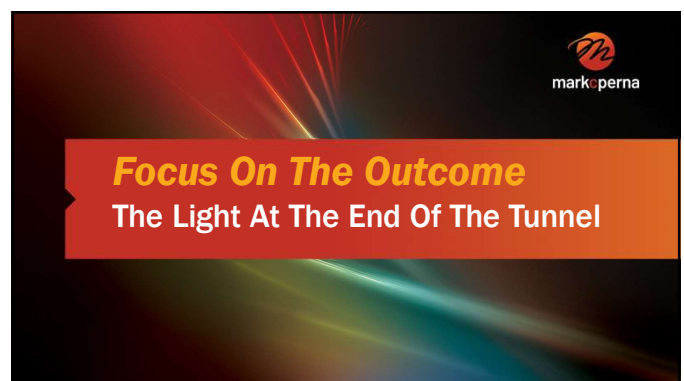
9



10

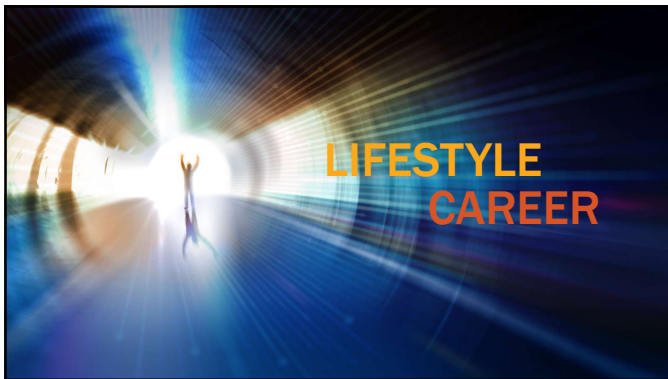


11

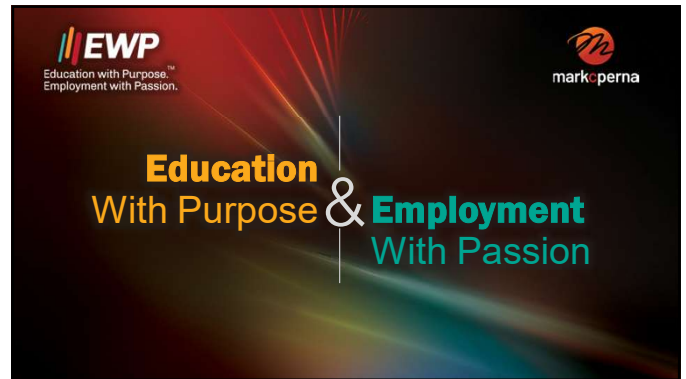


12

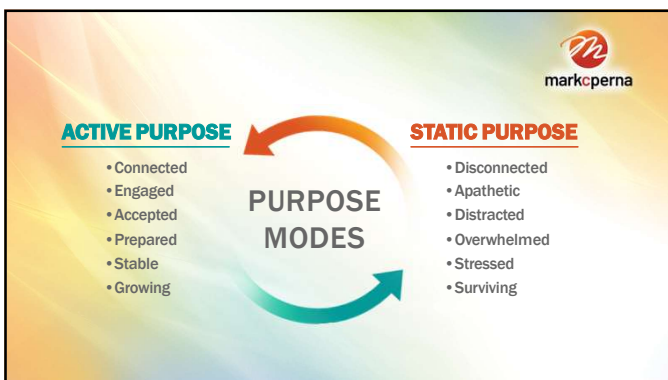
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



