



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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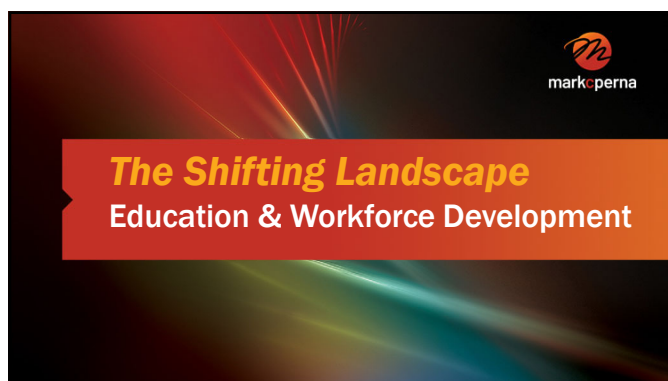


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Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



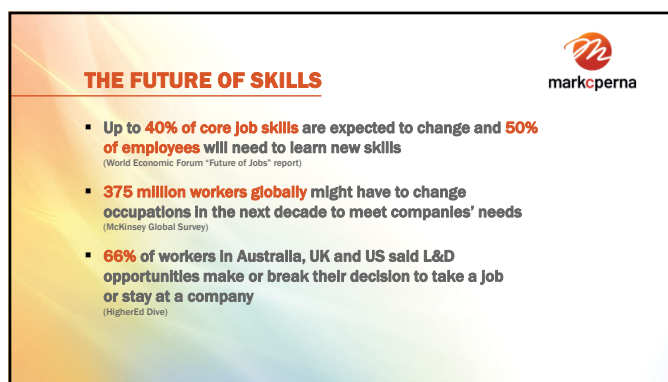
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7

A light blue slide with a yellow header bar containing the title 'Smart Machine Age' and the 'markperna' logo. A bulleted list of statistics is on the right.

- **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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A light blue slide with a yellow header bar containing the title 'Gen Z Entrepreneurs' and the 'markperna' logo. Below the title is the text 'Square, Gen Z Study'. The main content area has a large '84%' in red, followed by the text 'Want To Own Their Own Company In The Future'.

9

A dark blue slide with a glowing 'SMA' logo in the center. A large orange banner across the middle contains the text 'Younger Generations' in yellow and 'The "WHY Generation"' in white. The 'markperna' logo is in the top right corner.

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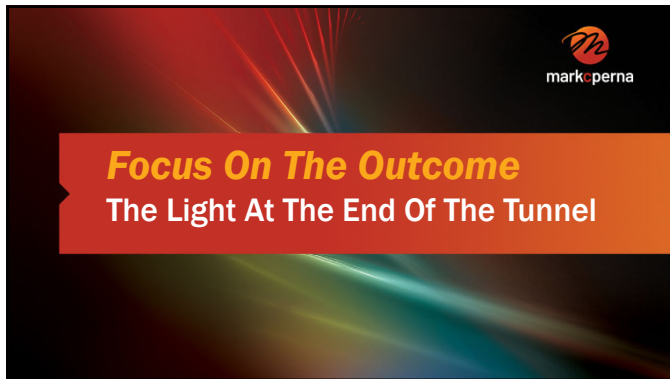


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A light blue slide with a yellow header bar containing the 'markperna' logo. The main text reads: 'If The "WANT TO" Is Strong Enough, The "HOW TO" Will Come!'. The words 'WANT TO' and 'HOW TO' are in large, bold, red letters.

