



## 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.



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



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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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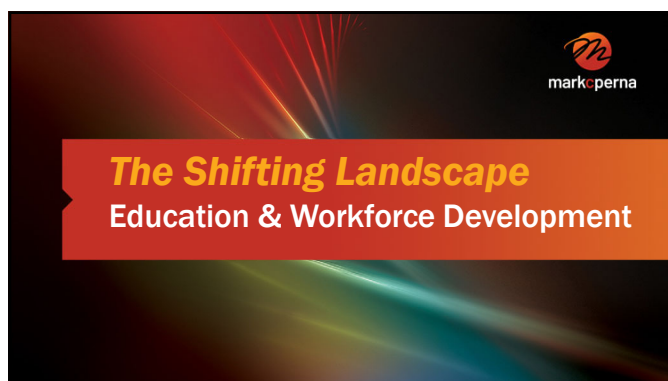


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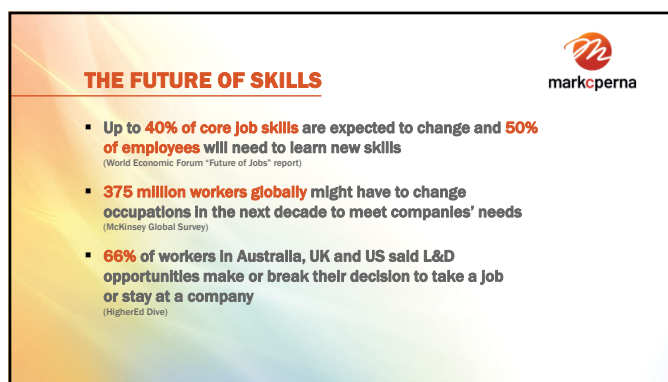
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**COMPETITIVE ADVANTAGE**

-  **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.
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Analyzing situations and finding solutions to challenges.




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Prioritizing tasks and managing time effectively.
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Navigating and resolving disagreements constructively.

**21. BULLY-PROOF:**  
Resisting, avoiding, or responding to bullying with resilience and confidence.

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The graphic has a dark background with vibrant, multi-colored light streaks (red, orange, yellow, green, blue) radiating from the center. The letters "SMA" are prominently displayed in a large, glowing, blue, stylized font. Below "SMA", the words "Smart Machine Age" are written in a smaller, white, sans-serif font. The Mark C. Perna logo is in the top right corner.

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**Gen Z Entrepreneurs**  
Square, Gen Z Study

**84%**  
Want To Own Their Own Company In The Future

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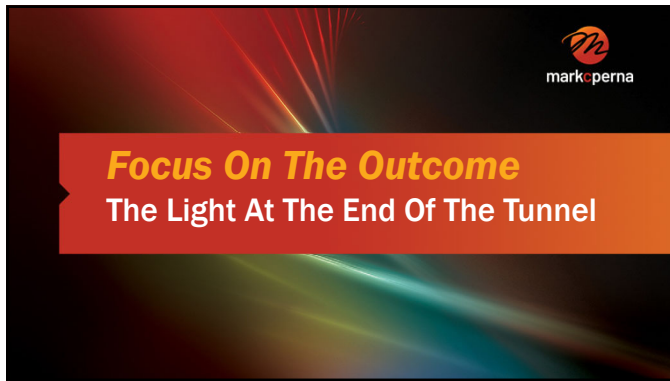
**Younger Generations**  
The "WHY Generation"

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If The **"WANT TO"**  
Is Strong Enough,  
The **"HOW TO"**  
Will Come!

