



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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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.



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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!

MARK C. PERNA

SPEAKER | AUTHOR | CEO

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WELCOME...

Mastering Today's Mega Trends & Rally Your Community Around CTE

PRESENTED BY
MARK C. PERNA Speaker, Author, and CEO

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The World Has Changed

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THE GLOBAL SKILLS GAP

- **60%** of employers believe skills gaps in local labor markets will be one of the greatest barriers to their business transformations (World Economic Forum)
- 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)

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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)
- **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)

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Smart Machine Age

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Smart Machine Age

- **40%** of employers are aiming to reduce their staff by **40%** (World Economic Forum)
- Around **60%** (possibly up to **80%**) of jobs are expected to be automated or significantly transformed by AI by 2050 (Forbes)
- Oxford predicts that **20 million** manufacturing jobs will be lost by 2030 (Oxford)
- According to the World Economic Forum, **75%** of companies globally are projected to adopt AI usage by 2027 (World Economic Forum)

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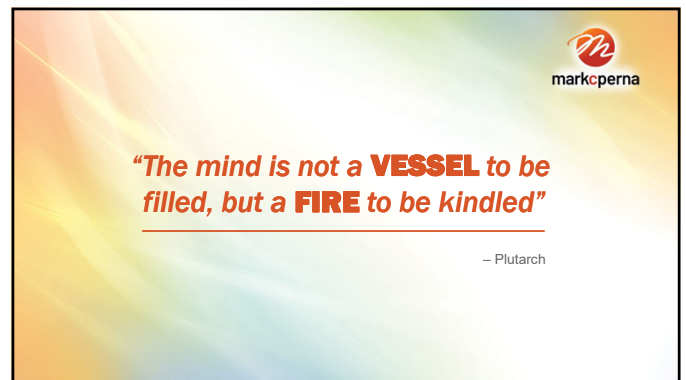
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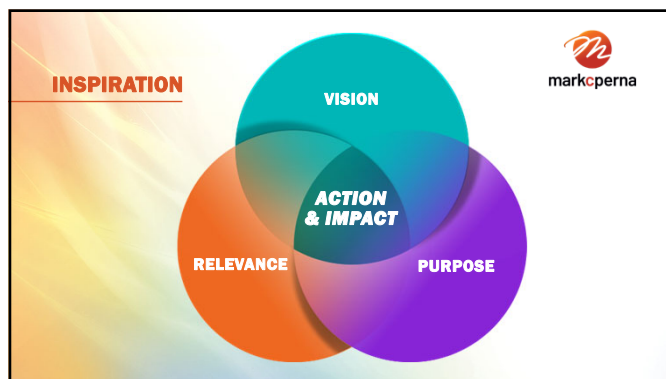


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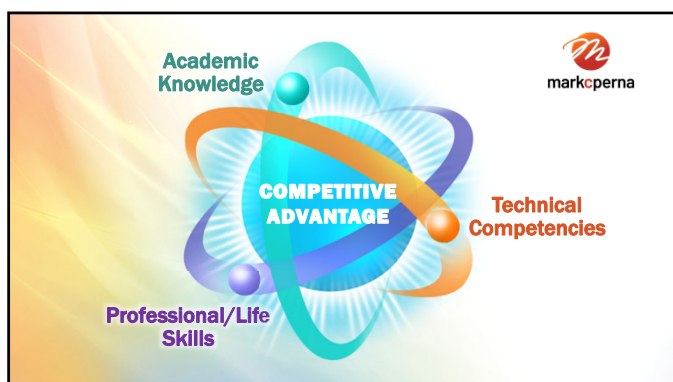
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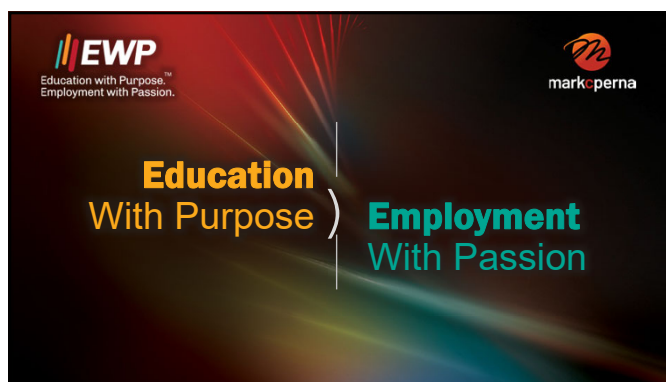
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Georgetown University
Center for Education and Workforce

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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.

