



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.



A FLEXIBLE LESSON FRAMEWORK FOR PK-16 STUDENTS AND WORKFORCE DEVELOPMENT



All students—from PK-16 and into workforce development—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. What motivates them to build these skills? Their own powerful, personal competitive advantage.



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Sign up to get three sample Skill Tree lessons from each of our PK-6, 7-12, and 13-16 tracks!



MARK C. PERNA

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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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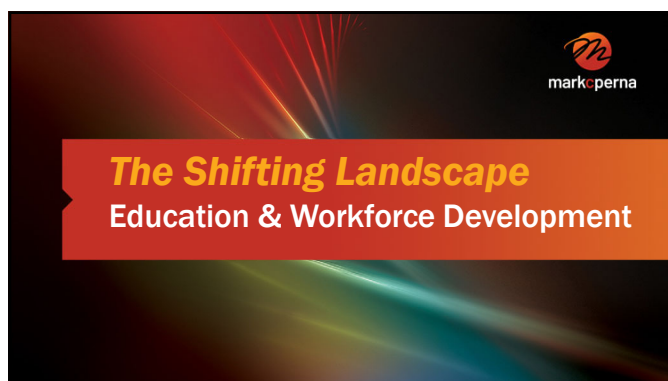


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Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



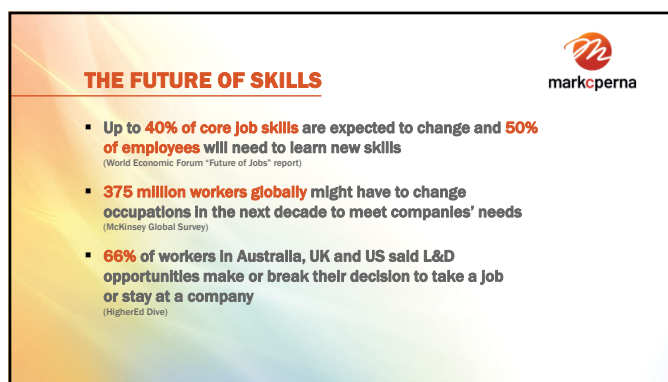
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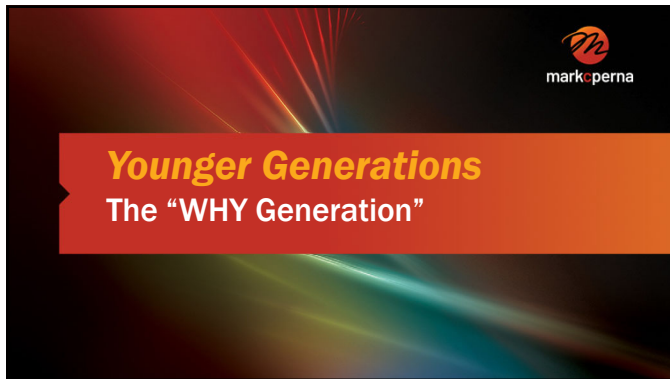


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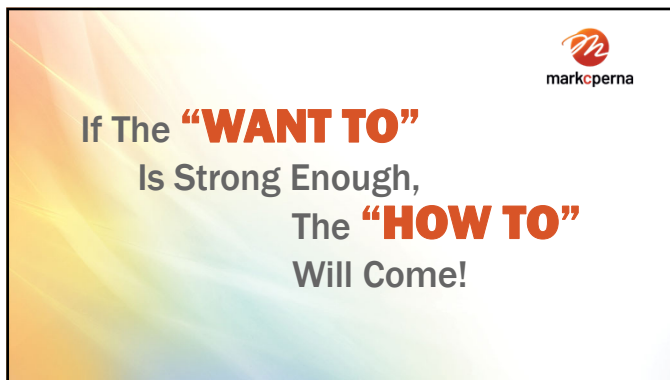
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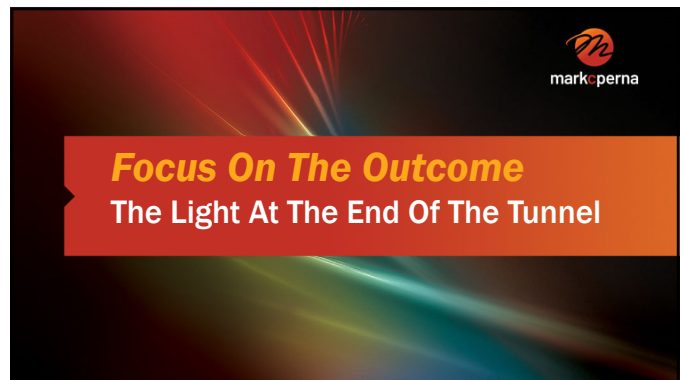
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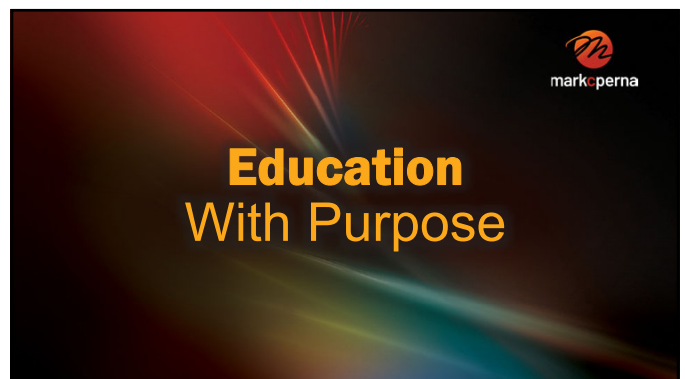
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**Georgetown University
Center for Education and Workforce**