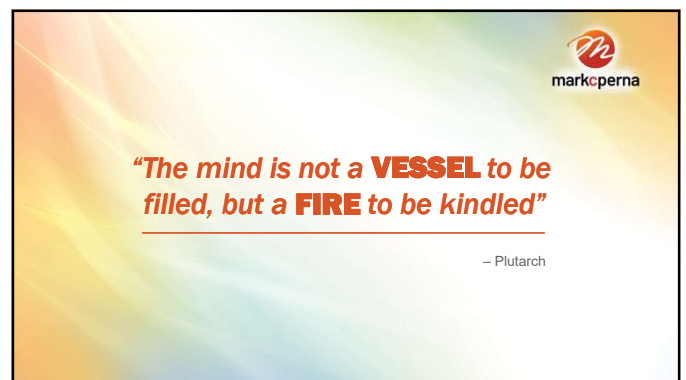
13



14



15



16



17

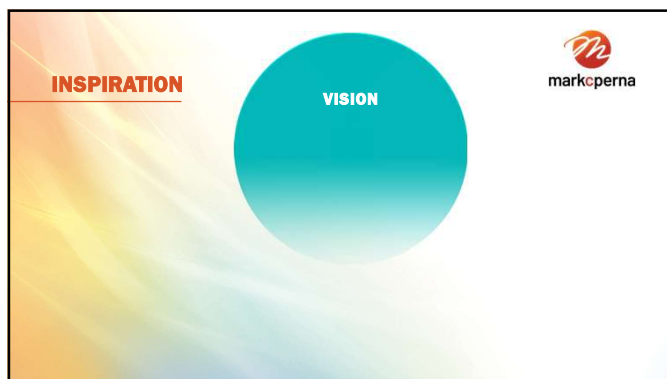


18

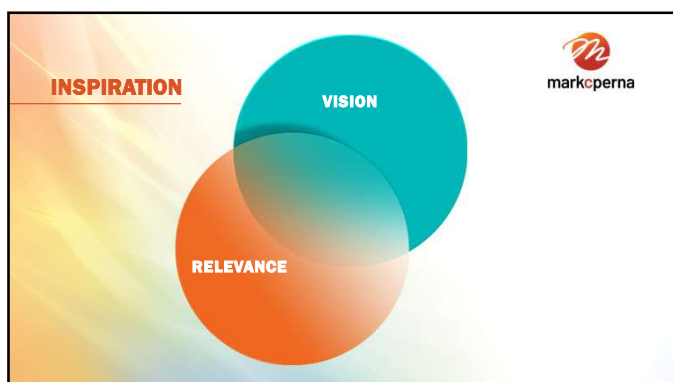
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