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Strada-Gallup Education Network
College Student Survey

32,000 students representing 43 random 4-year institutions


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- 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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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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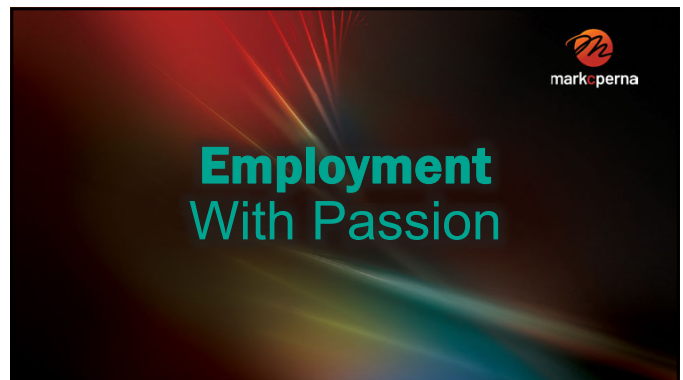


Recent College Graduates Did College Fail Me?
Hult International Business School, National Survey of Employees


- **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"



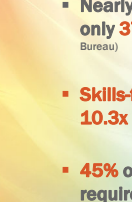
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Employment With Passion




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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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THE SHIFTING LANDSCAPE

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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LEADERS INSPIRE POSITIVE CHANGE

- Integrity
- Vision
- Communication
- Delegation
- Empathy
- Decisiveness
- Adaptability
- Accountability



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TOP STRATEGIES TO ATTRACT AND RETAIN TOP TALENT

- **Be flexible**
 - HiBob: 90% want flexibility as their top priority
- **Make geography irrelevant**
- **Emphasize the position, not the company**
 - Twice as likely to choose dream job with a company they don't know
- **Diversify**
- **Expand the onboarding experience**
 - Gallup: 88% of organizations don't onboard well with 20% of turnover tied to first 45 days
- **Focus on culture**



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**The “For Now” Decision
Dealing With Analysis Paralysis**



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West-MEC

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

- Drone Operator/Pilot/Repair
- Television Camera Film Operator
- Elevator Repairperson
- Amusement Park Electrician
- A/P Mechanic
- Robotics Technician
- Wind Turbine Technician
- Solar Power Technician
- Hydro Electric Technician
- Radio, Cellular and Tower Technician
- Biomed Equipment Technician
- Field Service Technician


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

- Electrical Engineer
- Electronic Engineer
- Pilot
- Research & Developer
- Computer Hardware Engineer
- Software Program Manager
- Financial Analyst
- POC Inspector
- FAA Inspector
- Aerospace Engineer
- Powerplant Manager
- Communication Engineer

ENTRY-LEVEL CAREERS
(Only Properly Certified)

- Avionics Technician
- Electrical Equipment Installer
- Cell Tower Maintenance Helper
- Military
- Utility Meter Reader
- Powerhouse Electrical Apprentice
- Electrical Assembler
- Security and Fire Alarm Installer
- Locksmith & Safe Repairperson
- Audio Repair & Installer
- Electronic Salesperson
- Search & Rescue Navigator

AVIONICS/DRONE ELECTRONICS



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ENTRY-LEVEL CAREERS
(with Program Completion)

- Avionics Technician
- Electrical Equipment Installer
- Cell Tower Maintenance Helper
- Military
- Utility Meter Reader
- Powerhouse Electrical Apprentice
- Electrical Assembler
- Security and Fire Alarm Installer
- Locksmith & Safe Repairperson
- Audio Repair & Installer
- Electronic Salesperson
- Search & Rescue Navigator