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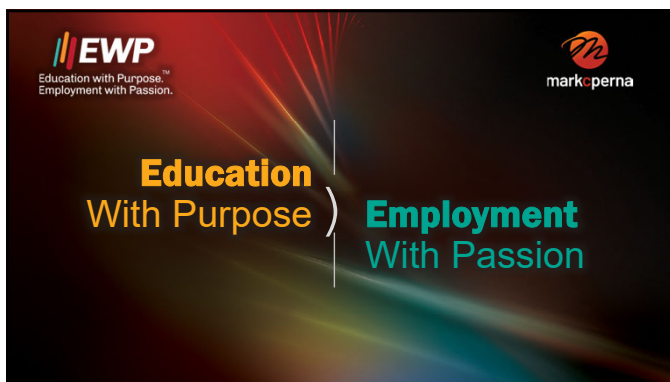
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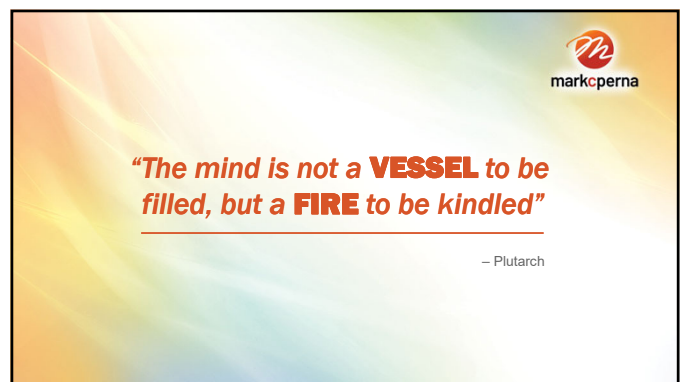
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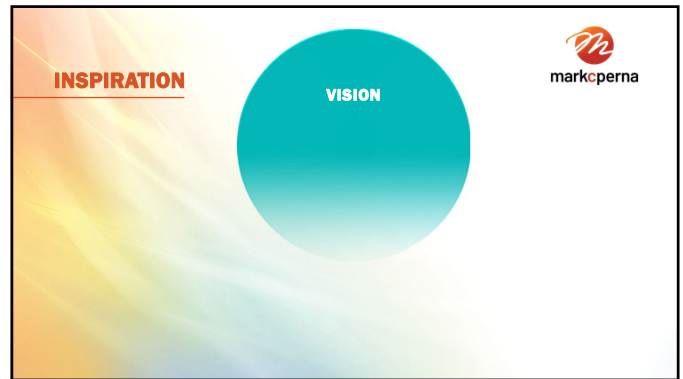