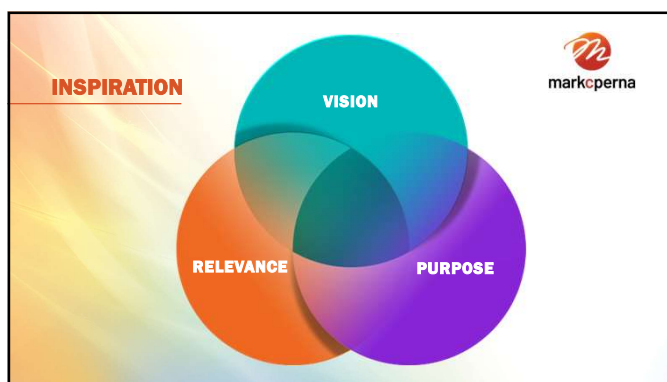
19



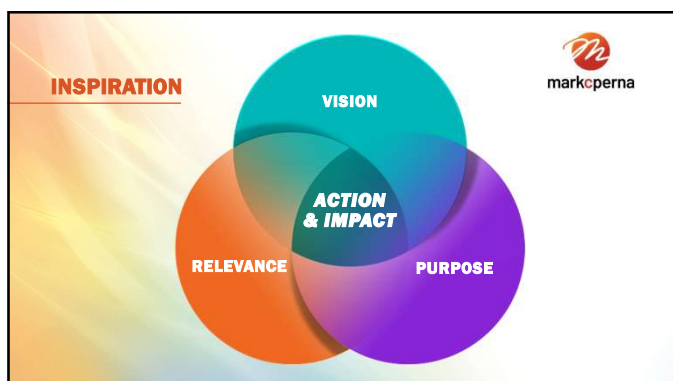
20



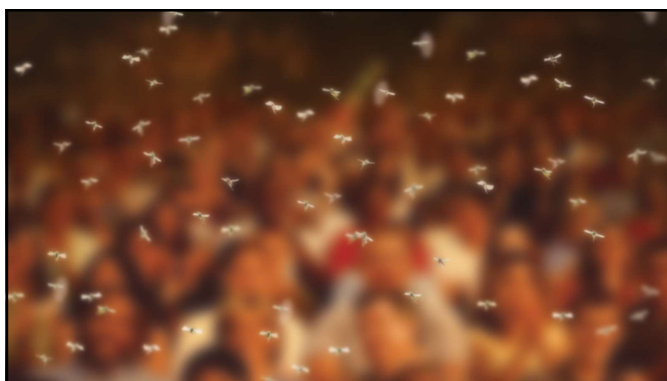
21



22

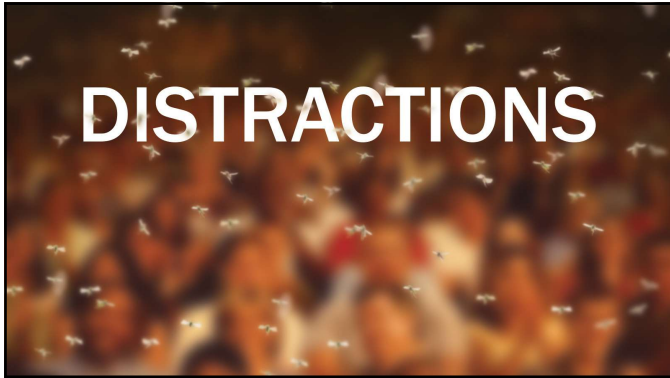


23



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



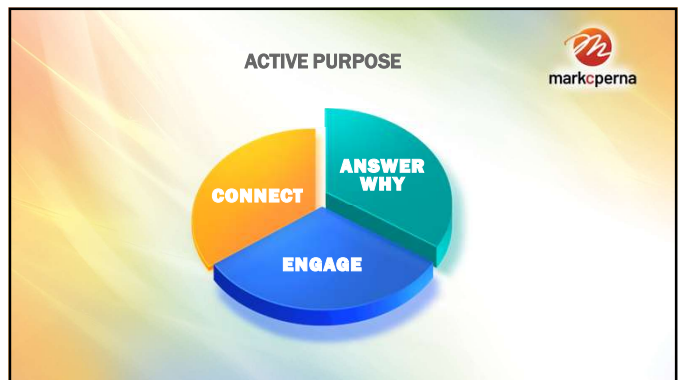
25



26



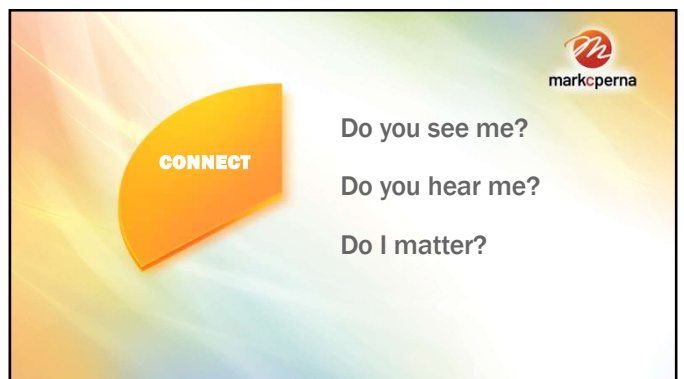
27



28



29



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



CONNECT

- Human Connection
 - Human Needs Met
 - Respect
 - Trust
 - Boundaries & Expectations
 - Consequences
 - Punitive/Payoff
- Empathetic Communication
 - Active Listening
 - Meet Them Where They Are
 - Validate Their Circumstances
 - Check-Ins
- Winning Hearts & Minds
- Empowering Performance

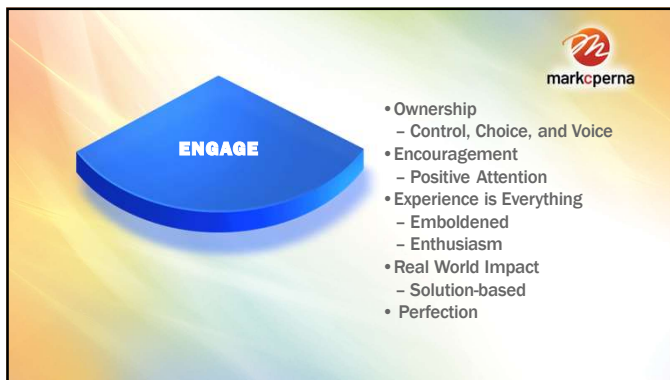
31



CONNECT

- Human Connection
 - Human Needs Met
 - Respect
 - Trust
 - Boundaries & Expectations
 - Consequences
 - Punitive/Payoff
- Empathetic Communication
 - Active Listening
 - Meet Them Where They Are
 - Validate Their Circumstances
 - Check-Ins
- Winning Hearts & Minds
- Empowering Performance

