



# 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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[mark.perna@TFSresults.com](mailto:mark.perna@TFSresults.com) | [TFSresults.com](https://TFSresults.com) | [MarkCPerna.com](https://MarkCPerna.com)



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

WELCOME...

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**Powerhouse Strategies to Recruit, Retain & Reinspire the Post-Pandemic Student**

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

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**The Shifting Landscape**  
Education & Workforce Development

2

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**The World Has Changed**

3

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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

COMPETITIVE ADVANTAGE

Professional/Life Skills

Technical Competencies

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**REFLECTION & ACTION**

At your table, you have 3-minutes. Discuss: What hit you hardest just now, and why?

Capture 1 possible action that could change something in your classrooms, your organization, your culture, or your students' trajectory.

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**Smart Machine Age**

8

**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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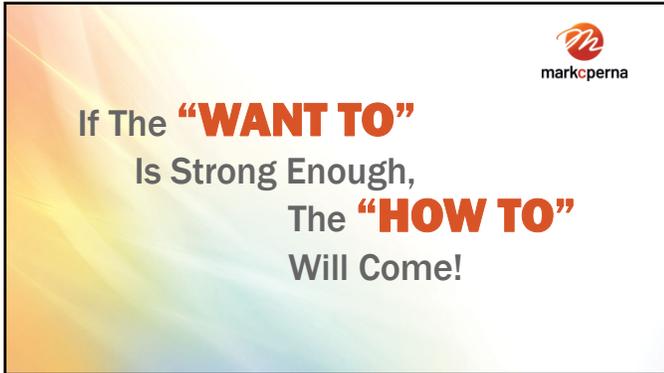
**Younger Generations**  
The "WHY Generation"

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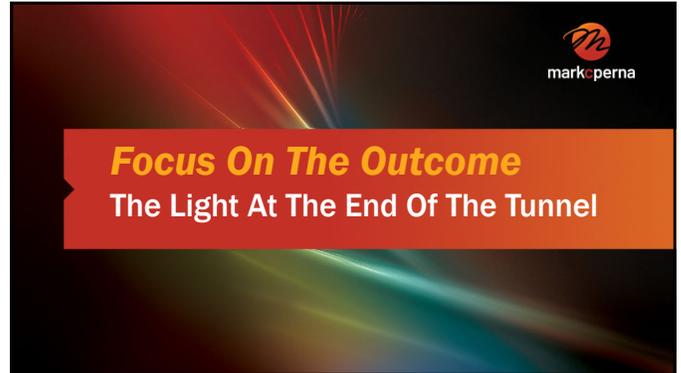