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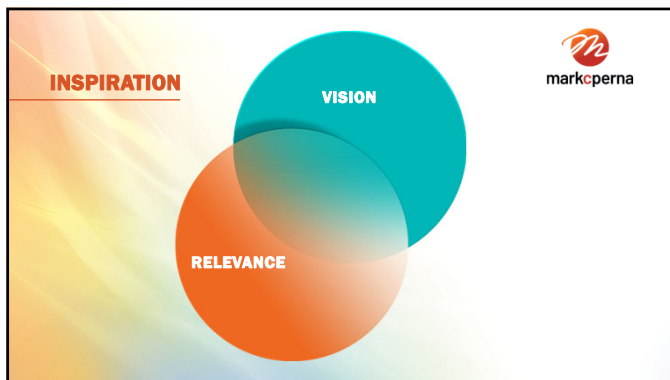
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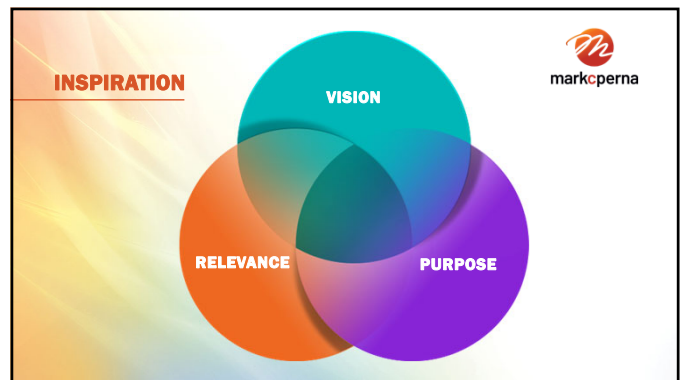
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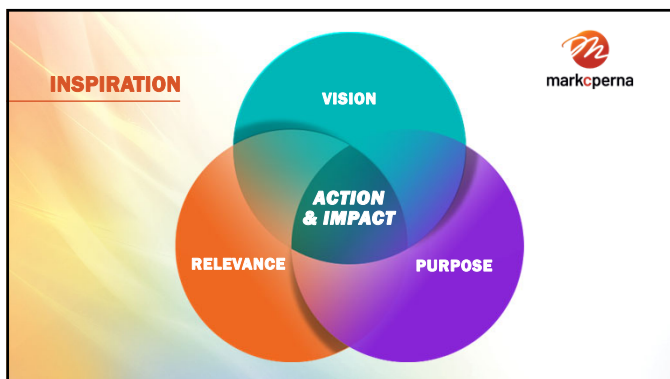
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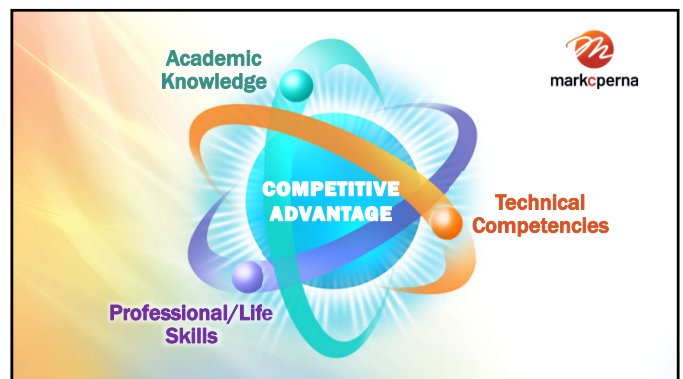
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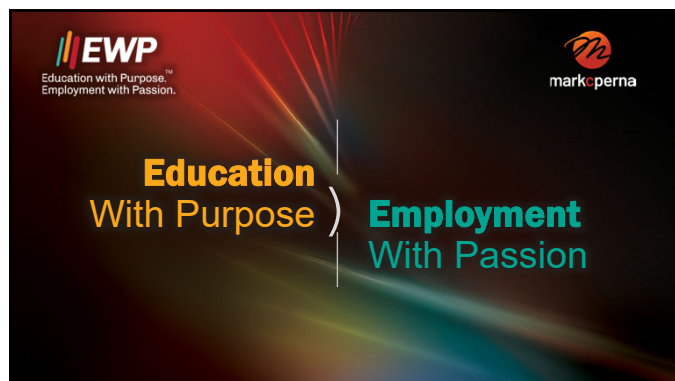


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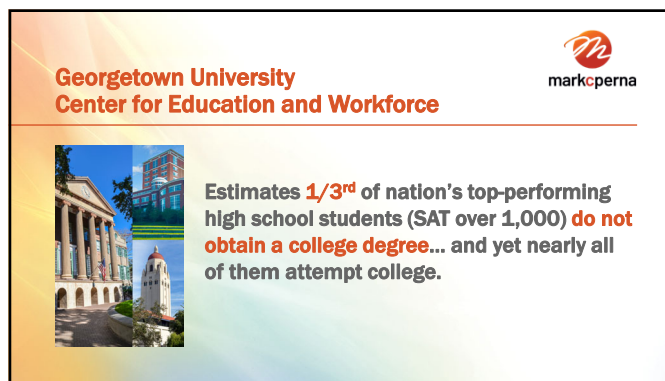


