



## 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!*



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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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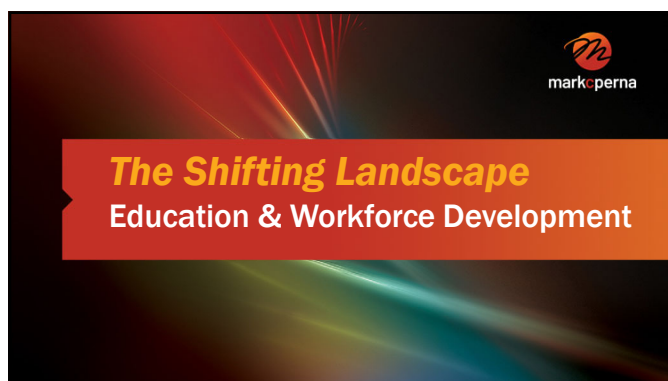


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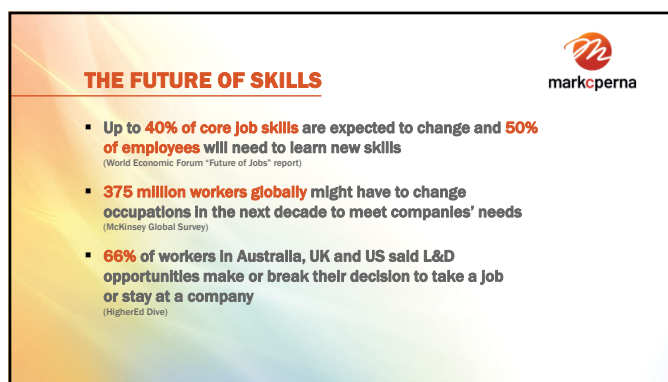
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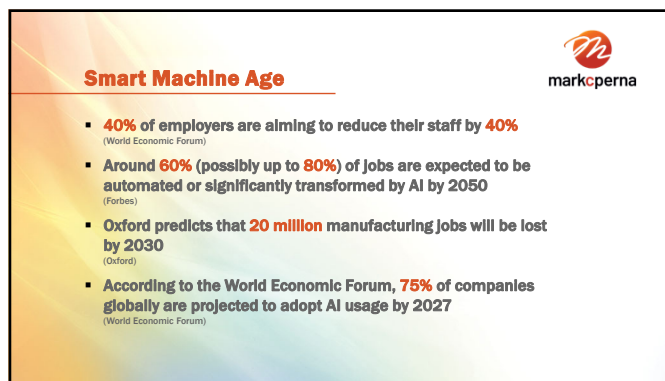


