



## 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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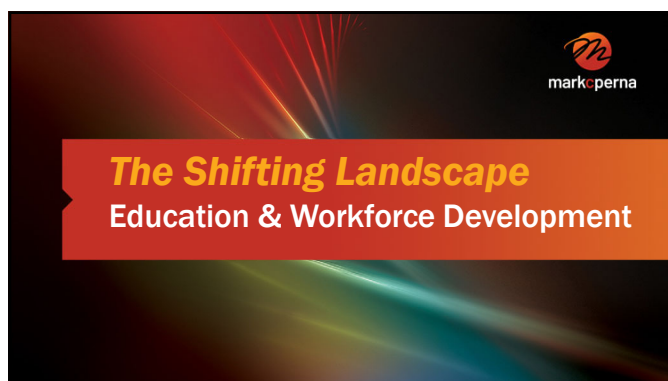


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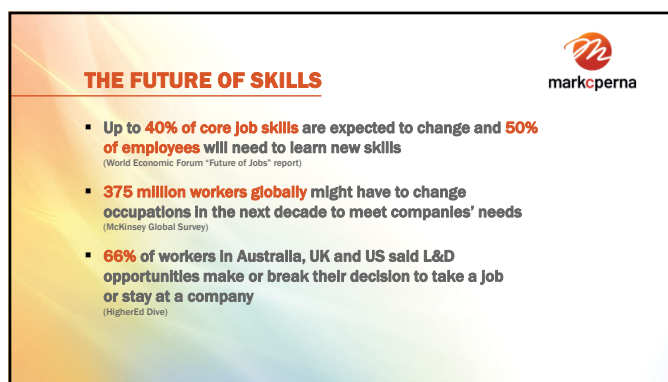
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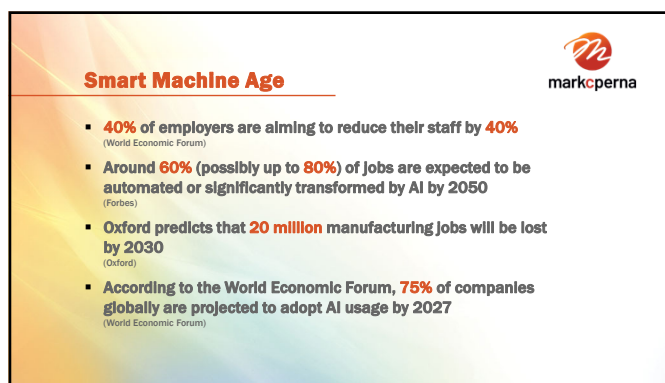