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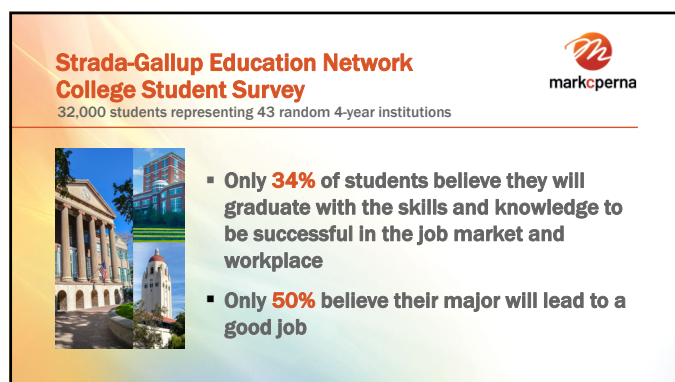
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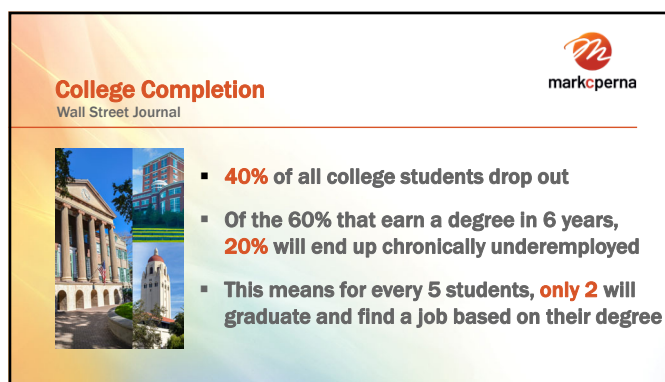
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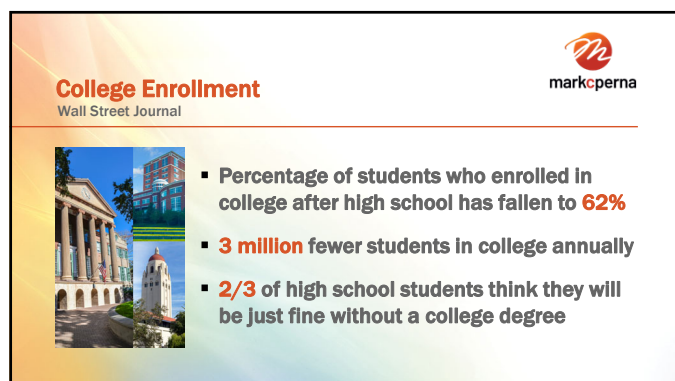
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### Etiquette Gap Among Recent College Graduates

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 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 \$9.5 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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**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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**EWP**  
Education with Purpose.  
Employment with Passion.

**Education  
With Purpose** | **Employment  
With Passion**

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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

**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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**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