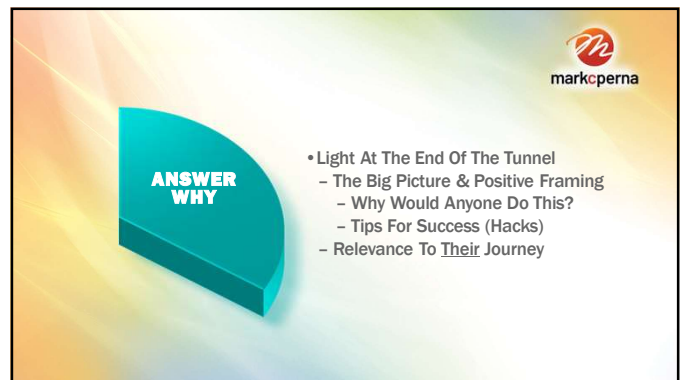
32



ENGAGE

- Ownership
 - Control, Choice, and Voice
- Encouragement
 - Positive Attention
- Experience is Everything
 - Emboldened
 - Enthusiasm
- Real World Impact
 - Solution-based
- Perfection

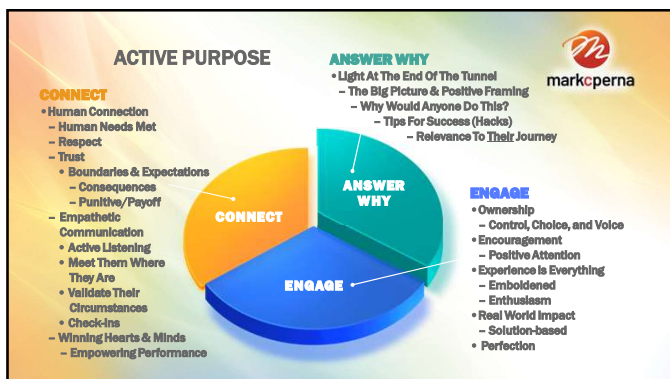
33



ANSWER WHY

- Light At The End Of The Tunnel
 - The Big Picture & Positive Framing
 - Why Would Anyone Do This?
 - Tips For Success (Hacks)
 - Relevance To Their Journey

34



ACTIVE PURPOSE

CONNECT

- Human Connection
 - Human Needs Met
 - Respect
 - Trust
 - Boundaries & Expectations
 - Consequences
 - Punitive/Payoff
- Empathetic Communication
 - Active Listening
 - Meet Them Where They Are
 - Validate Their Circumstances
 - Check-Ins
- Winning Hearts & Minds
- Empowering Performance

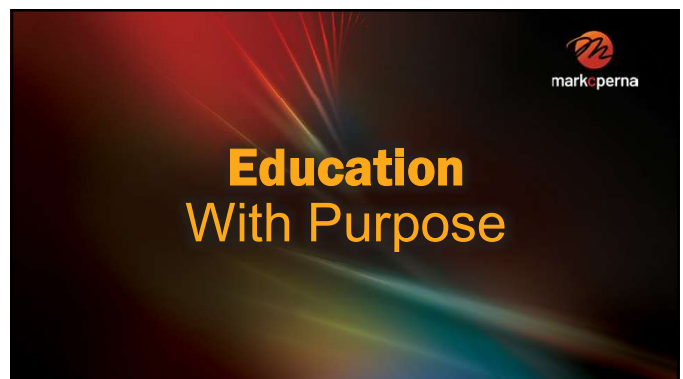
ANSWER WHY

- Light At The End Of The Tunnel
 - The Big Picture & Positive Framing
 - Why Would Anyone Do This?
 - Tips For Success (Hacks)
 - Relevance To Their Journey

ENGAGE

- Ownership
 - Control, Choice, and Voice
- Encouragement
 - Positive Attention
- Experience is Everything
 - Emboldened
 - Enthusiasm
- Real World Impact
 - Solution-based
- Perfection


35




Education With Purpose

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




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.