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.

13

**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

14

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

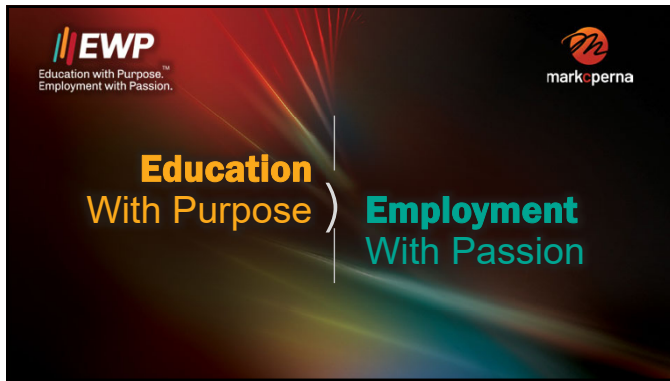


At the Interview:

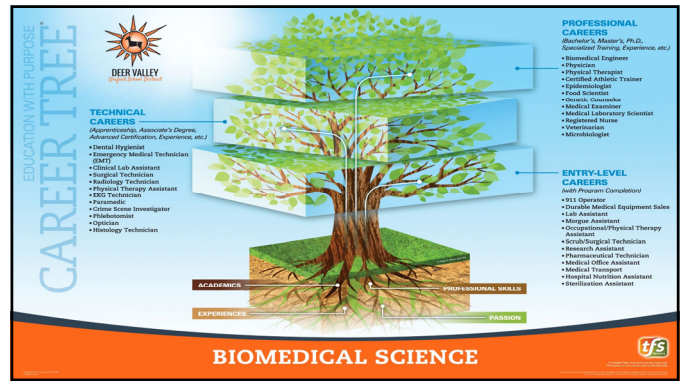
- **53%** Struggled with Good Eye Contact
- **50%** Asked for Unreasonable Compensation
- **47%** Dressed Inappropriately
- **27%** Used Inappropriate Language
- **21%** Refused to Turn On Camera During Virtual Interview
- **19%** Brought a Parent to the Interview

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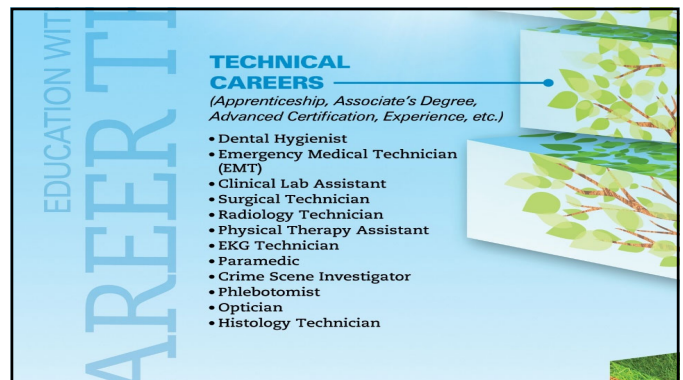
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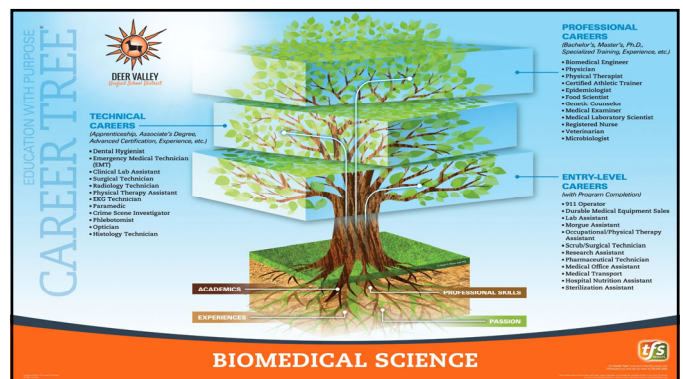
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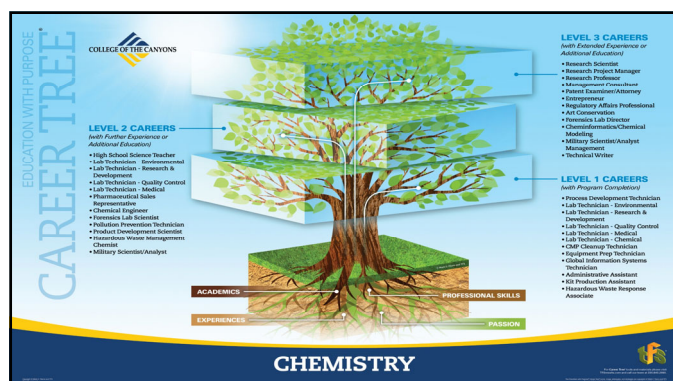