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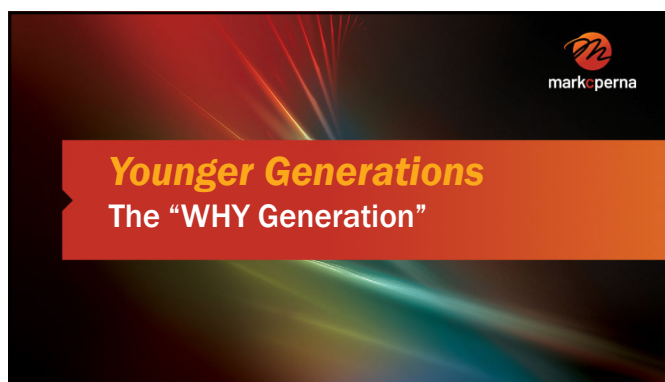
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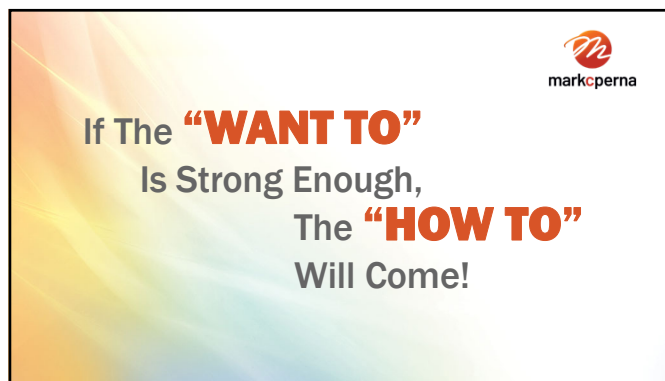
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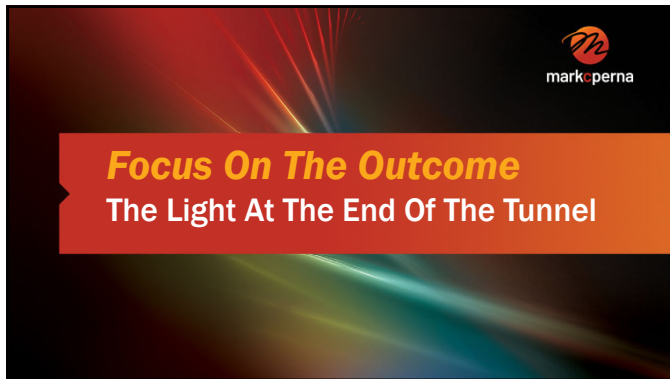
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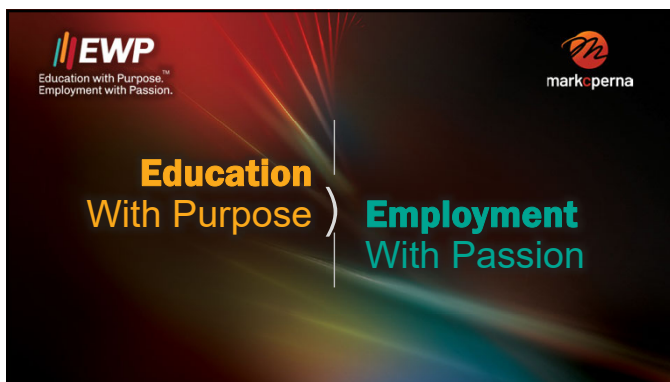
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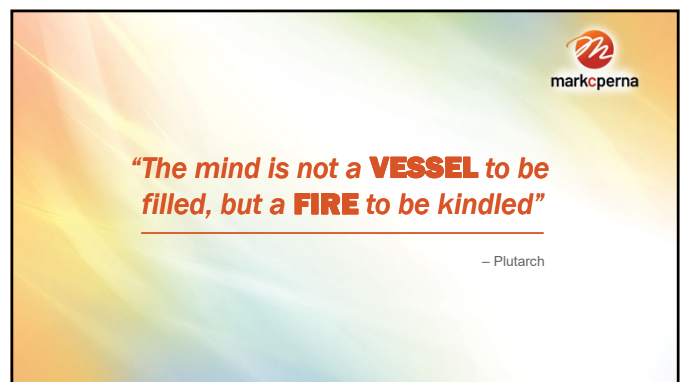
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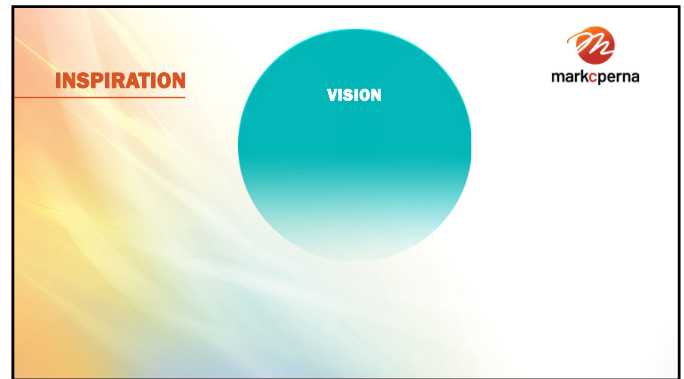