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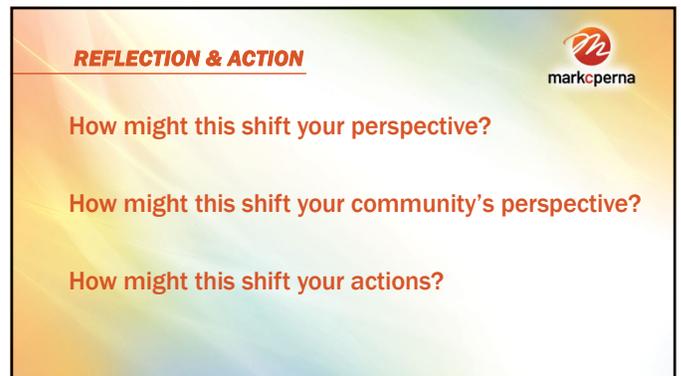
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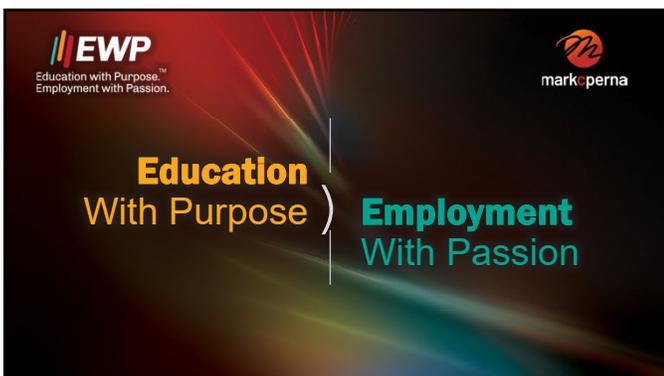
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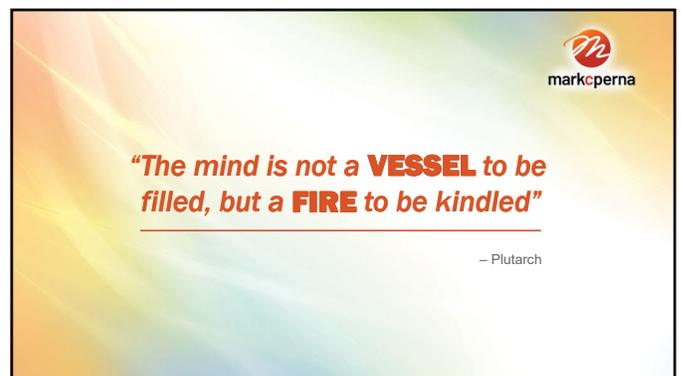
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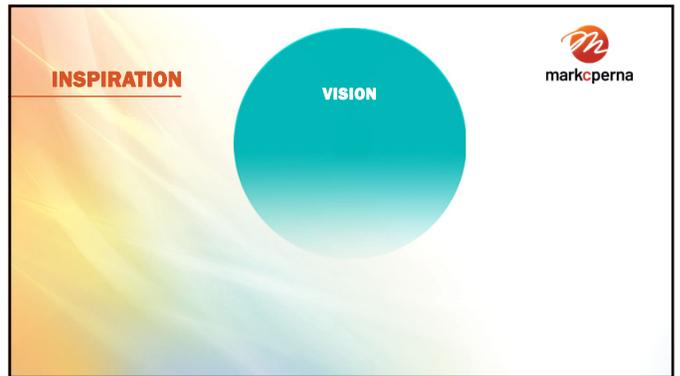
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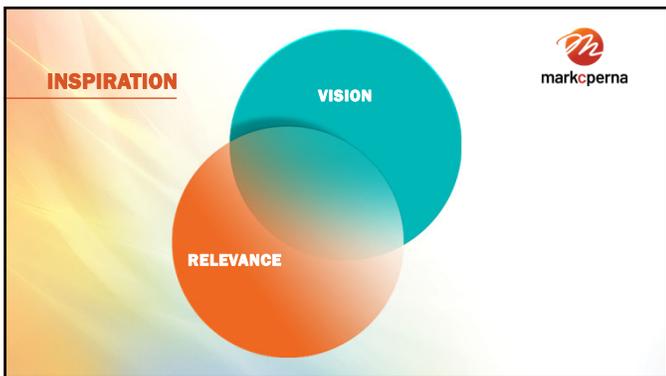
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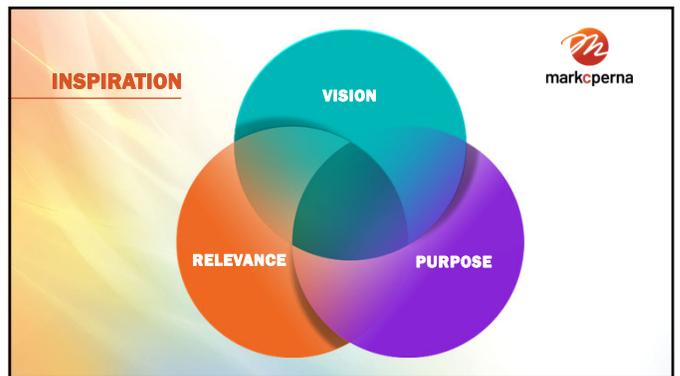
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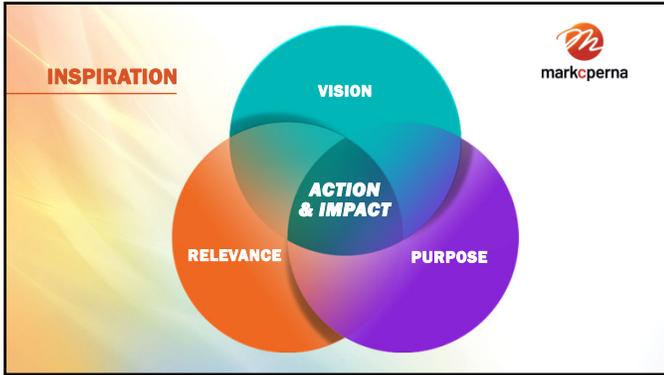


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**CONNECT**

Do you see me?  
Do you hear me?  
Do I matter?