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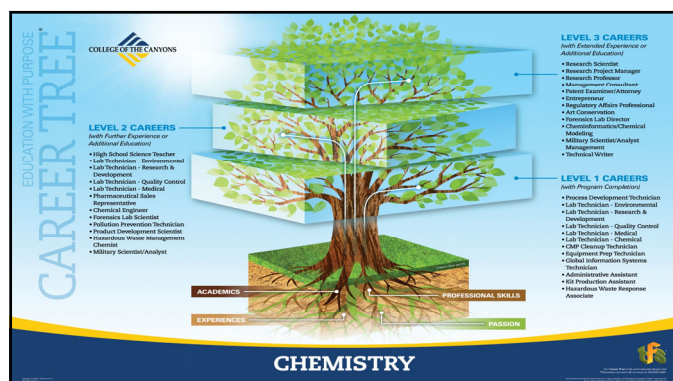
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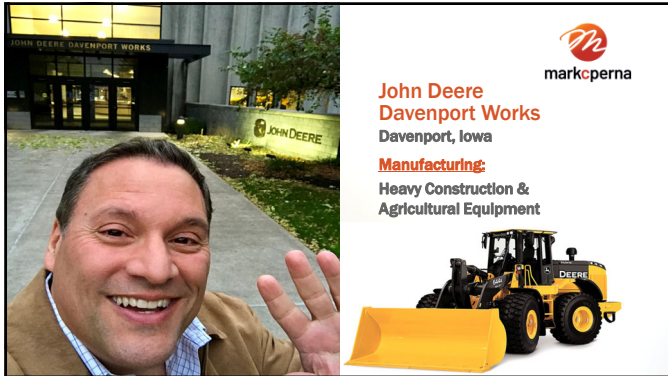
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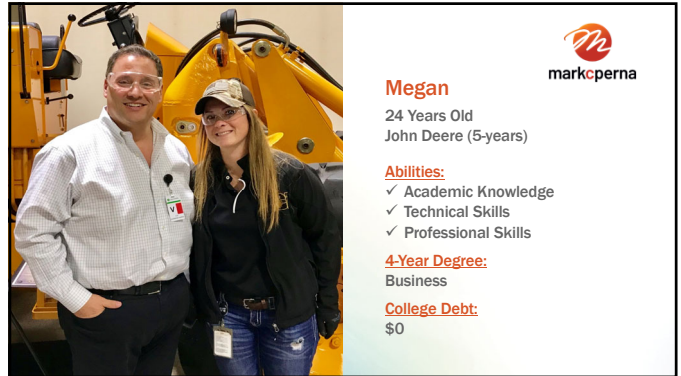
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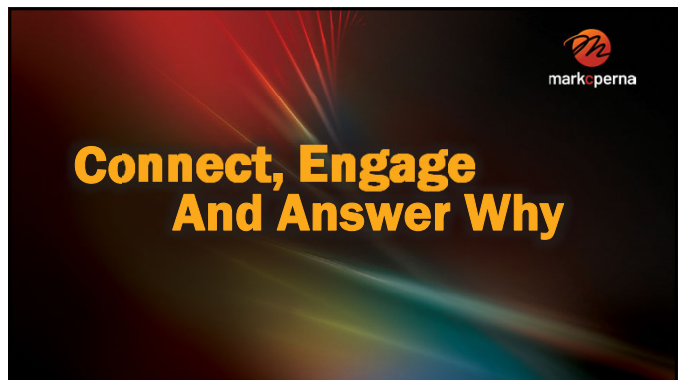
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Mark C. Perna
Speaker, Author, and CEO