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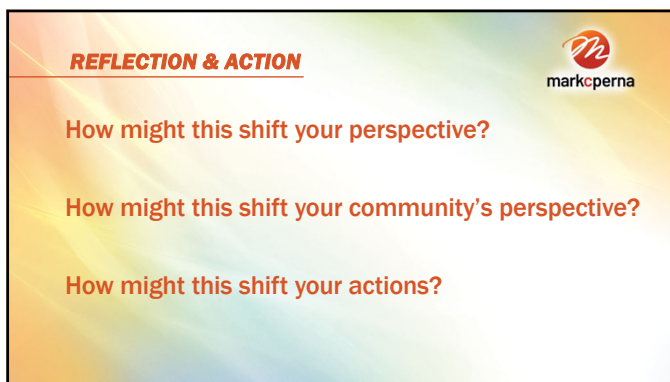
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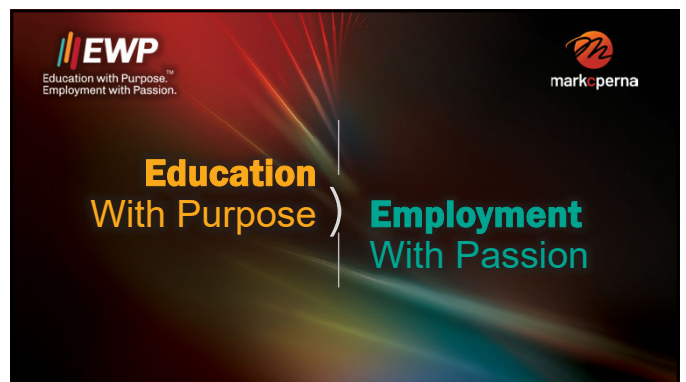
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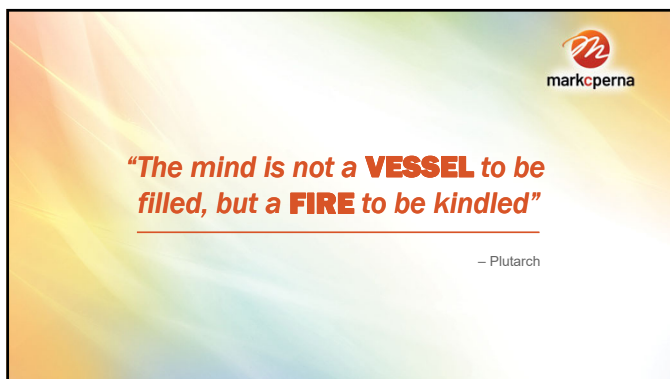
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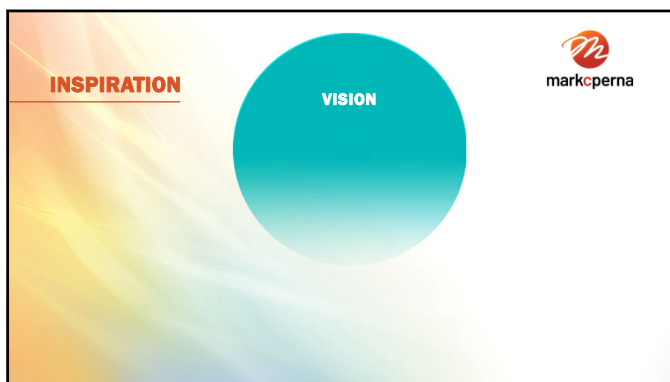
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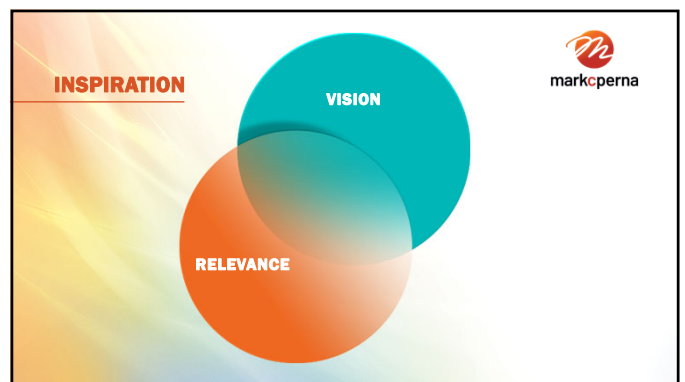
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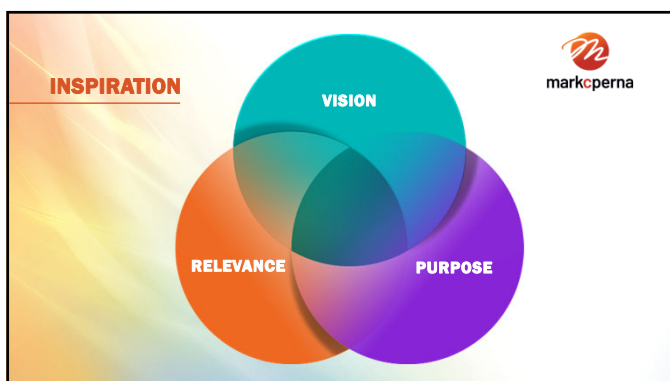
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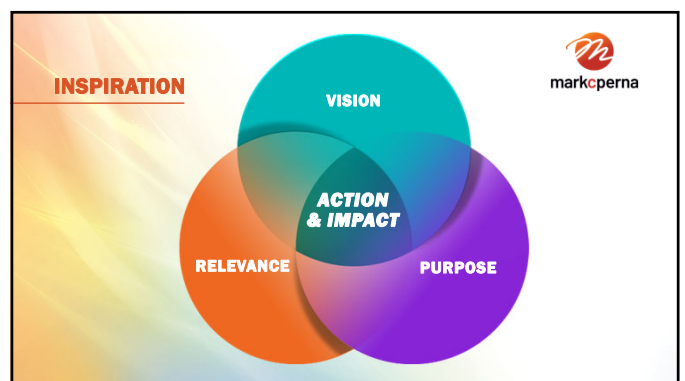
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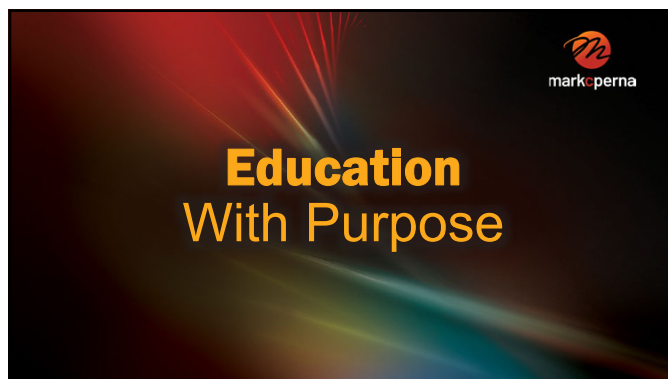