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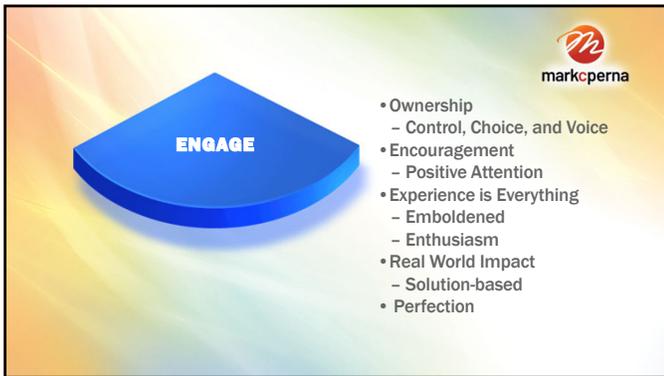


**CONNECT**

- Human Connection
  - Human Needs Met
  - Respect
  - Trust
  - Boundaries & Expectations
    - Consequences
    - Punitive/Payoff
- Empathetic Communication
  - Active Listening
  - Meet Them Where They Are
  - Validate Their Circumstances
  - Check-Ins
- Winning Hearts & Minds
  - Empowering Performance

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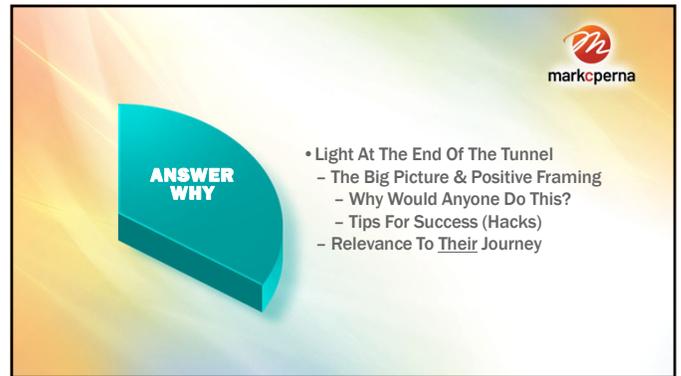


**ENGAGE**

- Ownership
  - Control, Choice, and Voice
- Encouragement
  - Positive Attention
- Experience is Everything
  - Emboldened
  - Enthusiasm
- Real World Impact
  - Solution-based
- Perfection

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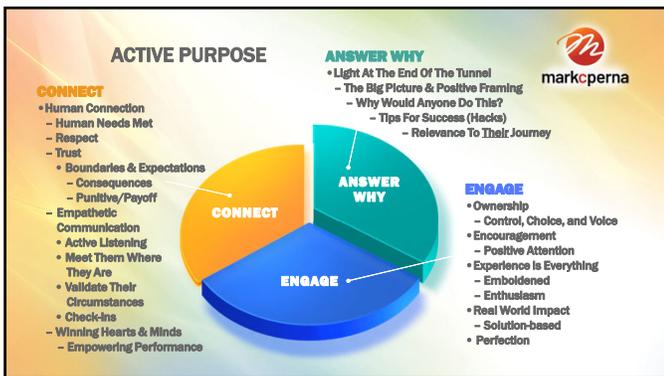


**ANSWER WHY**

- Light At The End Of The Tunnel
  - The Big Picture & Positive Framing
  - Why Would Anyone Do This?
  - Tips For Success (Hacks)
  - Relevance To Their Journey

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**ACTIVE PURPOSE**

**CONNECT**

- Human Connection
  - Human Needs Met
  - Respect
  - Trust
  - Boundaries & Expectations
    - Consequences
    - Punitive/Payoff
- Empathetic Communication
  - Active Listening
  - Meet Them Where They Are
  - Validate Their Circumstances
  - Check-Ins
- Winning Hearts & Minds
  - Empowering Performance

**ANSWER WHY**

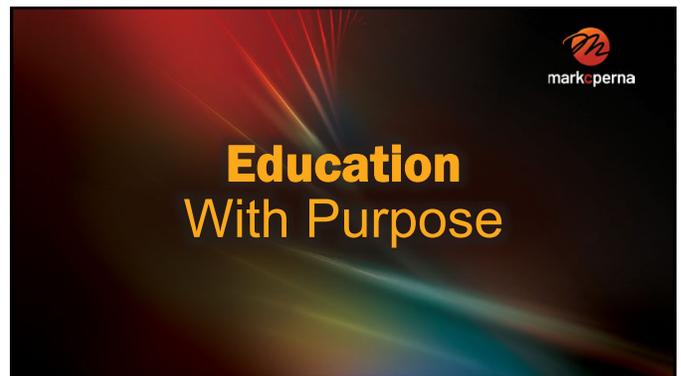
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  - Why Would Anyone Do This?
  - Tips For Success (Hacks)
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**ENGAGE**