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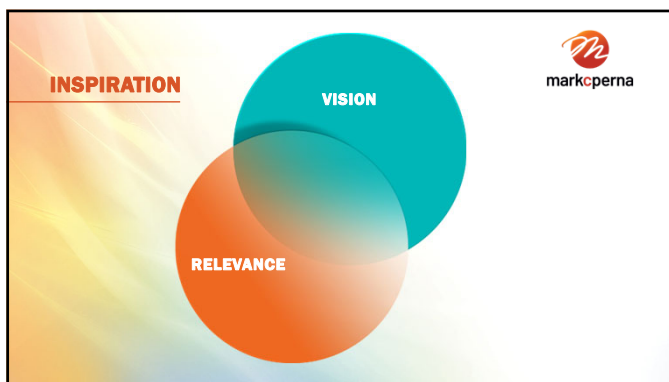
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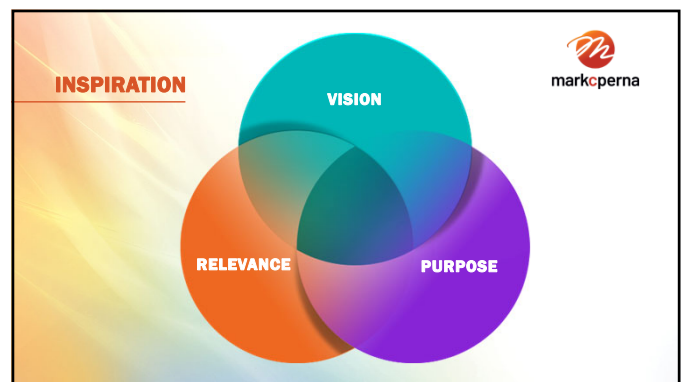
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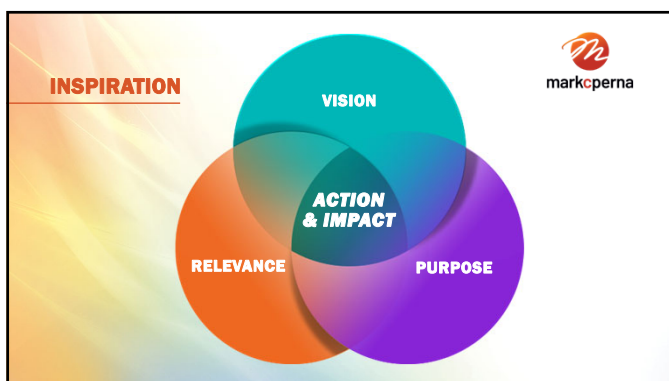
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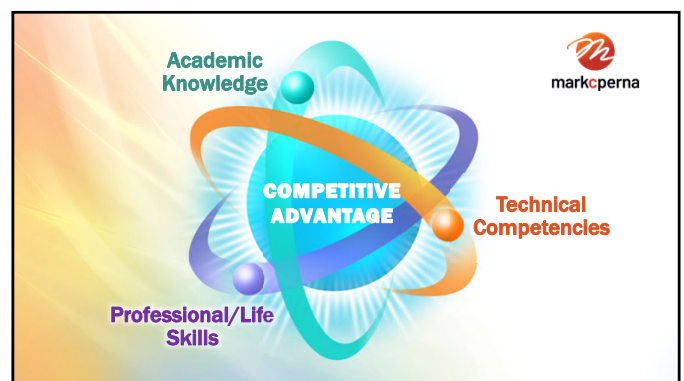
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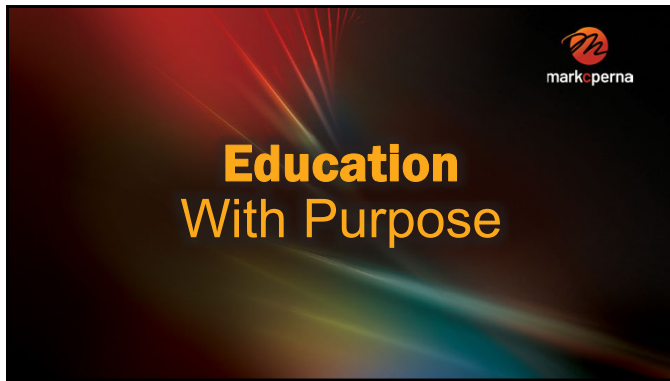