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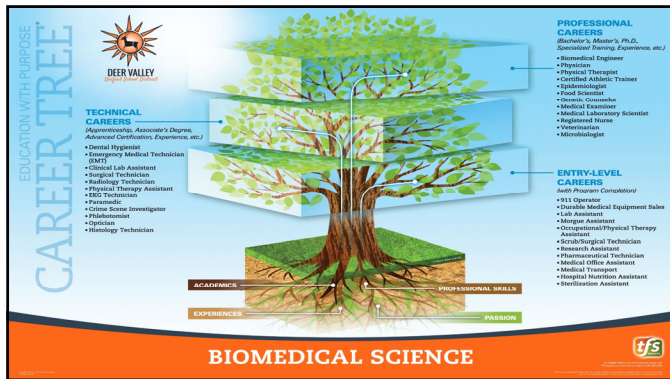
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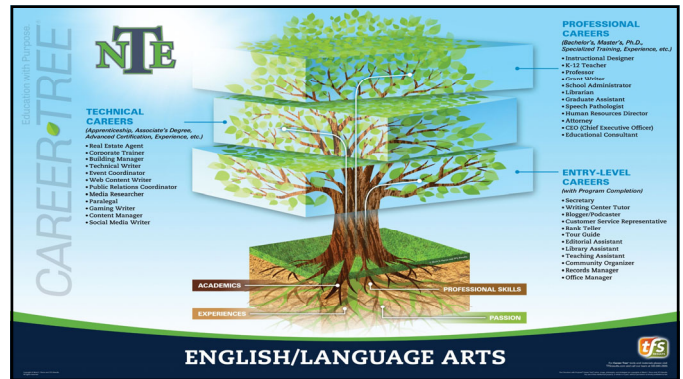
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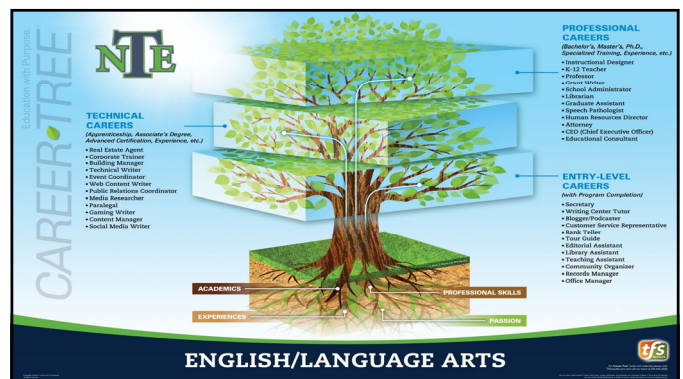
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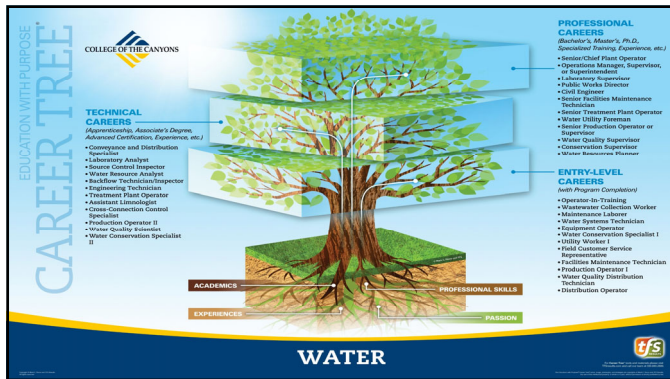
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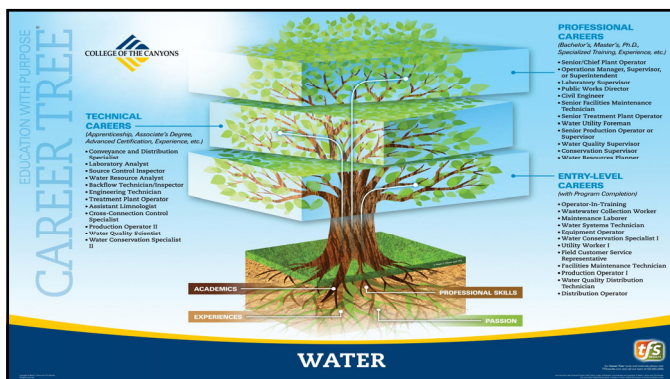
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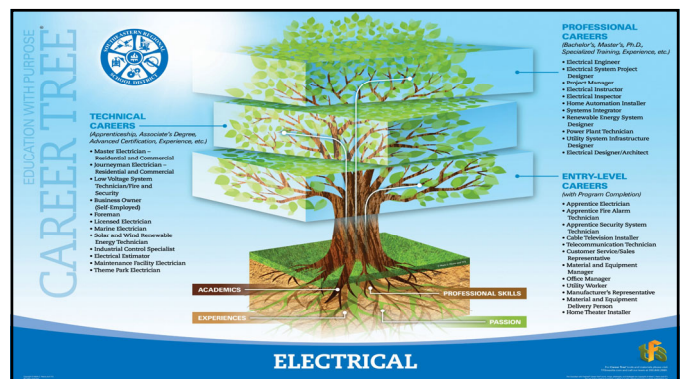
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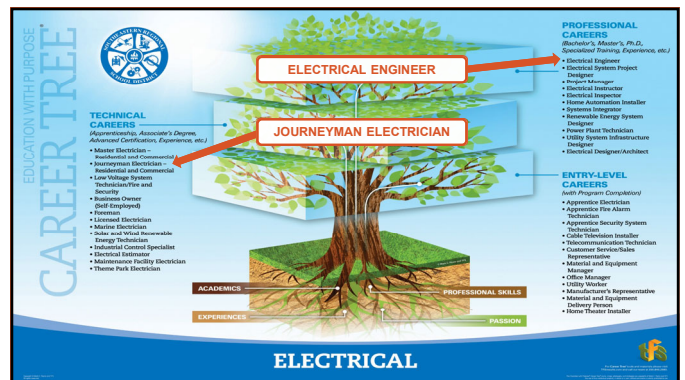
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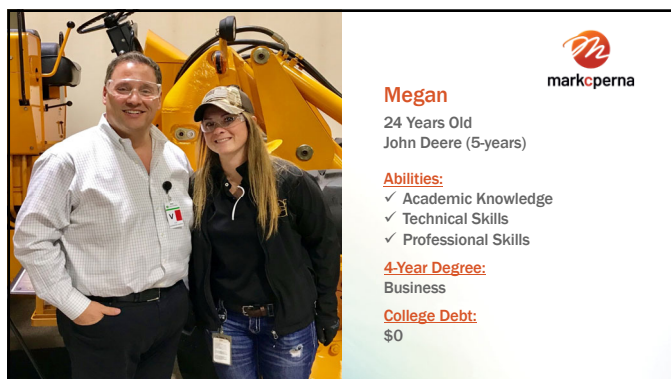