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  - Control, Choice, and Voice
- Encouragement
  - Positive Attention
- Experience is Everything
  - Emboldened
  - Enthusiasm
- Real World Impact
  - Solution-based
- Perfection

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**Education With Purpose**

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### Georgetown University Center for Education and Workforce



Estimates **1/3<sup>rd</sup>** 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



- 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 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

40



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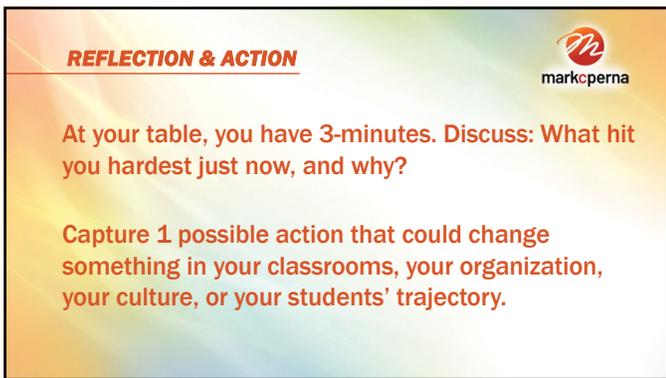
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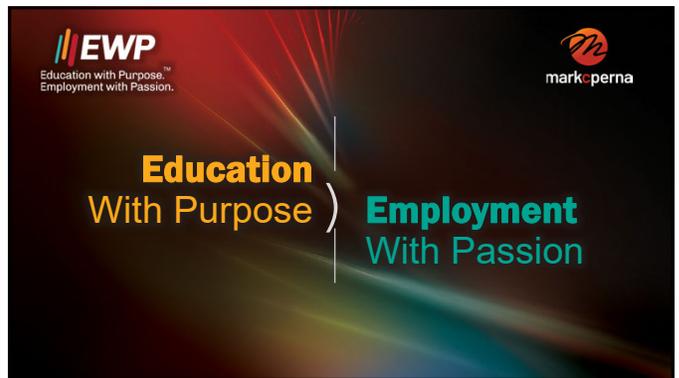
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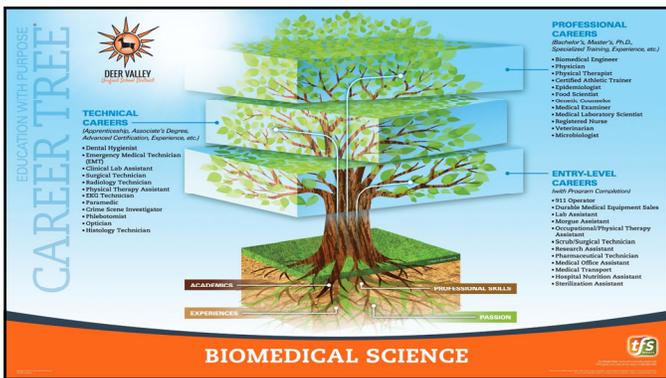
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**TECHNICAL CAREERS**  
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- 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**  
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- Physician
- Physical Therapist
- Certified Athletic Trainer
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Examiner
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

**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

**ACADEMICS** | **EXPERIENCES** | **PASSION**

**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
- Paralegal
- Gaming Writer
- Content Manager
- Social Media Writer

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

- Instructional Designer
- Professor
- School Administrator
- Librarian
- 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

**ACADEMICS** | **EXPERIENCES** | **PASSION**

**ENGLISH/LANGUAGE ARTS**

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**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

**PROFESSIONAL SKILLS**

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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
- Paralegal
- Gaming Writer
- Content Manager
- Social Media Writer

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

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

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

- Real Estate Agent
- Computer Trainer
- Building Manager
- Technical Writer
- Event Coordinator
- Web Content Writer
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- Paralegal
- Content Writer
- Content Manager
- Social Media Writer

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- Instructional Designer
- K-12 Teacher
- Professor
- Grant Writer
- 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
- Higher Education
- 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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**LEVEL 2 CAREERS**  
*(with Further Experience or Additional Education)*

- High School Science Teacher
- Lab Technician - Environmental Development
- Lab Technician - Quality Control
- Lab Technician - Medical/Pharmaceutical Sales Representative
- Chemical Engineer
- Forensics Lab Scientist
- Pollution Prevention Technician
- Product Development Scientist
- Hazardous Waste Management Chemist
- Military Scientist/Analyst