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Georgetown University Center for Education and Workforce



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.

27


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

28


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

29

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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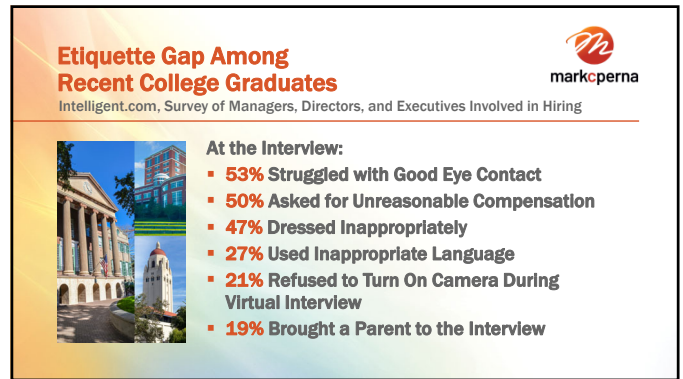
College Debt in America
As Reported by Major News Agencies




- **\$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

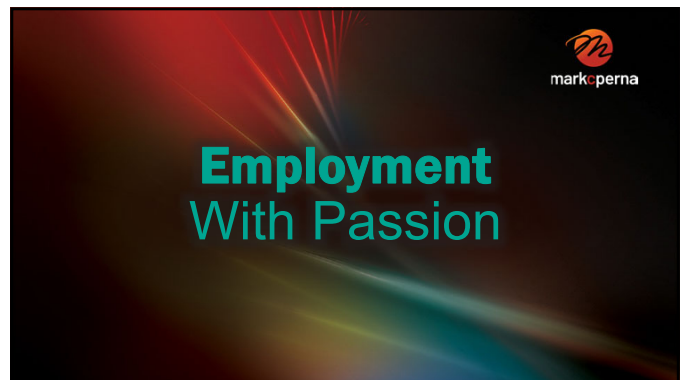


Businesses Who Recently Hired College Graduates:

- **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 workload, can't handle the workload, and are unprofessional"

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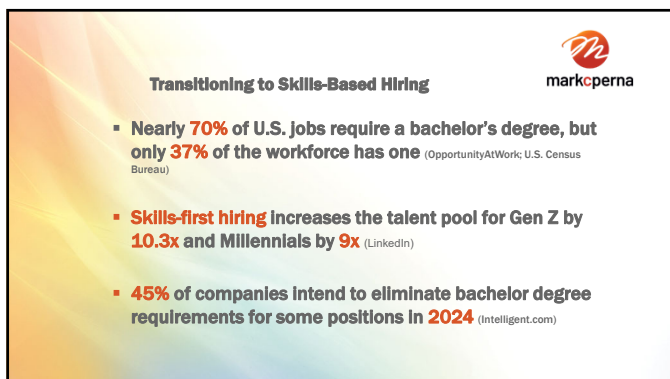
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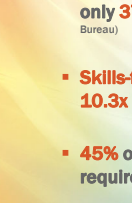
Employment With Passion

