



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



I appreciate and applaud your commitment to the next generation, and I hope we can stay in touch. Enjoy the PowerPoint slides!

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SPEAKER | AUTHOR | CEO

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

WELCOME...

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Harnessing Today's Mega Trends to Supersize Student Outcomes

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

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The World Has Changed

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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 "Future of Jobs" report)
- **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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The World Has Changed

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Academic Knowledge

Professional/Life Skills

Technical Competencies

COMPETITIVE ADVANTAGE

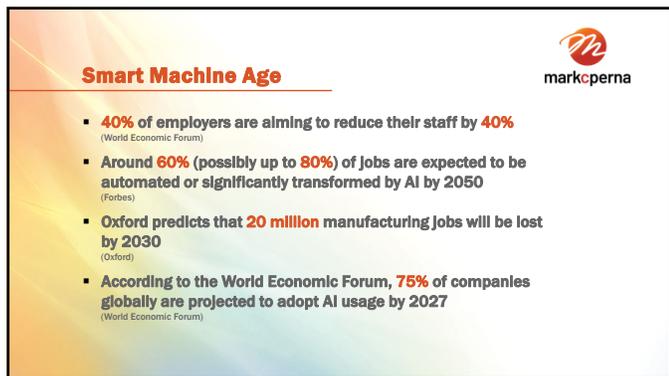
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Smart Machine Age

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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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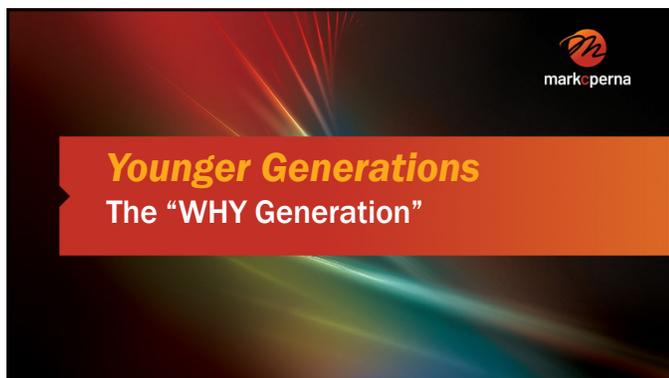


Gen Z Entrepreneurs
Square, Gen Z Study

84%
Want To Own Their Own Company In The Future

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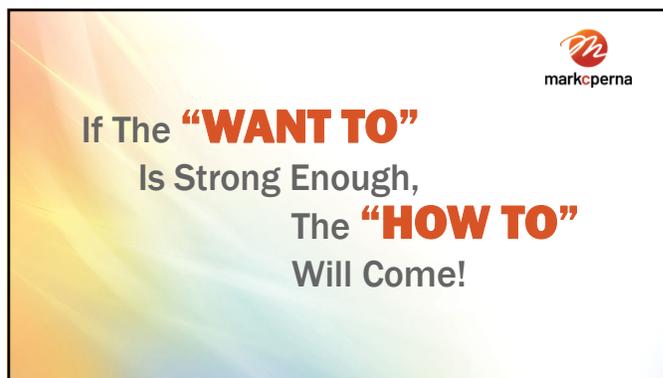
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Younger Generations
The "WHY Generation"

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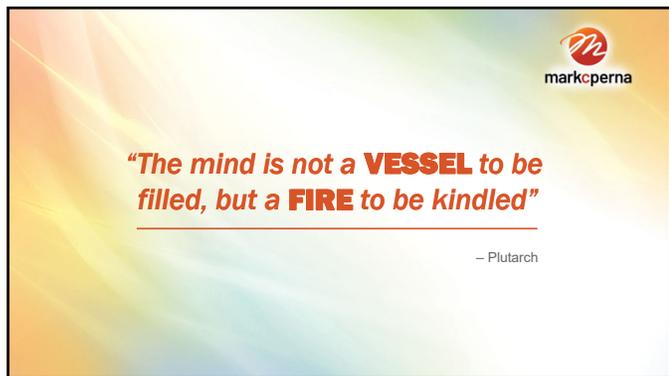
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If The **"WANT TO"**
Is Strong Enough,
The **"HOW TO"**
Will Come!