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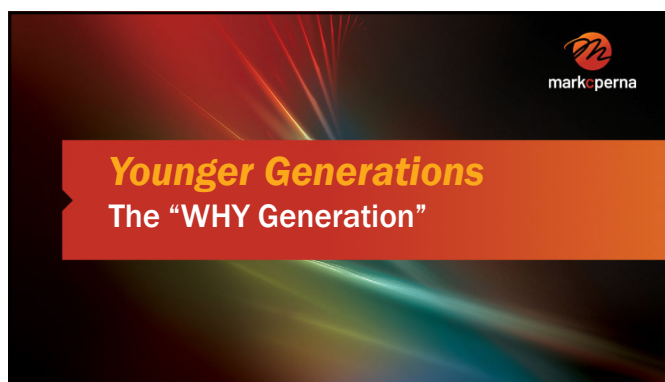
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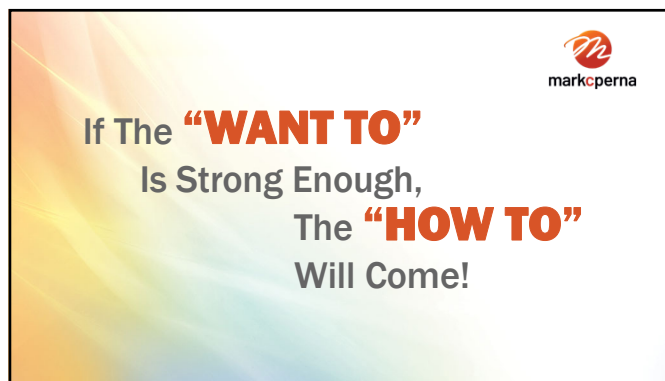
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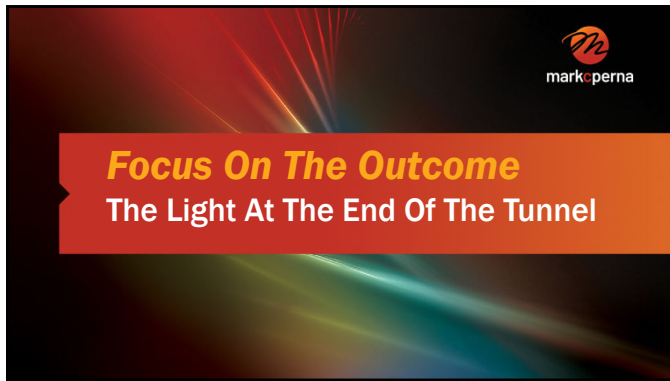
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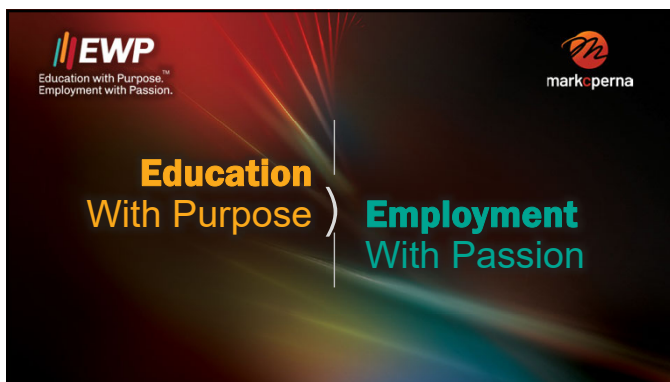
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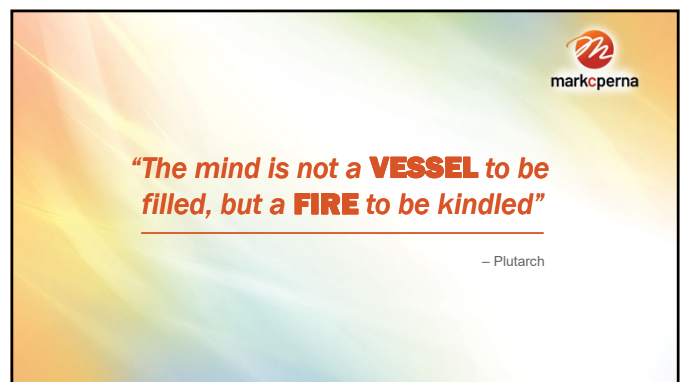
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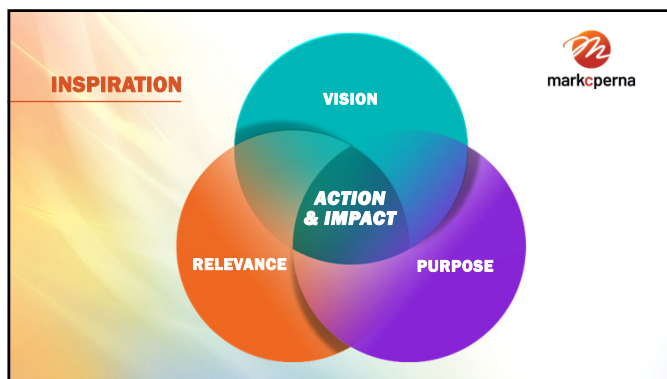