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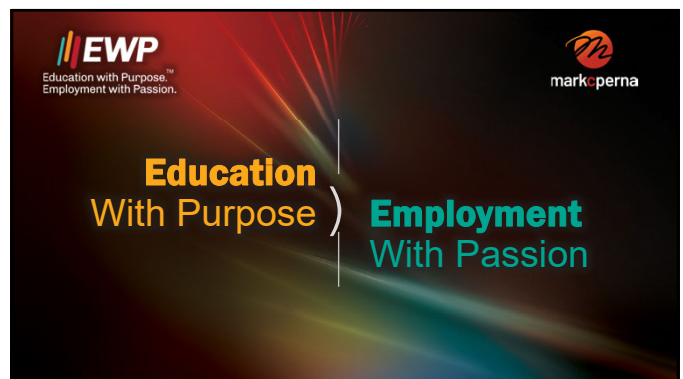
Transitioning to Skills-Based Hiring



- 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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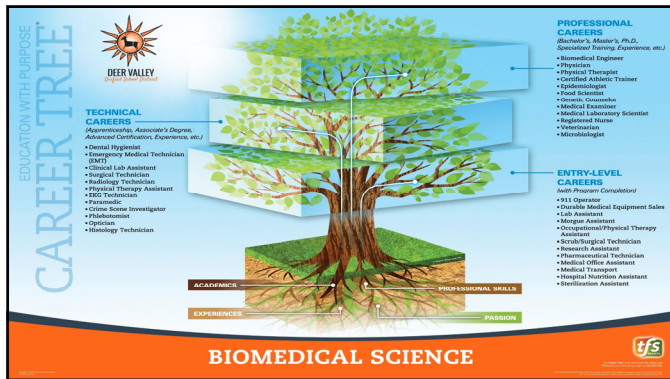
EWP
Education with Purpose.™
Employment with Passion.