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*"The mind is not a **VESSEL** to be filled, but a **FIRE** to be kindled"*

— Plutarch

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Filling **VESSELS?**
OR
Kindling **FLAMES?**

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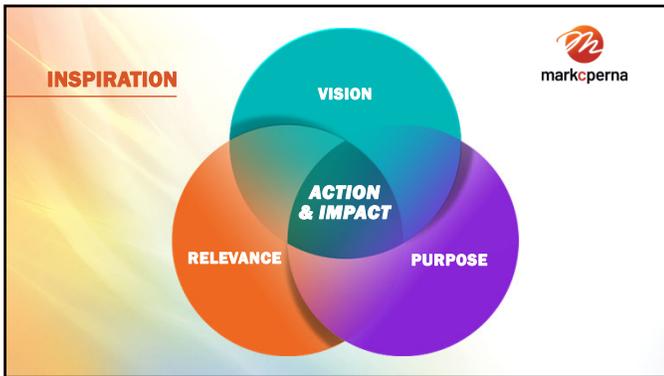
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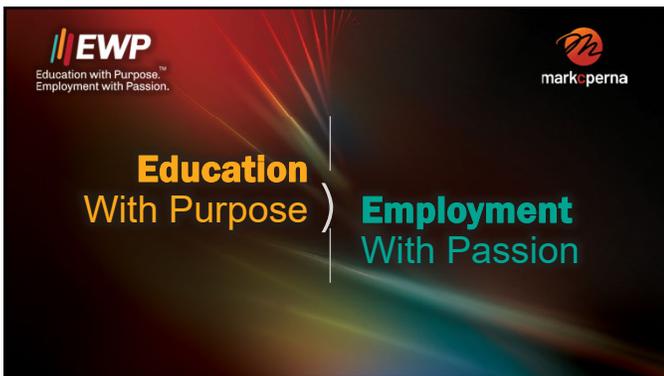
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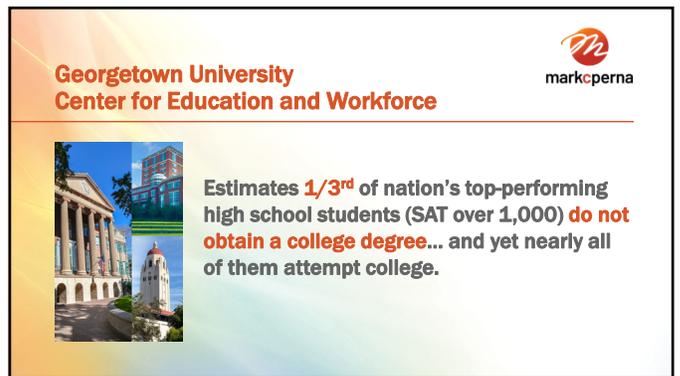
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Strada-Gallup Education Network College Student Survey
32,000 students representing 43 random 4-year institutions




- 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

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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

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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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Education With Purpose | **Employment With Passion**

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ELECTRICAL CAREER TREE

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

- Master Electrician - Residential and Commercial
- Journeyman Electrician - Residential and Commercial
- Low Voltage Systems Technician/Pre and Security
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Master Electrician - Solar and Wind Renewable Energy Specialist
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

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

- Electrical Engineer
- Electrical System Project Designer
- System Manager
- Electrical Instructor
- Electrical Inspector
- Home Automation Installer
- Energy Inspector
- Renewable Energy System Designer
- Smart Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

ENTRY-LEVEL CAREERS (Entry Programs, Conductor)