PROFESSIONAL SKILLS



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

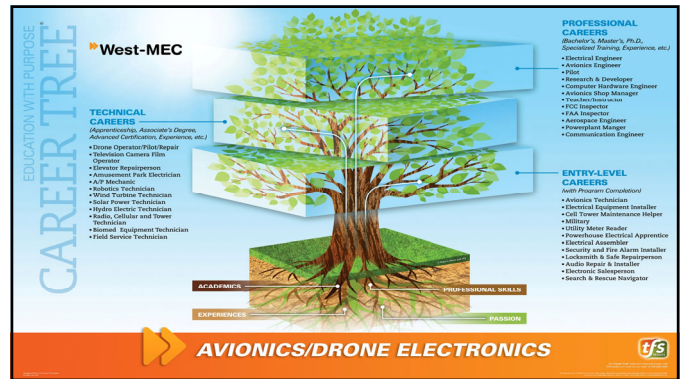
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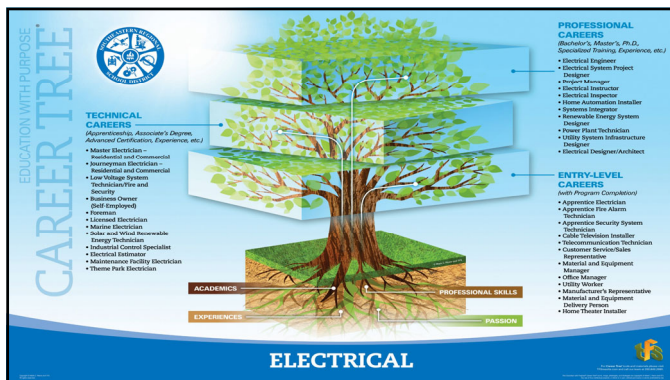
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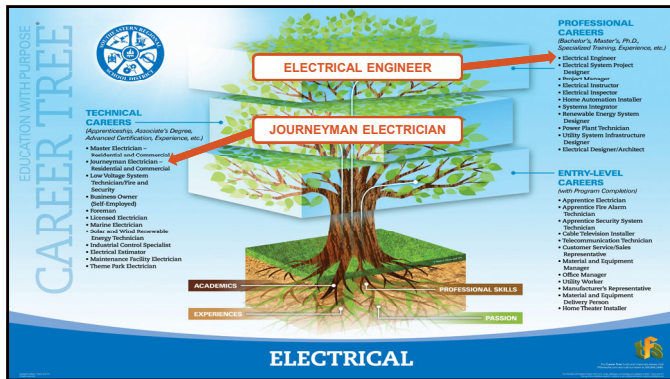


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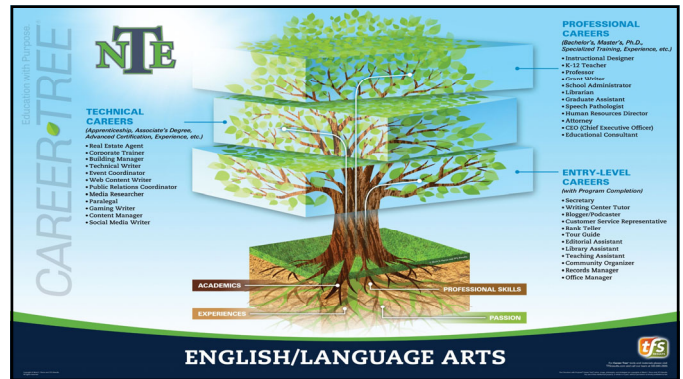


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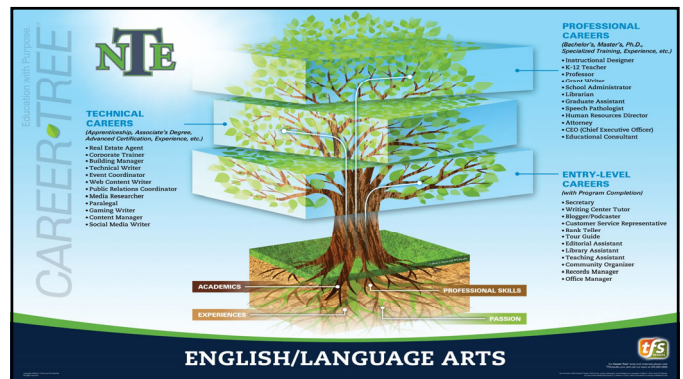
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Shifting The Paradigm
The CALL TO ACTION

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RALLY YOUR COMMUNITY

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Academic Knowledge

COMPETITIVE ADVANTAGE

Technical Competencies

Professional/Life Skills

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COMPETITIVE ADVANTAGE

- 1. SMALL STEPS/CONSISTENCY:**
Building momentum, growing consistency, and owning your future.
- 2. HUMAN CONNECTION:**
Building and maintaining positive relationships with others.
- 3. SELF-MANAGEMENT:**
Effectively regulating emotions, thoughts, and behaviors in various situations.