Education With Purpose | **Employment With Passion**

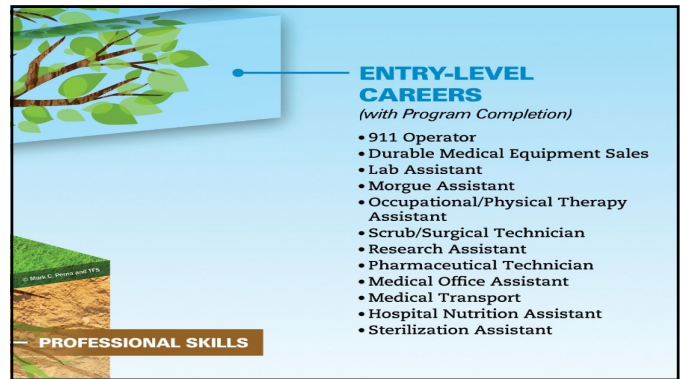
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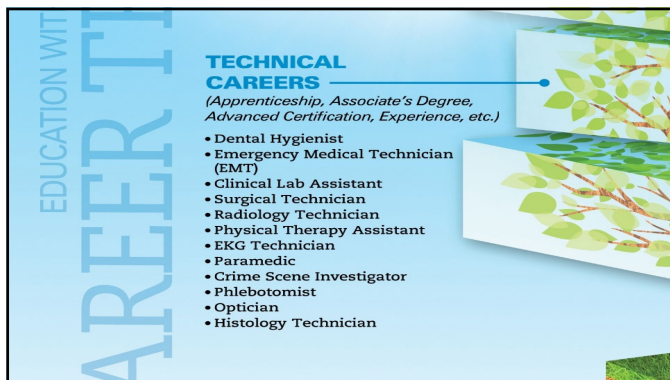
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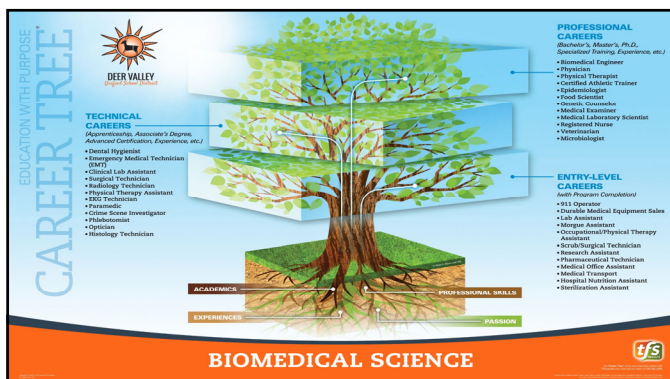
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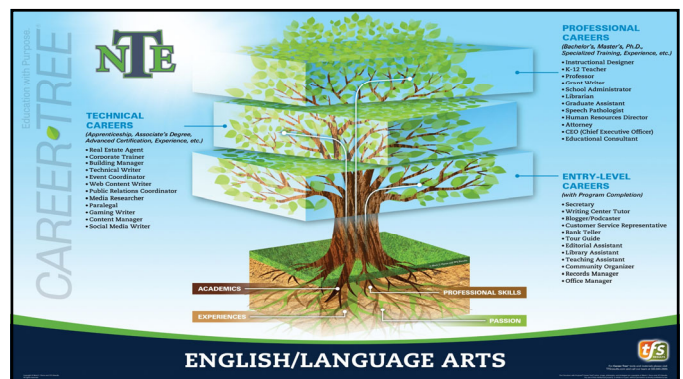
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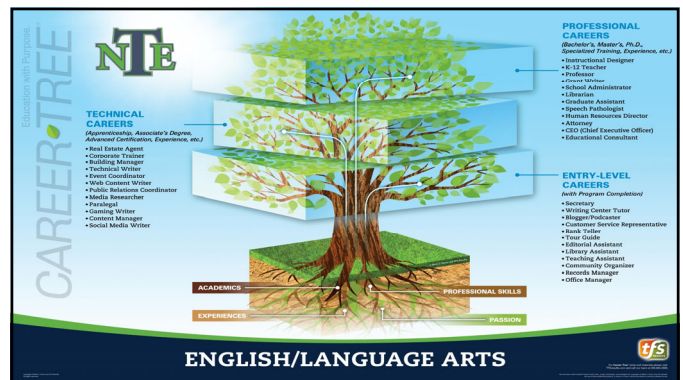
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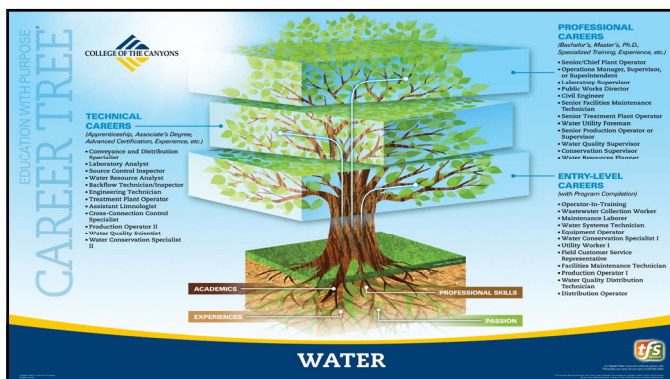
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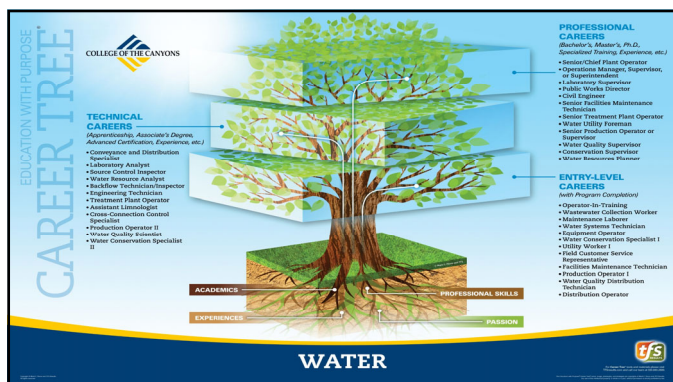
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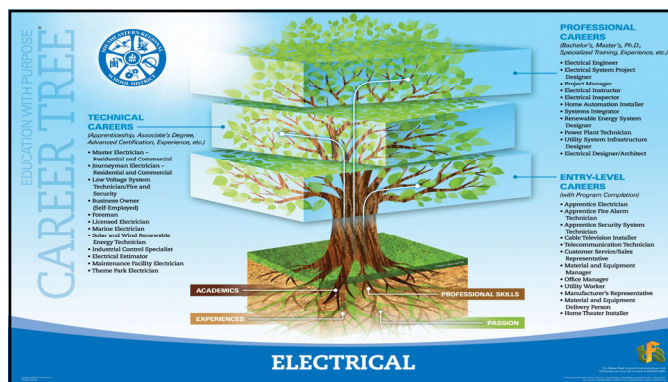
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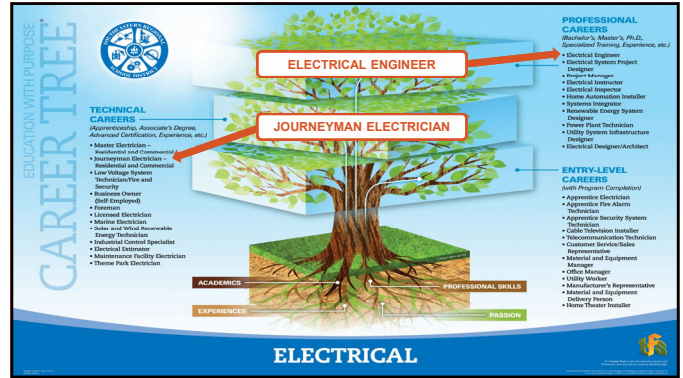