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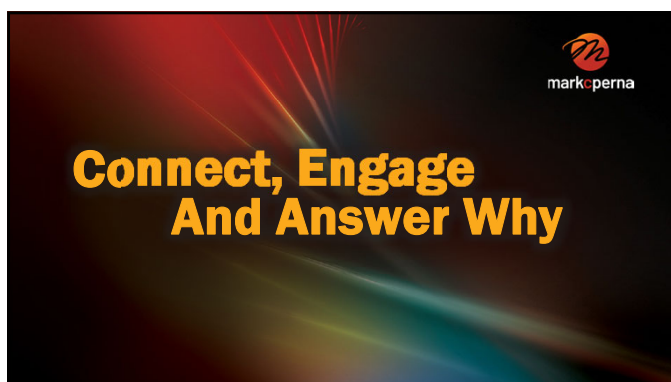
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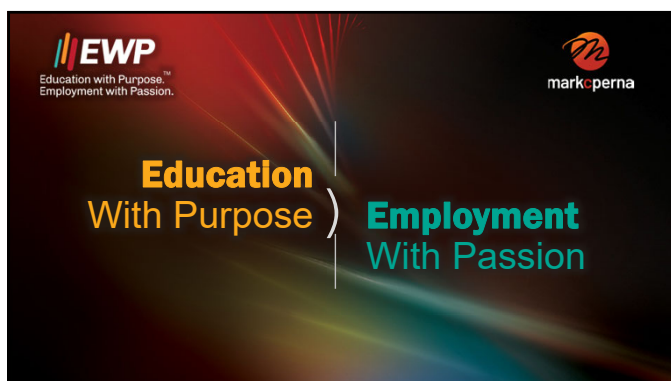
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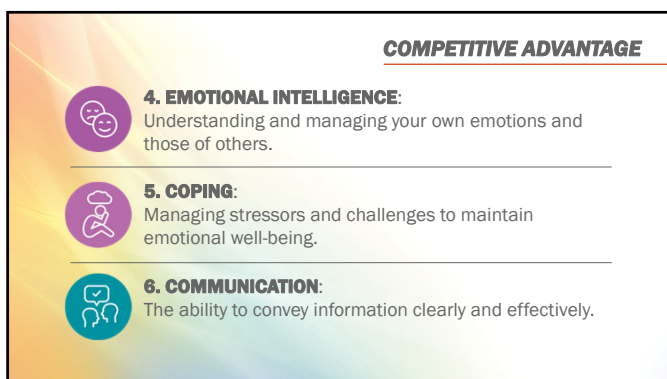
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"THE MAGIC I BUILD" CHILDREN'S BOOK SERIES