**LEVEL 1 CAREERS**  
*(with Program Completion)*

- Process Development Technician
- Lab Technician - Environmental Development
- Lab Technician - Quality Control
- Lab Technician - Chemical
- CMP Cleanup Technician
- Equipment Prep Technician
- Global Information Systems Technician
- Administrative Assistant
- Kit Production Assistant
- Hazardous Waste Response Associate

**CHEMISTRY**

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**LEVEL 1 CAREERS**  
*(with Program Completion)*

- Process Development Technician
- Lab Technician - Environmental Development
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Lab Technician - Chemical
- CMP Cleanup Technician
- Equipment Prep Technician
- Global Information Systems Technician
- Administrative Assistant
- Kit Production Assistant
- Hazardous Waste Response Associate

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**LEVEL 2 CAREERS**  
*(with Further Experience or Additional Education)*

- High School Science Teacher
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Pharmaceutical Sales Representative
- Chemical Engineer
- Forensics Lab Scientist
- Pollution Prevention Technician
- Product Development Scientist
- Hazardous Waste Management Chemist
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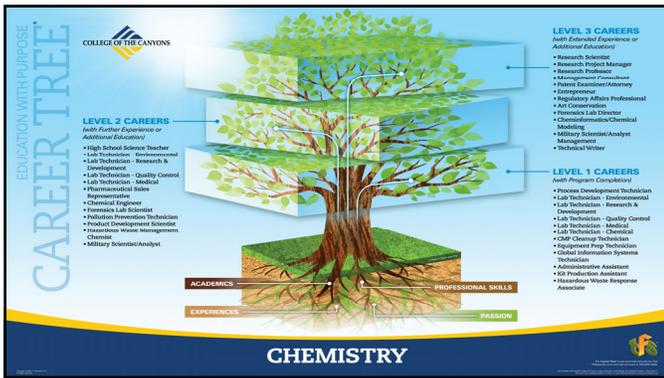
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**LEVEL 3 CAREERS**  
*(with Extended Experience or Additional Education)*

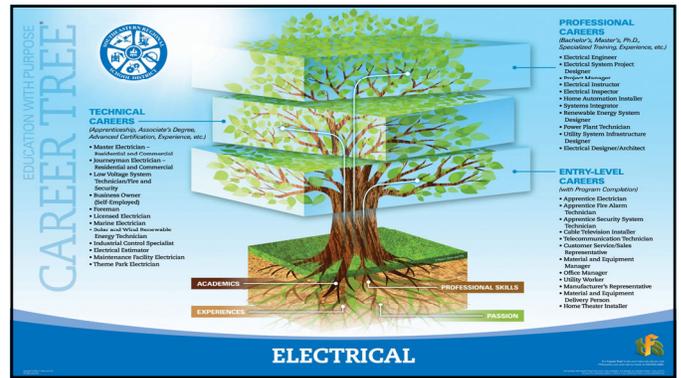
- Research Scientist
- Research Project Manager
- Research Professor
- Management Consultant
- Patent Examiner/Attorney
- Entrepreneur
- Regulatory Affairs Professional
- Art Conservation
- Forensics Lab Director
- Cheminformatics/Chemical Modeling
- Military Scientist/Analyst Management
- Technical Writer

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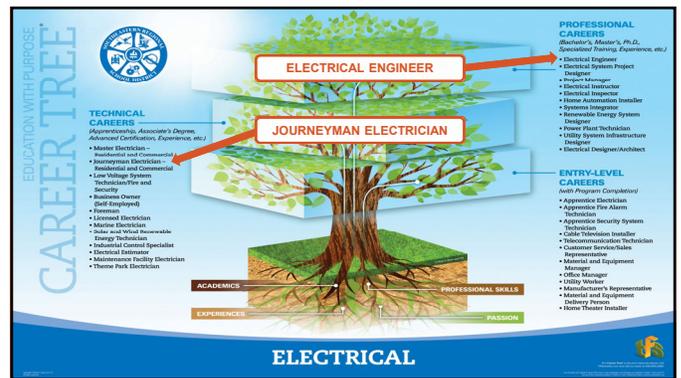
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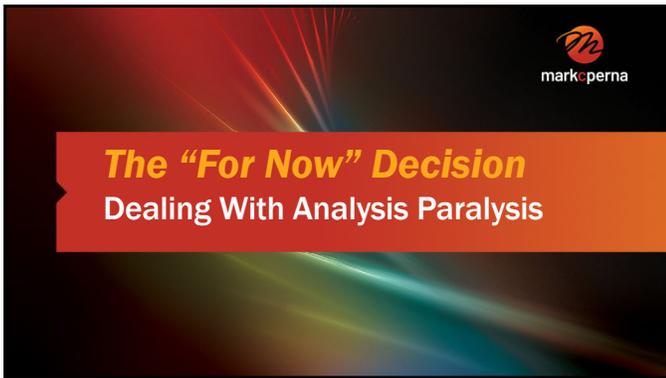