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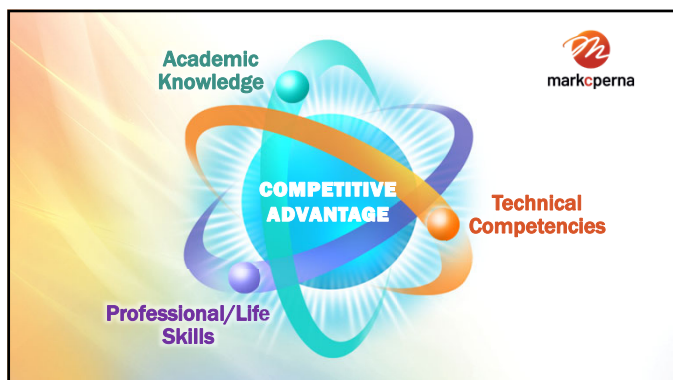
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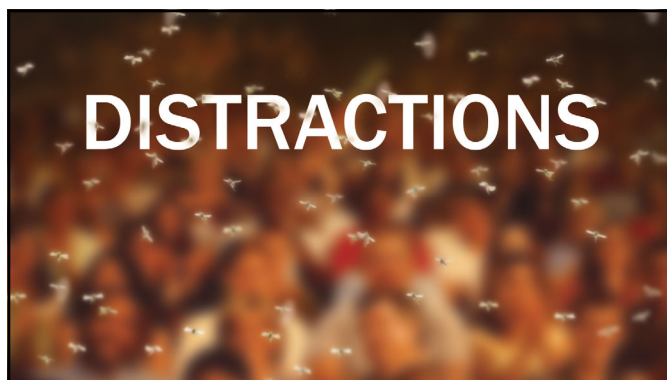
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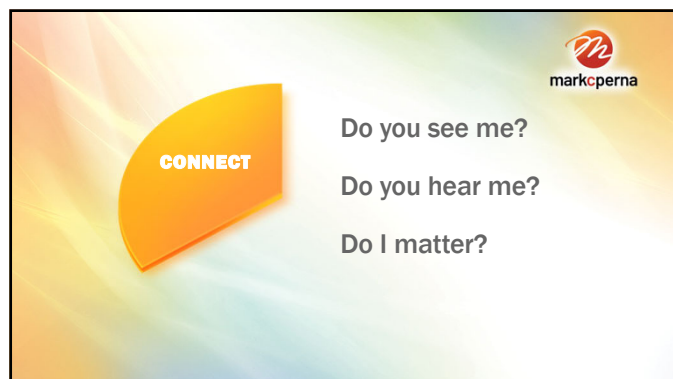


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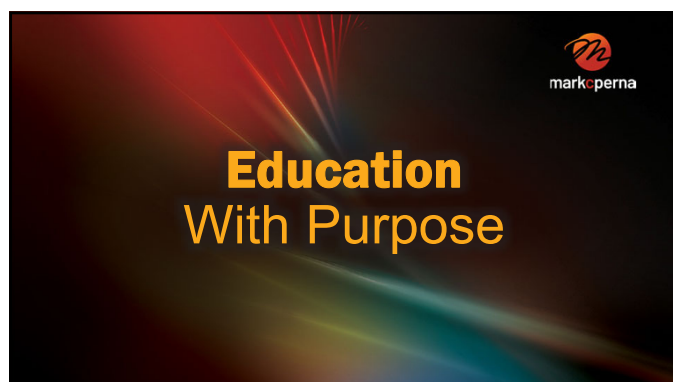
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Georgetown University  
Center for Education and Workforce

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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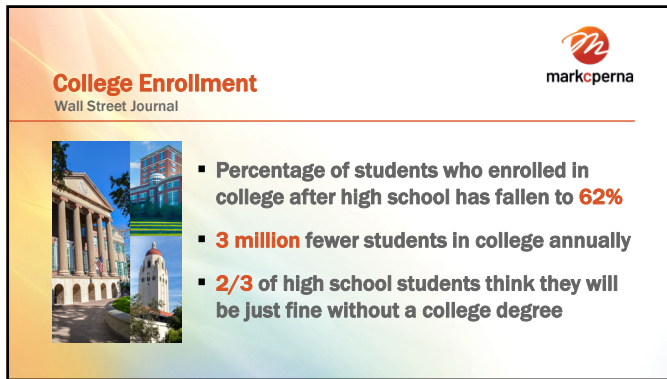
College Completion  
Wall Street Journal