37




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

38




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

39




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

40




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

41



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

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

**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"


43

**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"

44



**Employment
With Passion**



45

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)

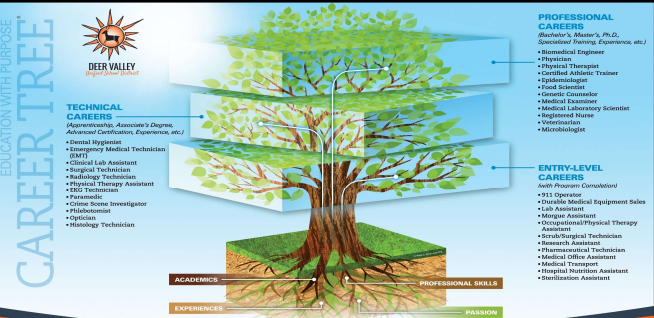
46



**Education
With Purpose & Employment
With Passion**

47

BIOMEDICAL SCIENCE



TECHNICAL CAREERS
(Apprenticeships, 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

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Significant 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

ENTRY-LEVEL CAREERS
(With Prior or No Prior Experience)

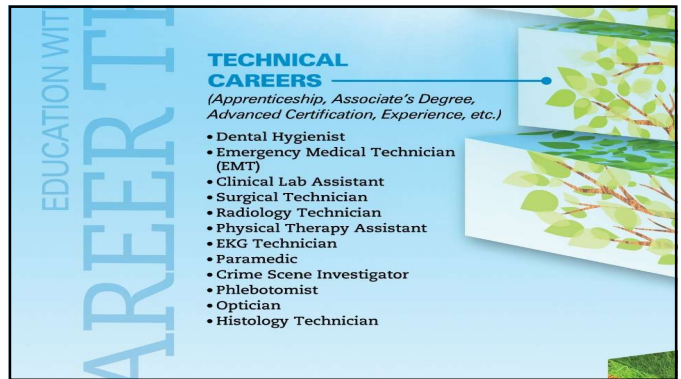
- X-ray Operator
- Sterile Medical Equipment Setup
- Lab Assistant
- Biotech Assistant
- Occupational/Physical Therapy Assistant
- Surgical/Infection Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transcriptionist
- Hospital Nutrition Assistant
- Sterilization Assistant

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



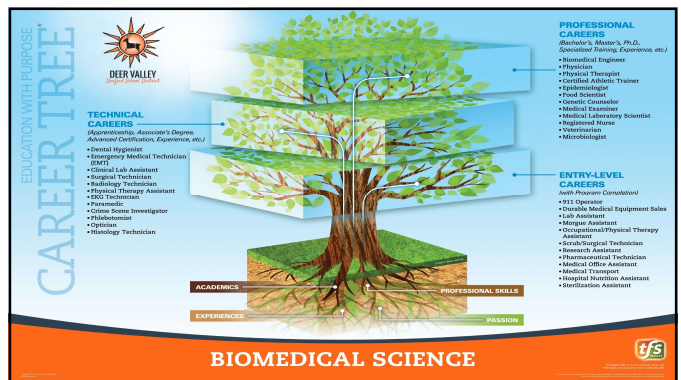
49



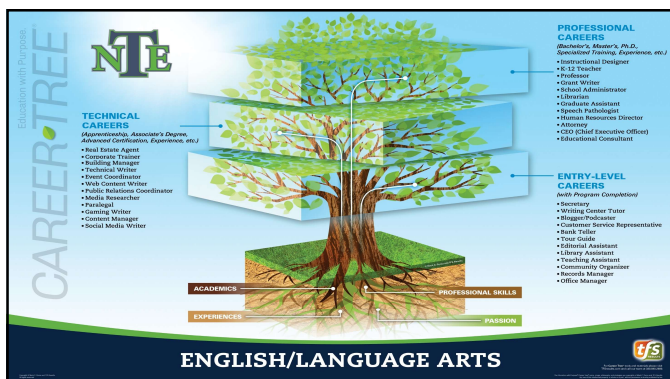
50



51



52



53



54

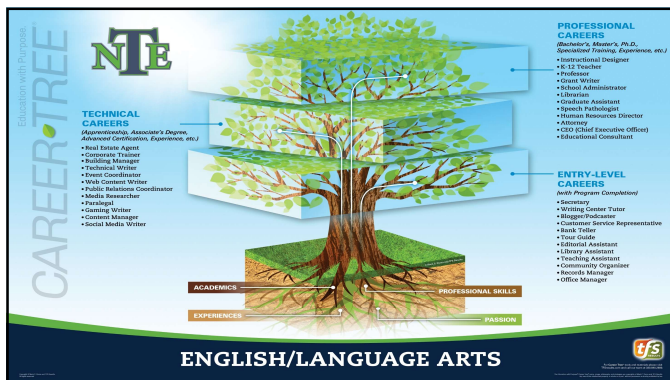
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