**Coming 2026**

- 21 Books featuring 21 Life Skills for Young Learners
- Discussion Questions
- Journal Prompts
- Activities

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**PK-16  
Lesson Framework**

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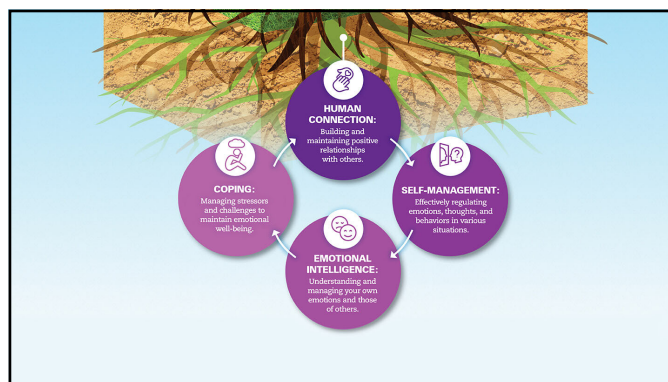
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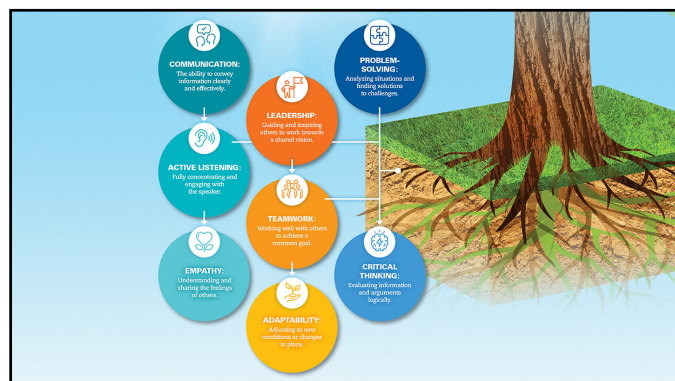
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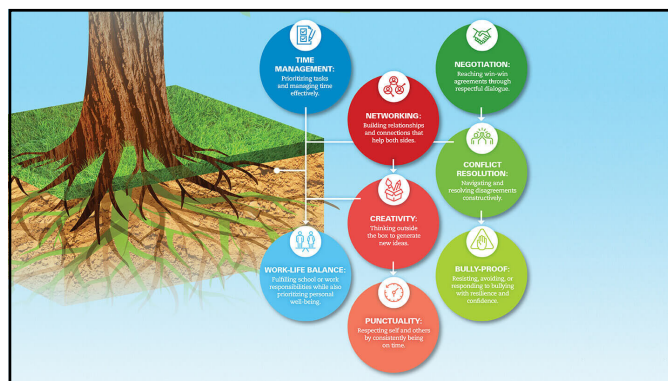
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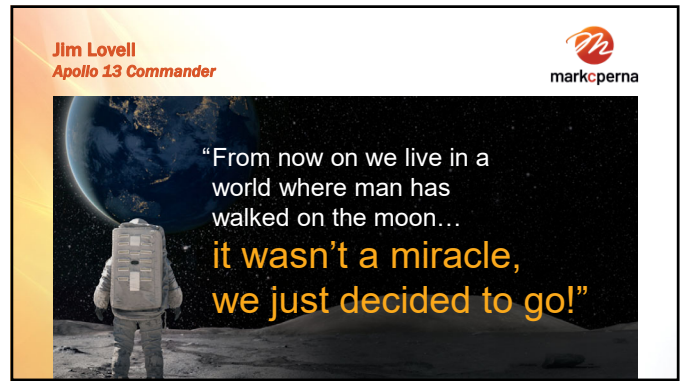


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