- 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

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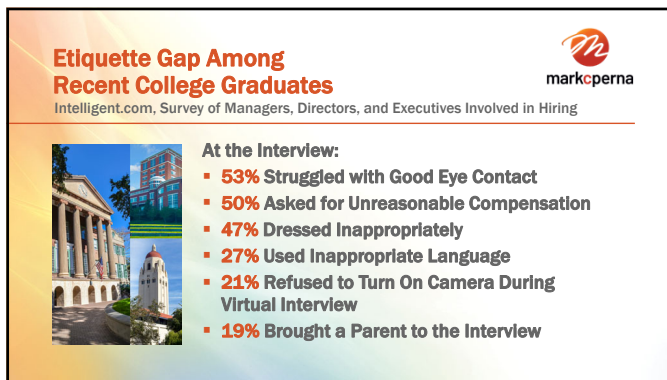


**College Debt in America**  
As Reported by Major News Agencies




- **\$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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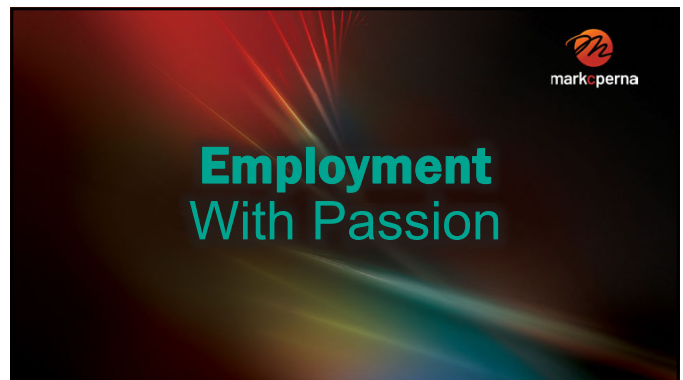
**Etiquette Gap Among Recent College Graduates**  
Intelligent.com, Survey of Managers, Directors, and Executives Involved in Hiring



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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**Employment With Passion**

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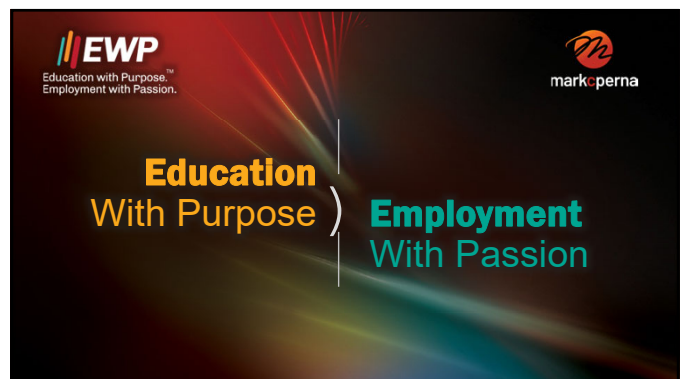


**Transitioning to Skills-Based Hiring**



- 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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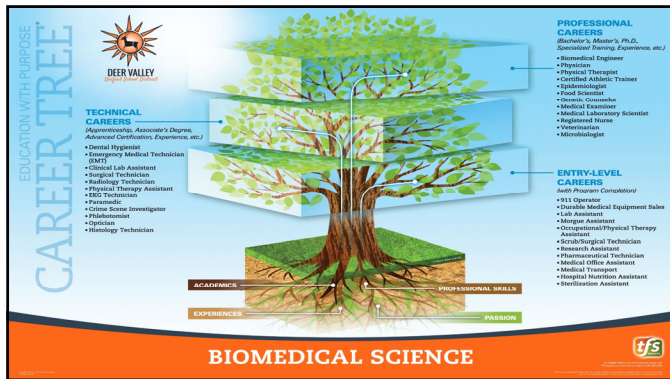