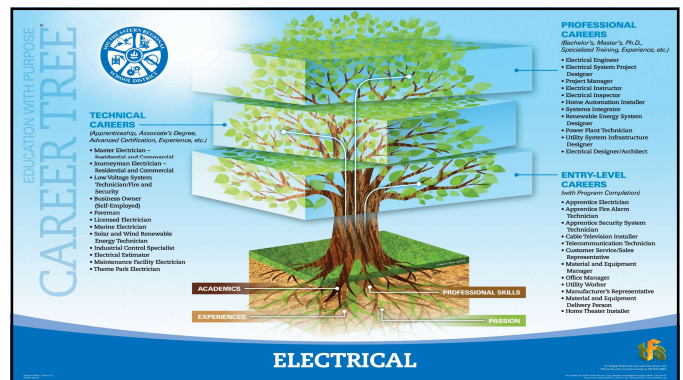
55



56



57



58



59

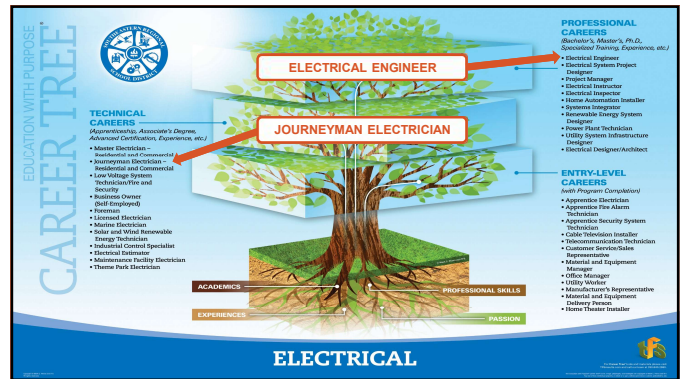


60

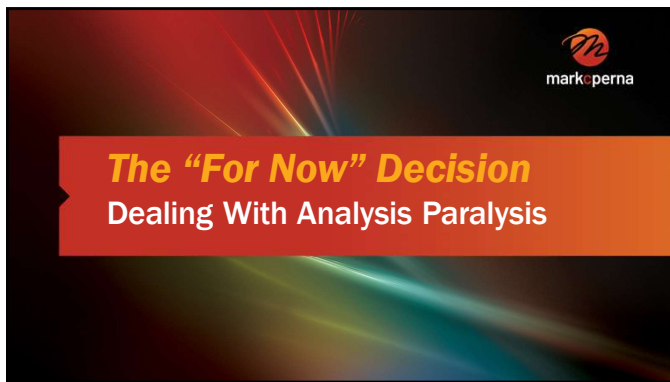
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