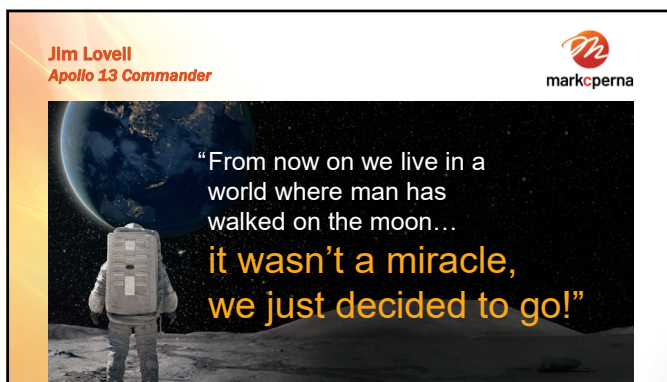
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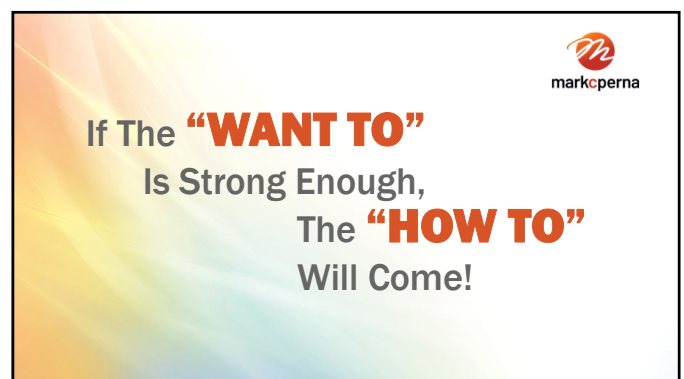
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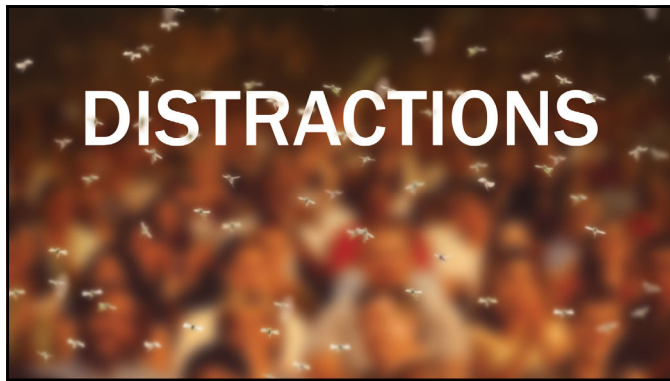


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COMPETITIVE ADVANTAGE

- 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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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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SMA

Smart Machine Age

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Gen Z Entrepreneurs
Square, Gen Z Study

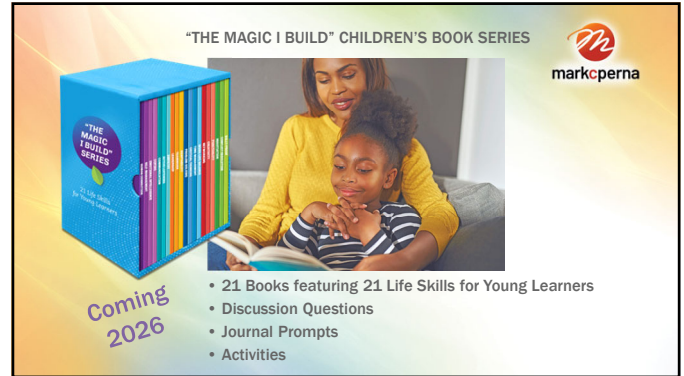
84%
Want To Own Their Own Company In The Future

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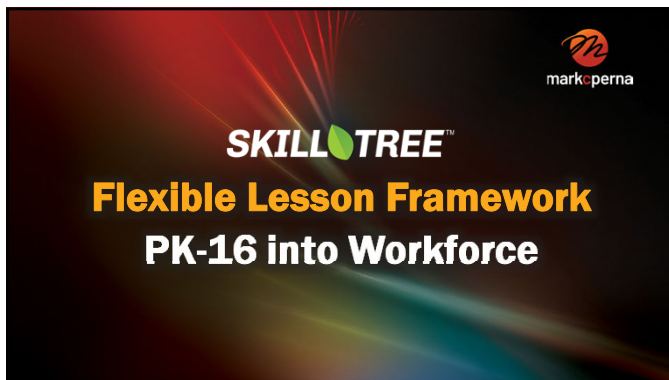
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