**EWP**  
Education with Purpose.™  
Employment with Passion.

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

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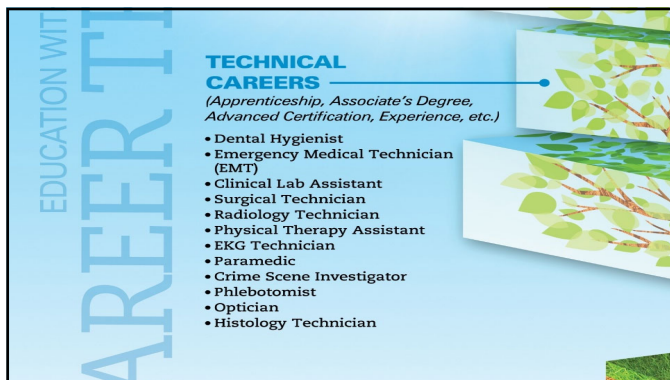
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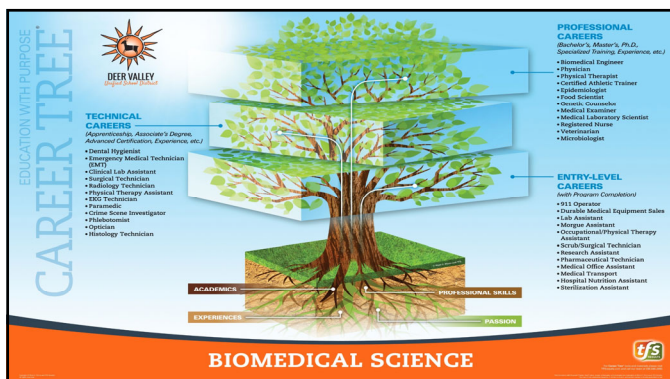
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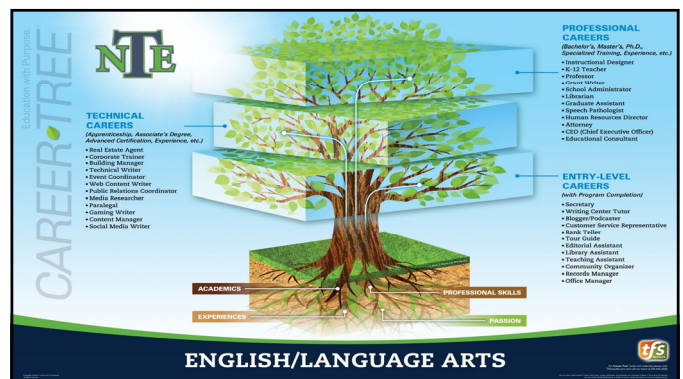
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**ENTRY-LEVEL CAREERS**  
(with Program Completion)

- 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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- Teaching Assistant
- Community Organizer
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- Office Manager

**ENGLISH/LANGUAGE ARTS**

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**LEVEL 3 CAREERS**  
(with Extensive Experience or Additional Education)

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

**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
- Forensic Lab Scientist
- Pollution Prevention Technician
- Product Development Scientist
- Executive Vice President/Manager
- Chemist
- Military Scientist/Analyst

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

- Process Development Technician
- Lab Technician - Environmental
- 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