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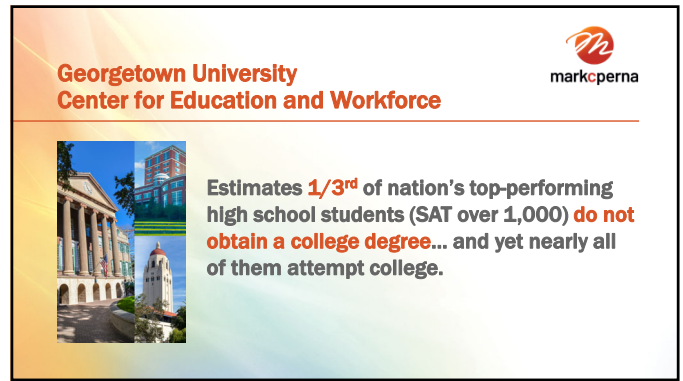


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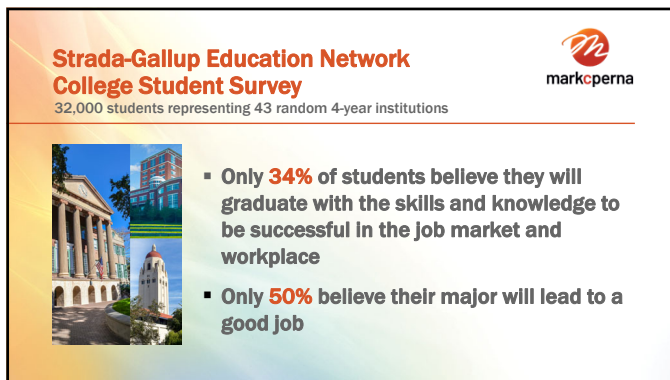
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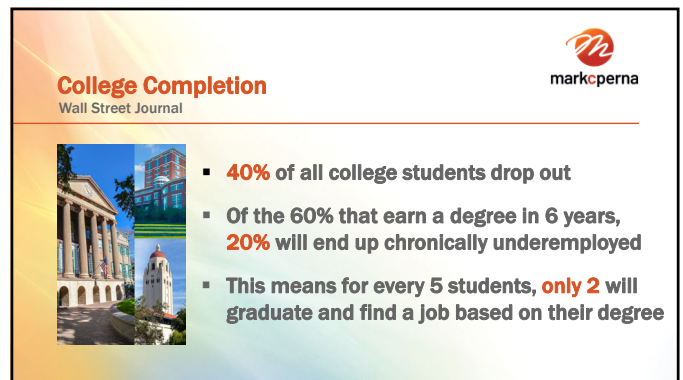
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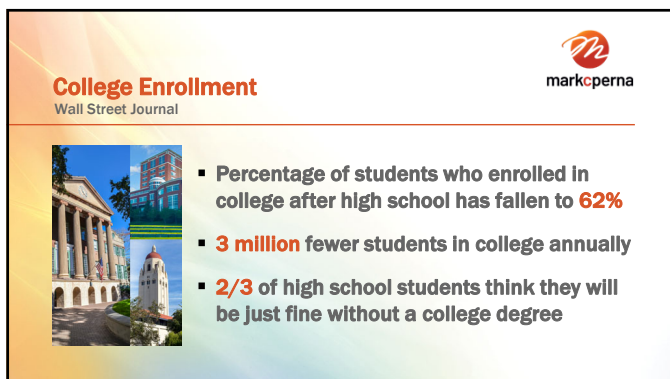
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### Etiquette Gap Among Recent College Graduates

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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# 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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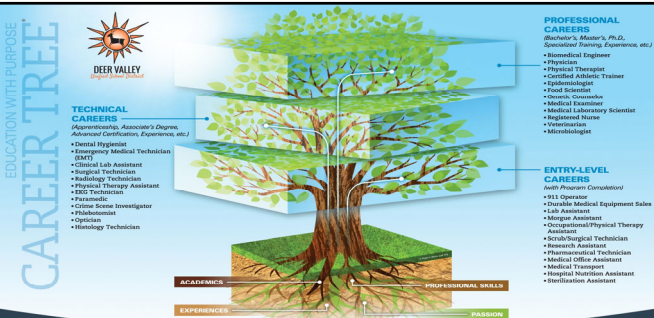
## Education With Purpose