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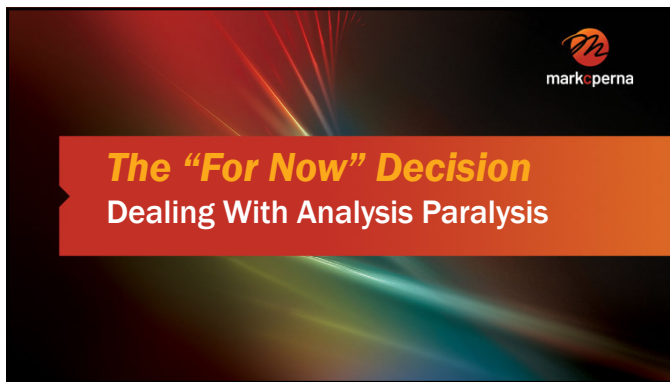
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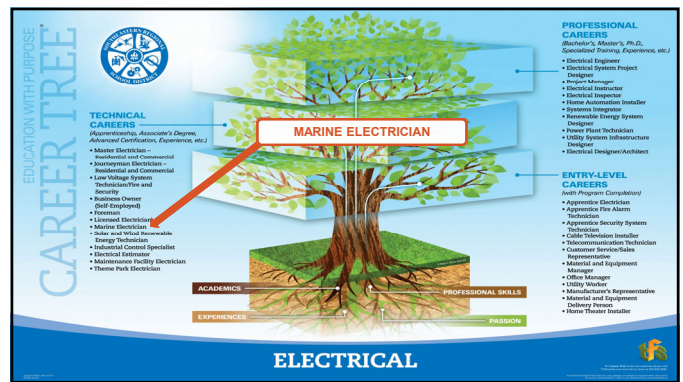
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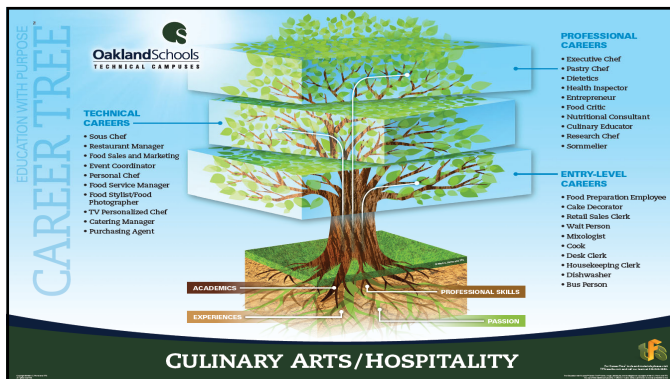
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John Deere
Davenport Works
Davenport, Iowa