**CHEMISTRY**

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

- Process Development Technician
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Lab Technician - Chemical
- CMP Cleanup Technician
- Equipment Prep Technician
- Global Information Systems Technician
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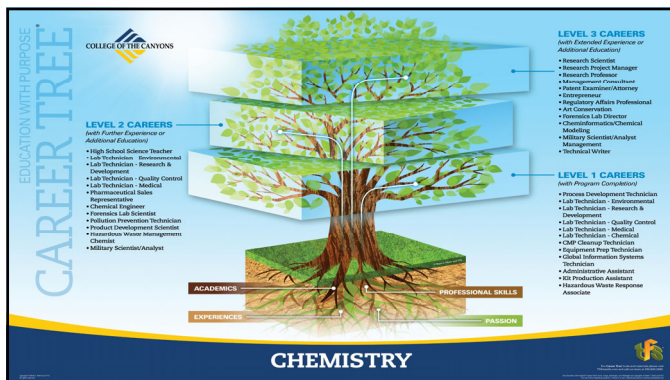
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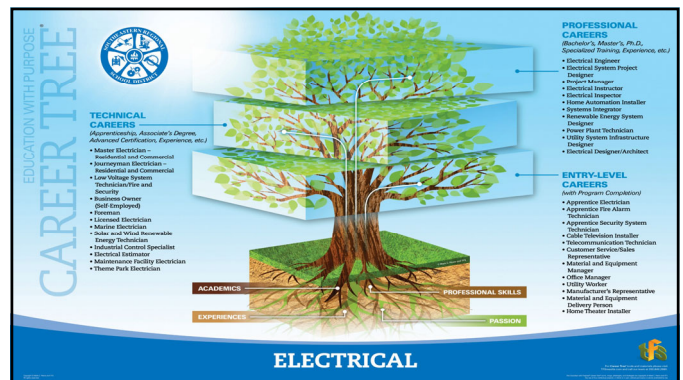
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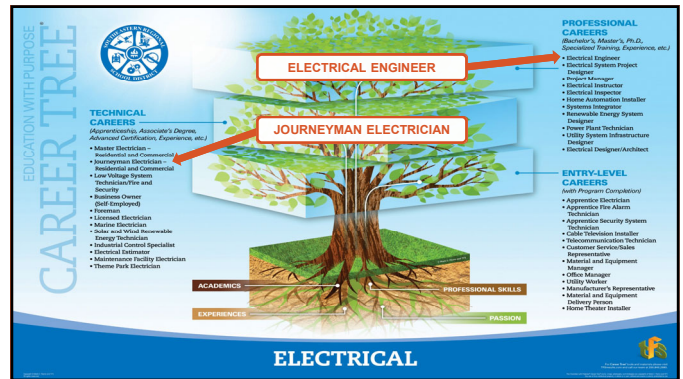
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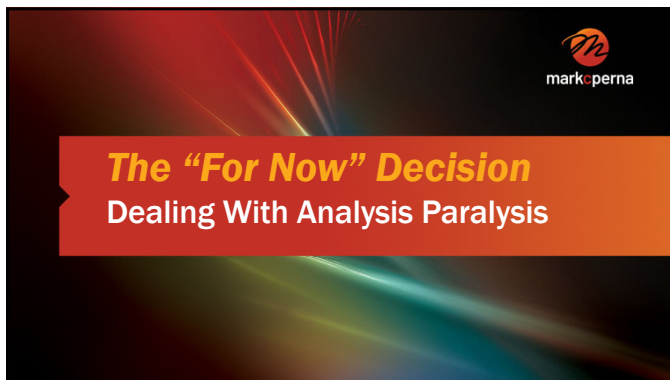
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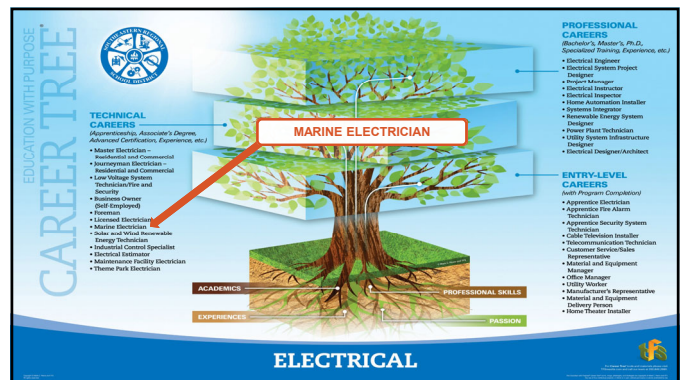
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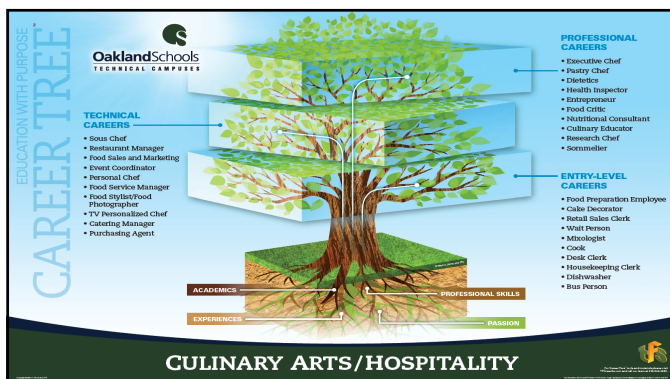
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Take the experience further with a special gift from Mark