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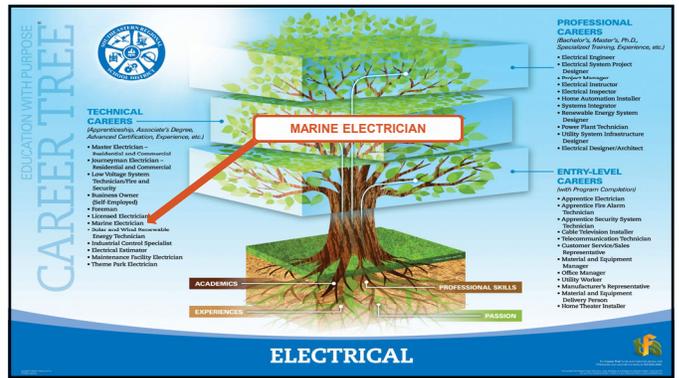


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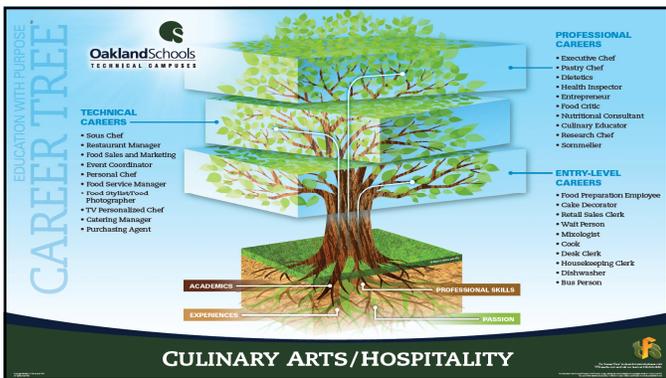
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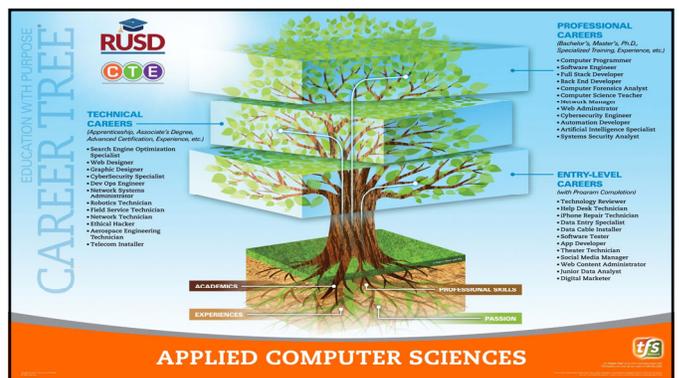
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**REFLECTION & ACTION**

How might this shift your perspective?

How might this shift your community's perspective?

How might this shift your actions?



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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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**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

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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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3 TRACKS

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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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Competitive Advantage Class