- Apprentice Electrician
- Apprentice Lineman
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunications Technician
- Customer Service/Sales Representative
- Material and Equipment Manager
- Utility Worker
- Office Manager
- Manufacturer's Representative
- Material and Equipment Safety Officer
- Home Theater Installer

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

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ENTRY-LEVEL CAREERS
(with Program Completion)

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunication Technician
- Customer Service/Sales Representative
- Material and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Material and Equipment Delivery Person
- Home Theater Installer

PROFESSIONAL SKILLS

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

- Master Electrician – Residential and Commercial
- Journeyman Electrician – Residential and Commercial
- Low Voltage System Technician/Fire and Security
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Marine Electrician
- Solar and Wind Renewable Energy Technician
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

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

- Electrical Engineer
- Electrical System Project Designer
- Project Manager
- Electrical Instructor
- Electrical Inspector
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

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ELECTRICAL CAREER TREE

ELECTRICAL ENGINEER
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Electrical Engineer
- Electrical System Project Designer
- Project Manager
- Electrical Instructor
- Electrical Inspector
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

JOURNEYMAN ELECTRICIAN
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Master Electrician – Residential and Commercial
- Journeyman Electrician – Residential and Commercial
- Low Voltage System Technician/Fire and Security
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Marine Electrician
- Solar and Wind Renewable Energy Technician
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

ENTRY-LEVEL CAREERS
(with Program Completion)

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunication Technician
- Customer Service/Sales Representative
- Material and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Material and Equipment Delivery Person
- Home Theater Installer

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

ELECTRICAL

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FREE GIFT!

Take the experience further with a special gift from Mark

Text keyword **UNLEASH** to 33777 now and claim your free gift.

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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



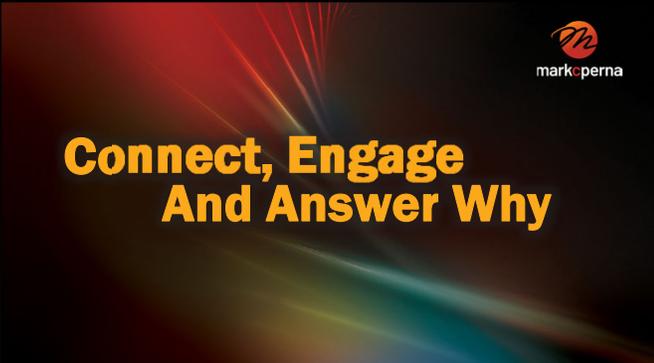
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Shifting The Paradigm
The CALL TO ACTION



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**Connect, Engage
And Answer Why**



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**Create A Strong
Message Of Purpose**



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**RALLY YOUR
COMMUNITY**



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Academic Knowledge

Professional/Life Skills

Technical Competencies

COMPETITIVE ADVANTAGE



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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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"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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SKILL TREE™
Flexible Lesson Framework
PK-16 into Workforce

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Competitive Advantage
Class

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SKILL TREE TABLETOP BANNER 



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SKILL TREE TABLETOP BANNER 



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COMPETITIVE ADVANTAGE TRACK™
LEARNING SERIES

Empower young people to build a personal competitive advantage — one skill at a time!

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COMPETITIVE ADVANTAGE TRACK™

- **Slice 1:** "Why We All Need a Personal Competitive Advantage (Part 1)"
- **Slice 2:** "Why We All Need a Personal Competitive Advantage (Part 2)"
- **Slice 3:** "Leveraging The Human Connection"
- **Slice 4:** "Building Your Dream"
- **Slice 5:** "The Power of Failure"
- **Slice 6:** "Be Comfortable Being Uncomfortable"

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COMPETITIVE ADVANTAGE TRACK™

- Facilitator Reflection
- Discussion Starters
- Supersize Suggestions (Activities)
- Big Picture View

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COMPETITIVE ADVANTAGE

Academic Knowledge

Technical Competencies

Professional/Life Skills

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