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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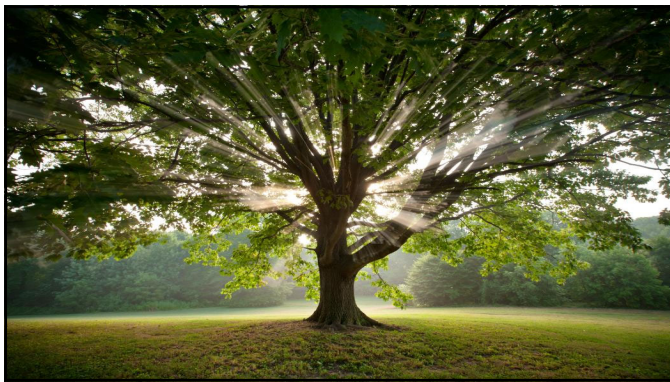
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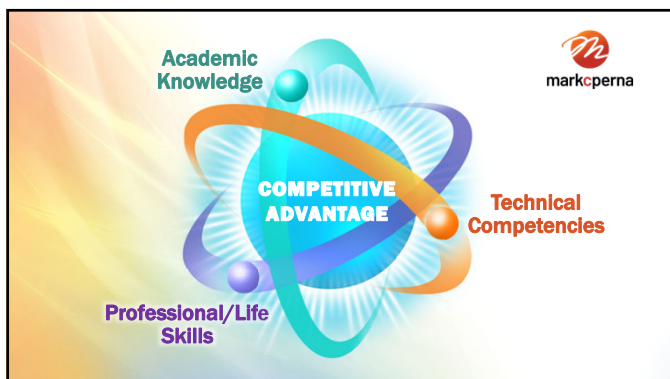
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**COMPETITIVE  
ADVANTAGE TRACK™**

- **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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**Academic Knowledge**

**COMPETITIVE  
ADVANTAGE**

**Professional/Life Skills**

**Technical Competencies**






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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






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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™**

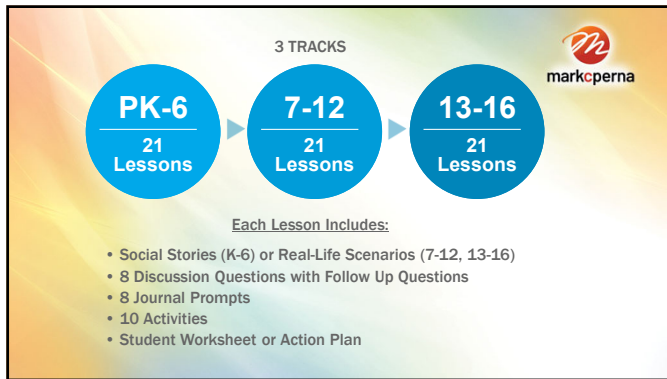
**Flexible Lesson Framework**

**PK-16 into Workforce**

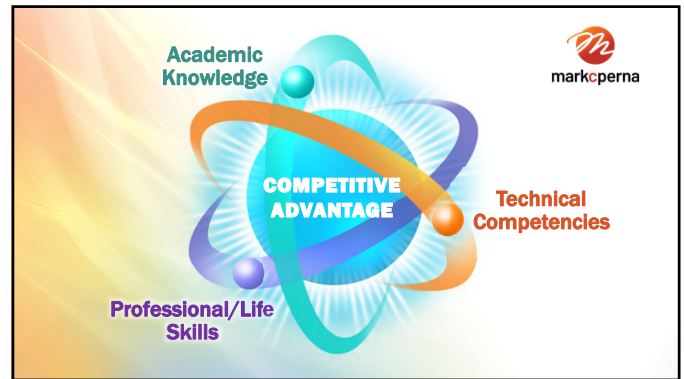
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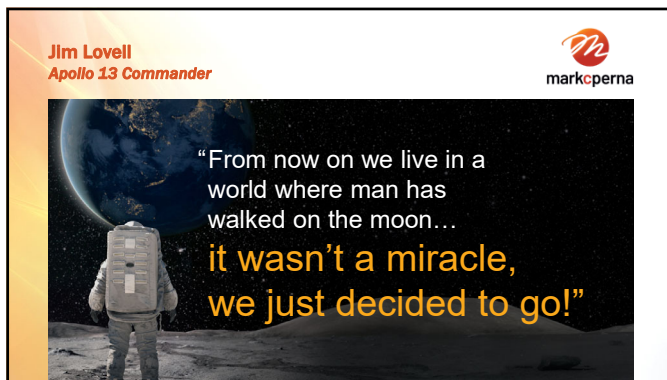
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