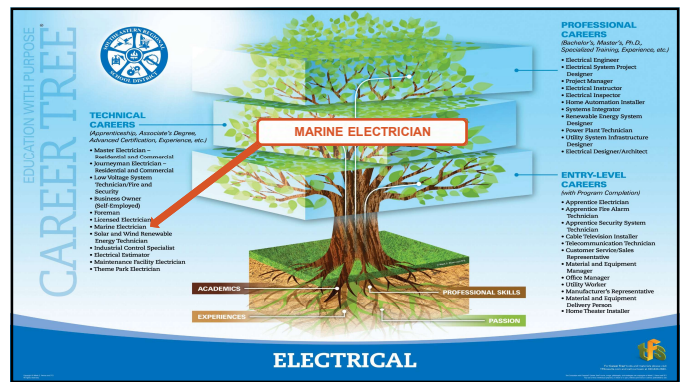
61



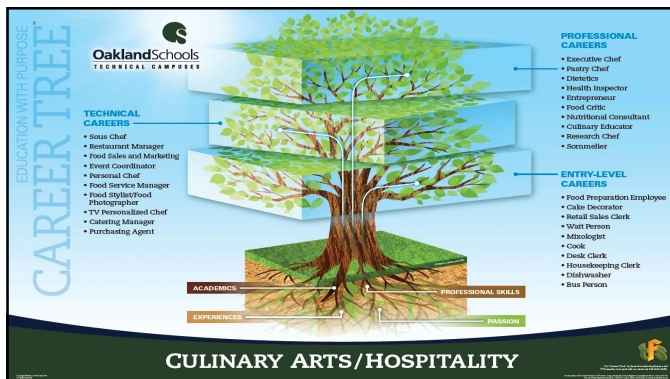
62



63



64



65



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



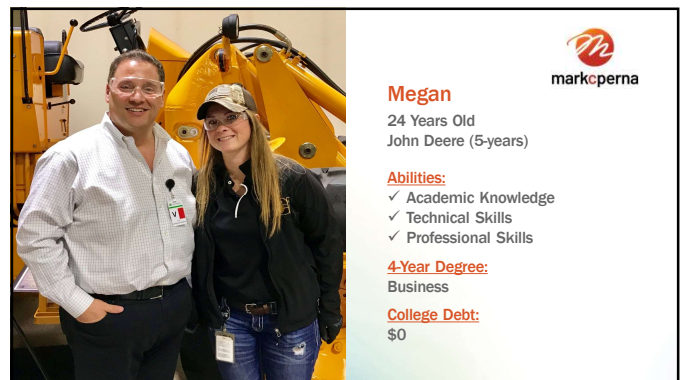
67



68



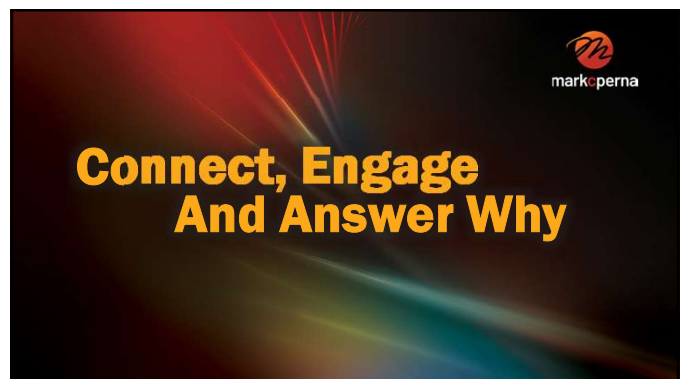
69



70



71

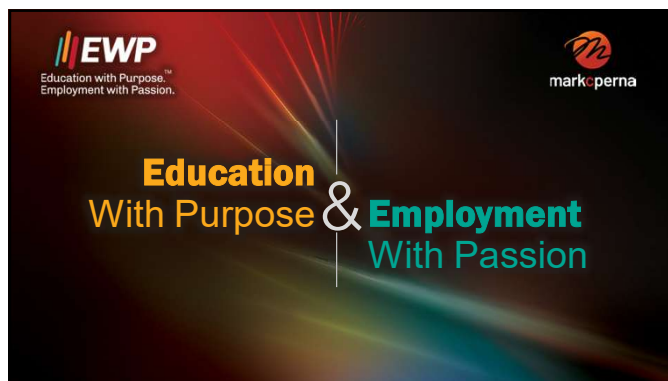


72

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



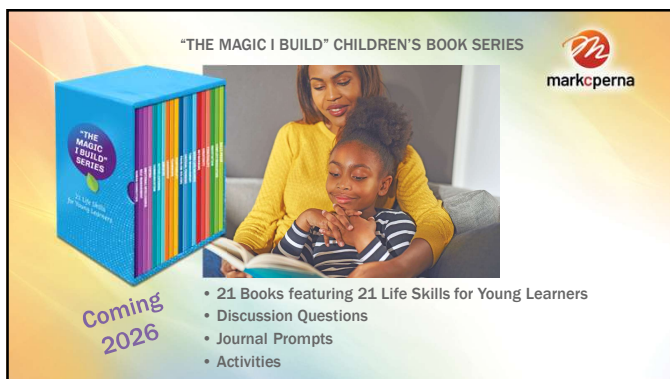
80



81