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**

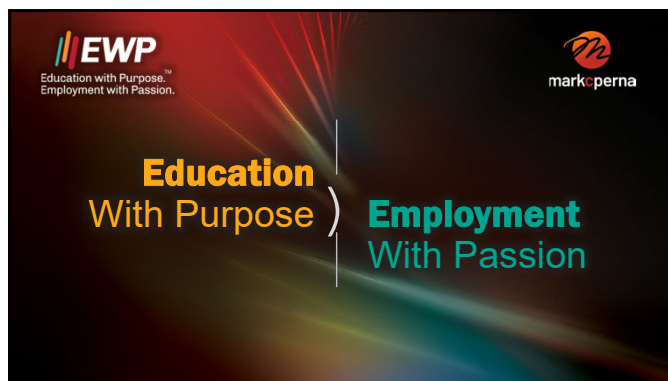
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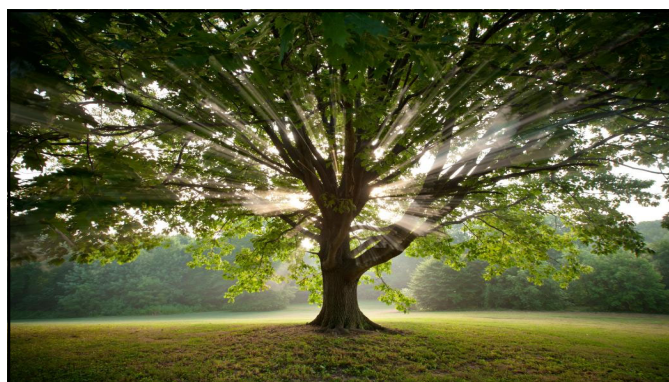
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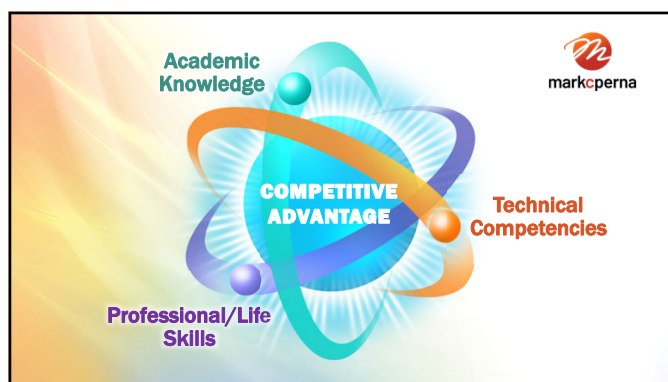
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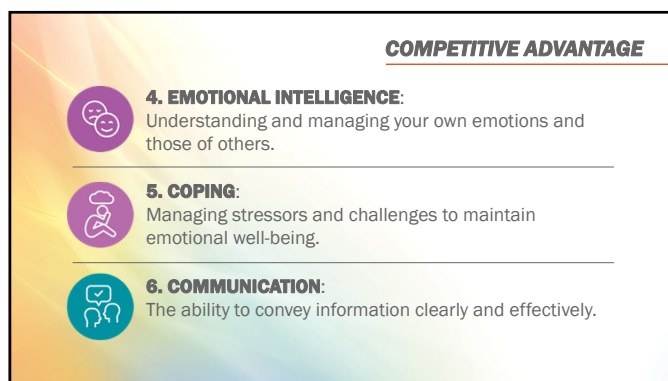
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COMPETITIVE ADVANTAGE

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.

79

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.

80

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.

81

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.

82

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.

83

"THE MAGIC I BUILD" CHILDREN'S BOOK SERIES

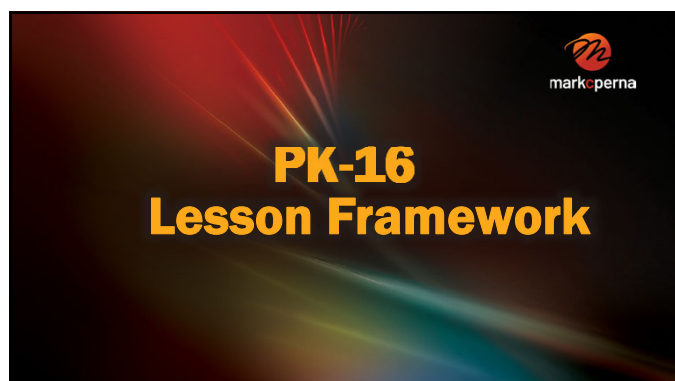
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Coming 2026