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COMPETITIVE ADVANTAGE

- 4. EMOTIONAL INTELLIGENCE:**
Understanding and managing your own emotions and those of others.
- 5. COPING:**
Managing stressors and challenges to maintain emotional well-being.
- 6. COMMUNICATION:**
The ability to convey information clearly and effectively.

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COMPETITIVE ADVANTAGE

- 7. ACTIVE LISTENING:**
Fully concentrating and engaging with the speaker.
- 8. EMPATHY:**
Understanding and sharing the feelings of others.
- 9. LEADERSHIP:**
Guiding and inspiring others to work towards a shared vision.

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COMPETITIVE ADVANTAGE

- 10. TEAMWORK:**
Working well with others to achieve a common goal.
- 11. ADAPTABILITY:**
Adjusting to new conditions or changes to plans.
- 12. PROBLEM-SOLVING:**
Analyzing situations and finding solutions to challenges.

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COMPETITIVE ADVANTAGE

- 13. CRITICAL THINKING:**
Evaluating information and arguments logically.
- 14. TIME MANAGEMENT:**
Prioritizing tasks and managing time effectively.
- 15. WORK-LIFE BALANCE:**
Fulfilling school or work responsibilities while also prioritizing personal well-being.

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COMPETITIVE ADVANTAGE

- 16. NETWORKING:**
Building relationships and connections that help both sides.
- 17. CREATIVITY:**
Thinking outside the box to generate new ideas.
- 18. PUNCTUALITY:**
Respecting self and others by consistently being on time.

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COMPETITIVE ADVANTAGE

- 19. NEGOTIATION:**
Reaching win-win agreements through respectful dialogue.
- 20. CONFLICT RESOLUTION:**
Navigating and resolving disagreements constructively.
- 21. BULLY-PROOF:**
Resisting, avoiding, or responding to bullying with resilience and confidence.

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Academic Knowledge

Technical Competencies

Professional/Life Skills

COMPETITIVE ADVANTAGE

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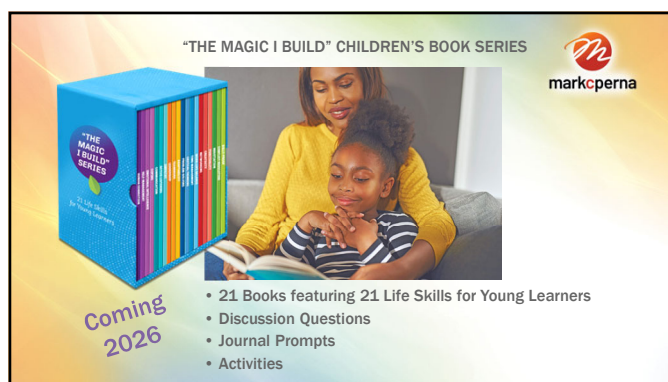
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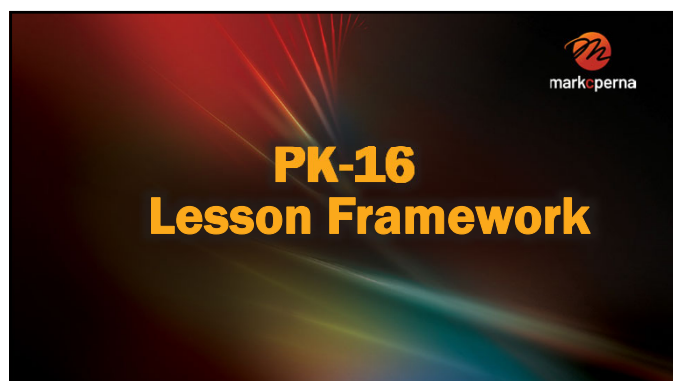
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