82

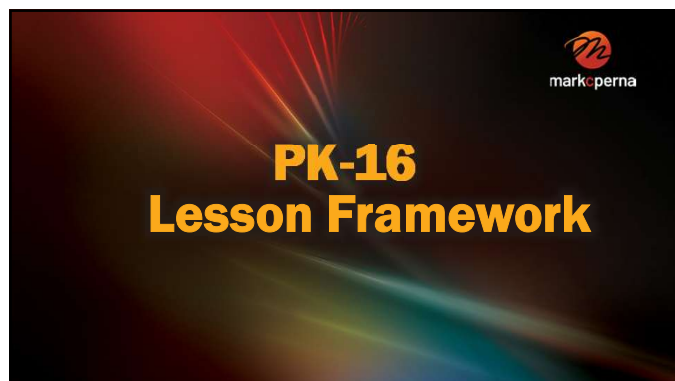


83

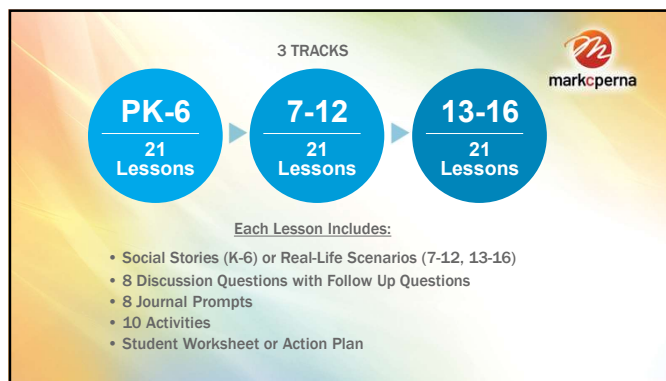


84

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



85



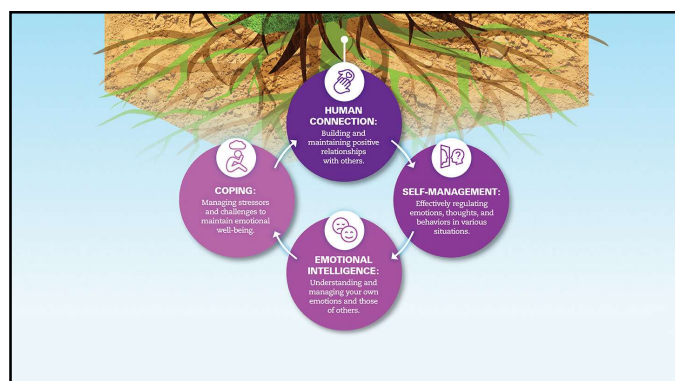
86



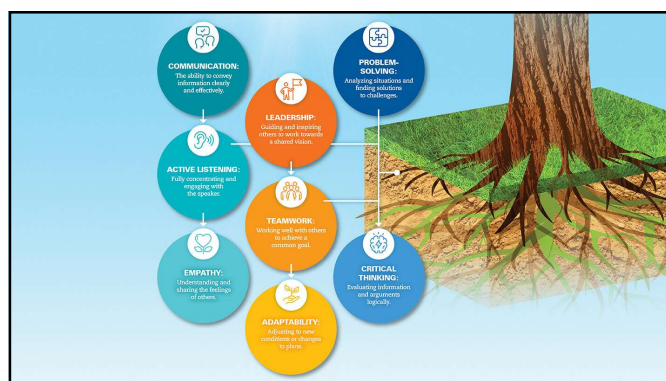
87



88

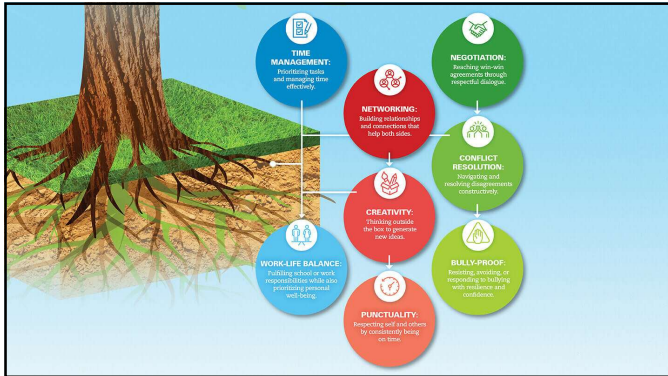


89



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



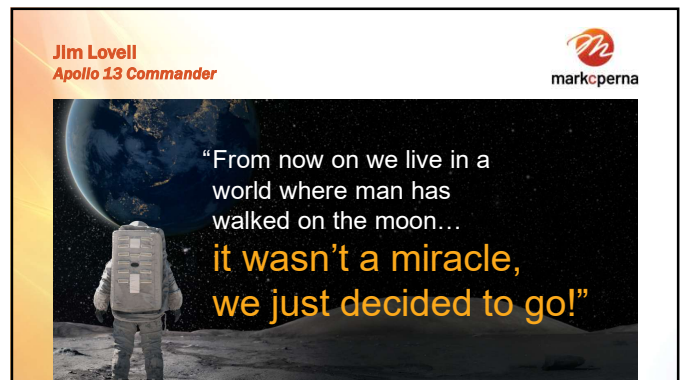
91



92



93



94



95