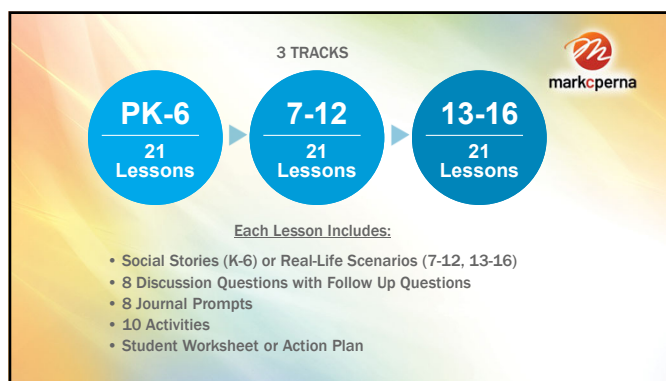
- 21 Books featuring 21 Life Skills for Young Learners
- Discussion Questions
- Journal Prompts
- Activities

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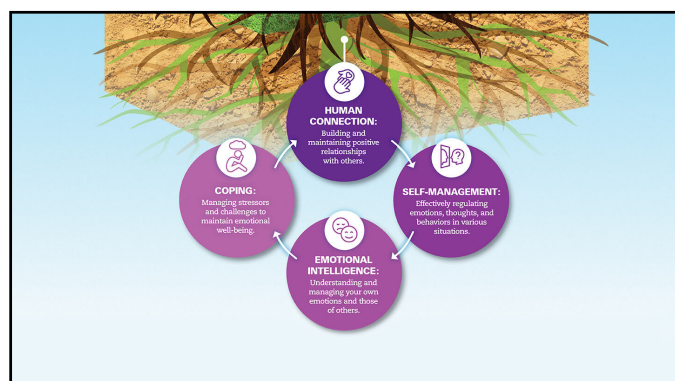
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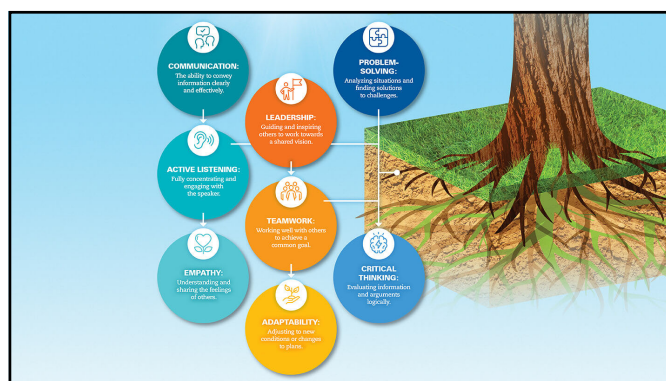
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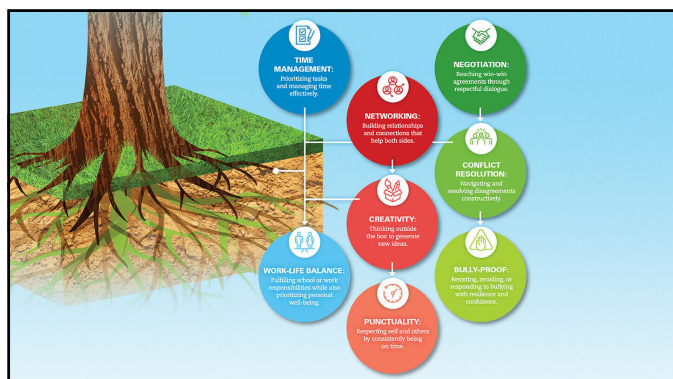


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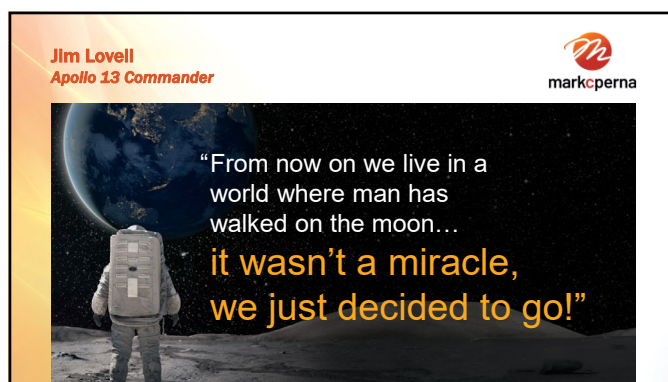
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