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SKILL TREE TABLETOP BANNER

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SKILL TREE TABLETOP BANNER

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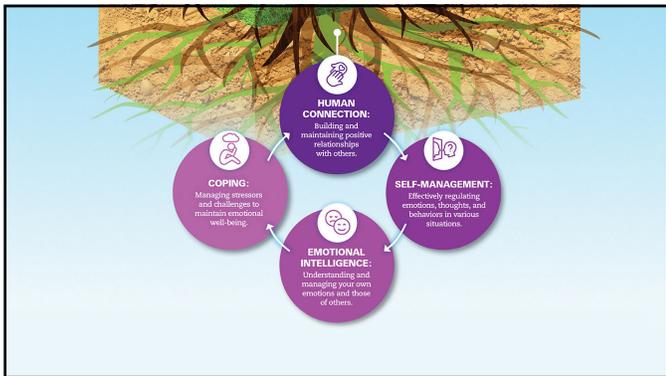
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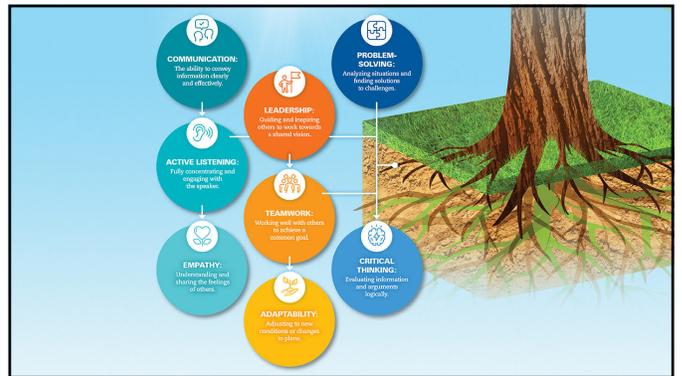
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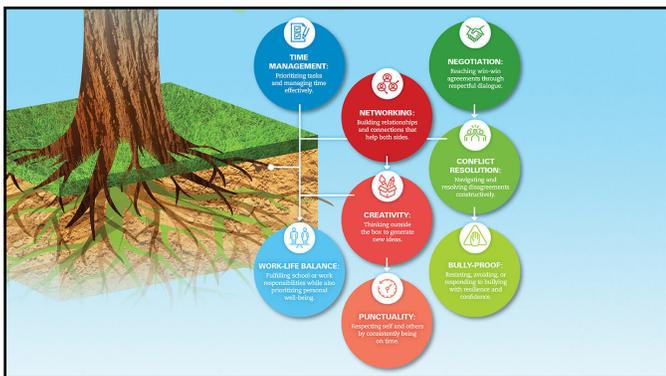
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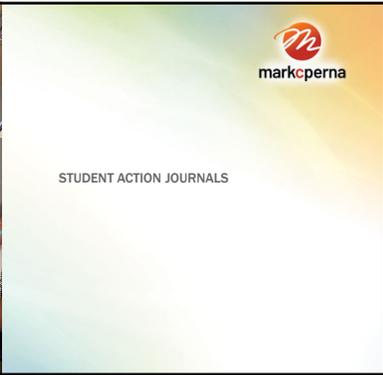
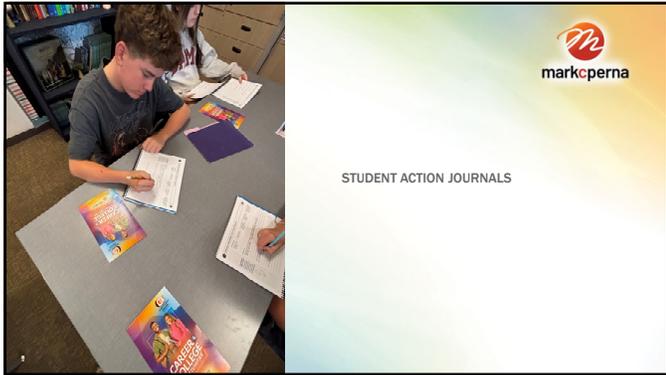


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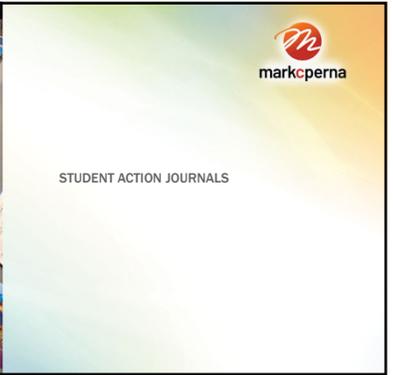
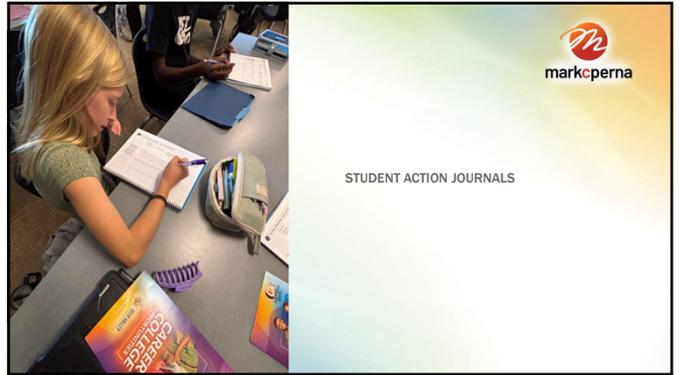