## Employment With Passion

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

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Biological Technician
- Radiology Technician
- Physical Therapy Assistant
- SOS Technician
- Paranurse
- Career Science Investigator
- Phlebotomist
- Optician
- Hematology Technician

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

- Biomedical Engineer
- Physician
- Physical Therapist
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

**ENTRY-LEVEL CAREERS**  
(With Prior or Concurrent)

- Cell Operator
- Operate Medical Equipment Sales
- Lab Assistant
- Medical Assistant
- Occupational/Physical Therapy Assistant
- Surgical/Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transcription
- Hospital Nutrition Assistant
- Sterilization Assistant


**ACADEMICS**

**EXPERIENCES**

**PROFESSIONAL SKILLS**

**PASSION**

**BIOMEDICAL SCIENCE**



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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

**PROFESSIONAL SKILLS**

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**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

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

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- Hospital Nutrition Assistant
- Sterilization Assistant

**BIOMEDICAL SCIENCE**

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

- Real Estate Agent
- Corporate Trainer
- Building Manager
- Technical Writer
- Event Coordinator
- Web Content Writer
- Public Relations Coordinator
- Media Researcher
- Freelancer
- Content Manager
- Social Media Writer

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

- Instructional Designer
- K-12 Teacher
- Professor
- School Administrator
- Librarian
- Graduate Assistant
- Speech Pathologist
- Human Resources Director
- Attorney
- CEO/Chief Executive Officer
- Educational Consultant

**ENTRY-LEVEL CAREERS**  
(with Program Completion)

- Secretary
- Writing Center Tutor
- Blogger/Podcaster
- Customer Service Representative
- Bank Teller
- Tour Guide
- Editorial Assistant
- Library Assistant
- Teaching Assistant
- Community Organizer
- Records Manager
- Office Manager

**ENGLISH/LANGUAGE ARTS**

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**ENTRY-LEVEL CAREERS**  
(with Program Completion)

- Secretary
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- Tour Guide
- Editorial Assistant
- Library Assistant
- Teaching Assistant
- Community Organizer
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**PROFESSIONAL SKILLS**

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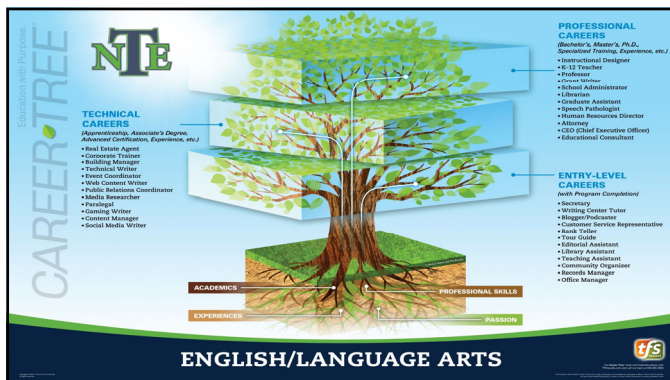
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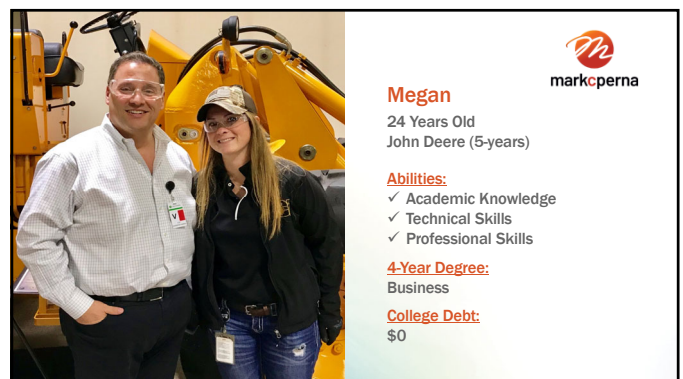
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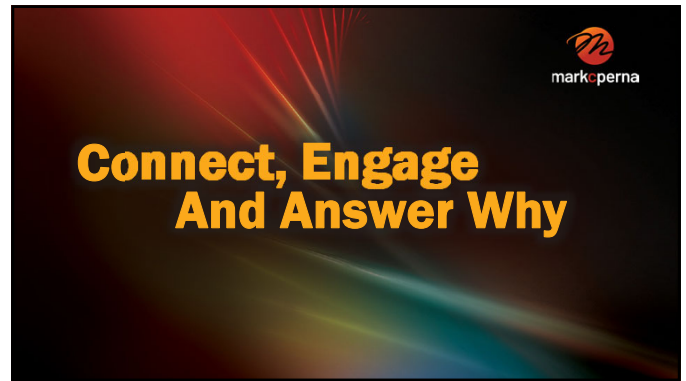