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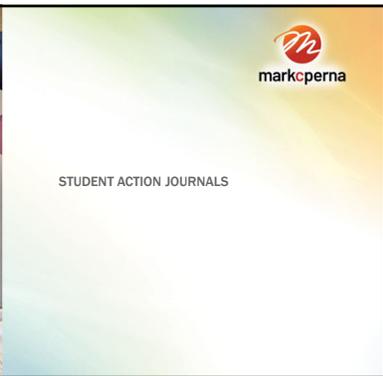
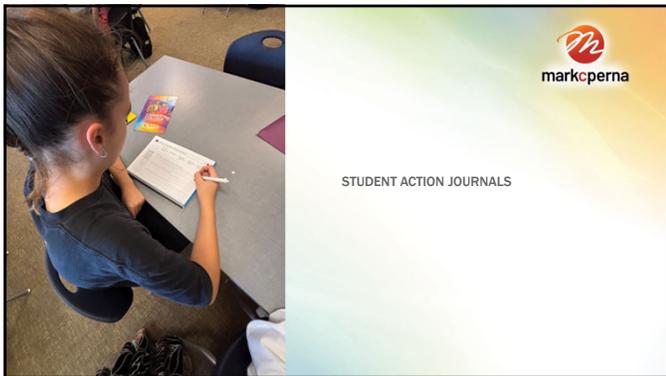
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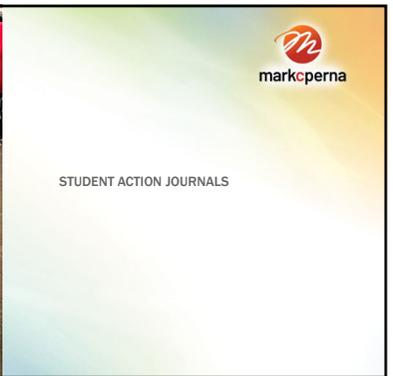
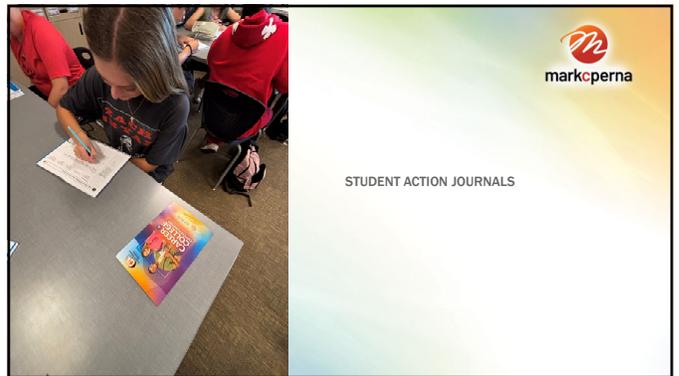
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MARK C. PERNA *Speaker, Author, and CEO*  
BREAKOUT SESSION

Thursday: 10:00-10:45AM  
Room: Davidson Ballroom D

*Harnessing Today's Mega Trends to  
Supersize Student Outcomes*

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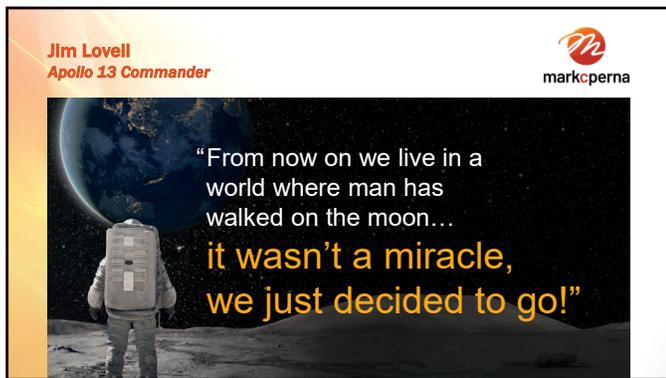
MARK C. PERNA *Speaker, Author, and CEO*  
SKILL TREE WORKSHOPS

WED: 1:00-1:50PM EXPO HALL WORKSHOP ROOM 5  
THU: 12:00-12:50PM EXPO HALL WORKSHOP ROOM 7

*The Skill Tree: Build Student Engagement,  
Relevance, and Achievement*

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Jim Lovell  
*Apollo 13 Commander*

“From now on we live in a  
world where man has  
walked on the moon...  
*it wasn't a miracle,  
we just decided to go!*”

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