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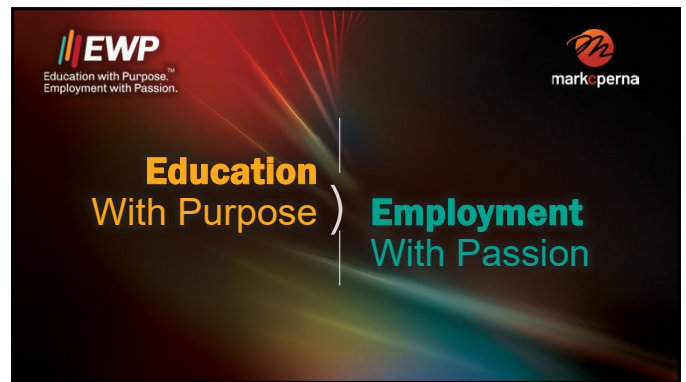
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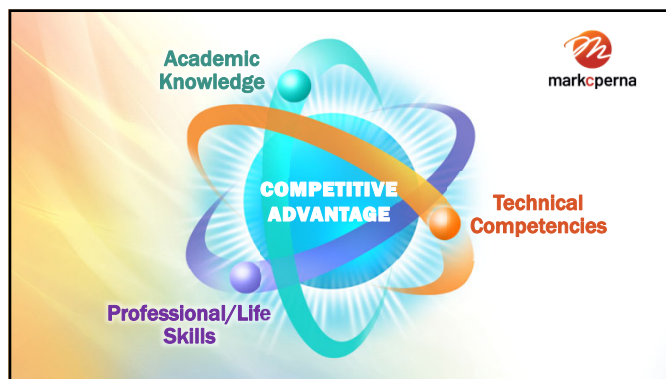


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### COMPETITIVE ADVANTAGE

- 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.
- 12. PROBLEM-SOLVING:**  
Analyzing situations and finding solutions to challenges.

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


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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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**"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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**PK-16  
Lesson Framework**

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**3 TRACKS**

**PK-6**  
21 Lessons

**7-12**  
21 Lessons

**13-16**  
21 Lessons

**Each Lesson Includes:**

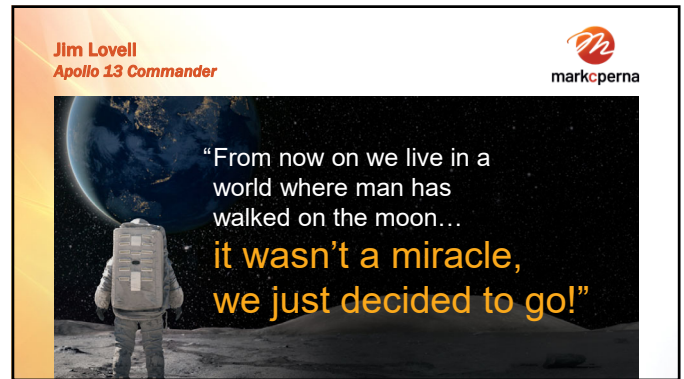
- Social Stories (K-6) or Real-Life Scenarios (7-12, 13-16)
- 8 Discussion Questions with Follow Up Questions
- 8 Journal Prompts
- 10 Activities
- Student Worksheet or Action Plan

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