



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.



◀ Scan this QR code

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

4199 Kinross Lakes Parkway, Suite 235 | Richfield, OH 44286 | 330.840.2680
mark.perna@TFSresults.com | TFSresults.com | MarkCPerna.com

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

WELCOME...

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Unleashing Passion, Purpose, and Performance in Younger Generations

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

5

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Academic Knowledge

Technical Competencies

Professional/Life Skills

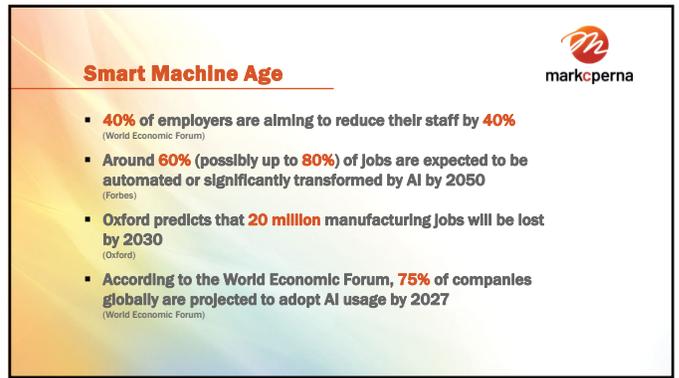
COMPETITIVE ADVANTAGE

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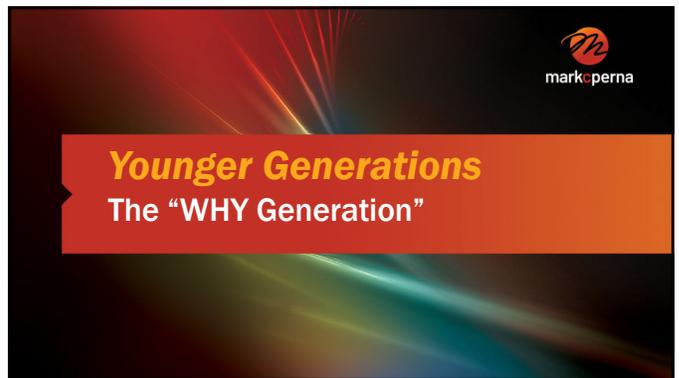
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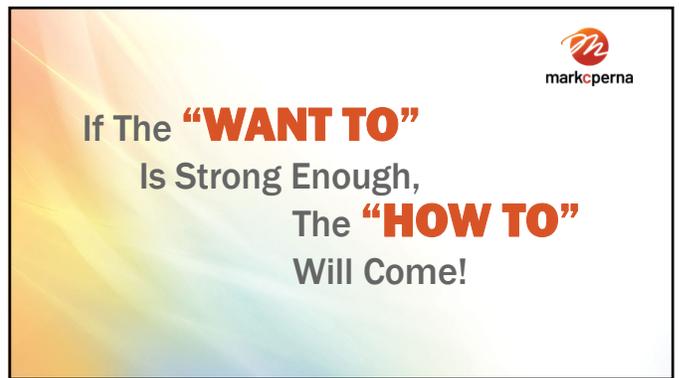
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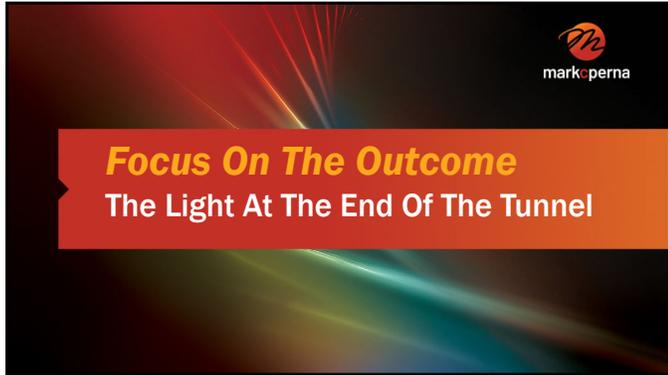


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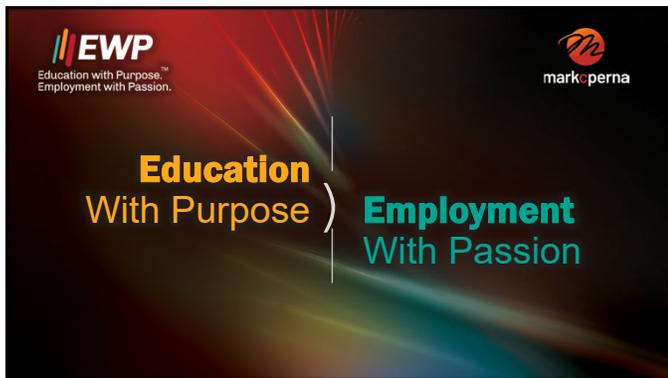
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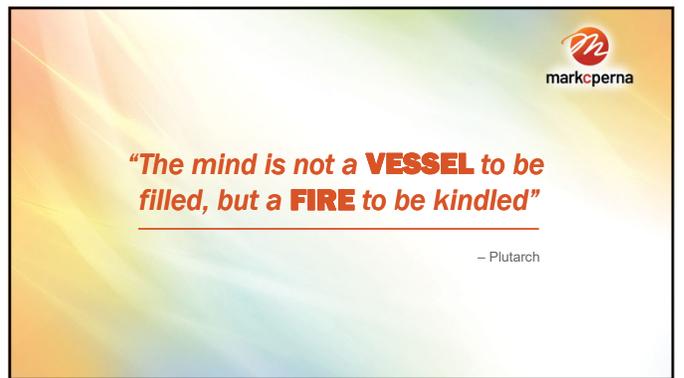
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16



17

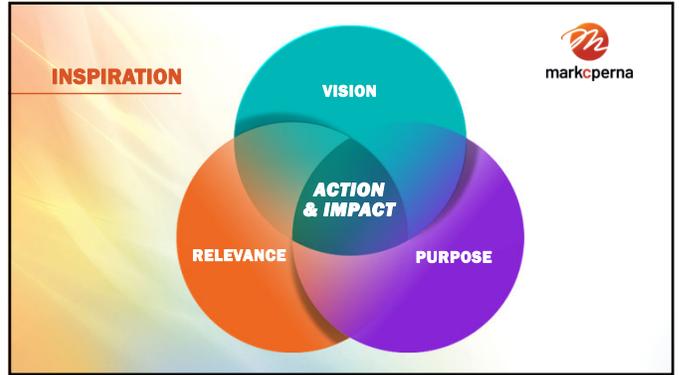


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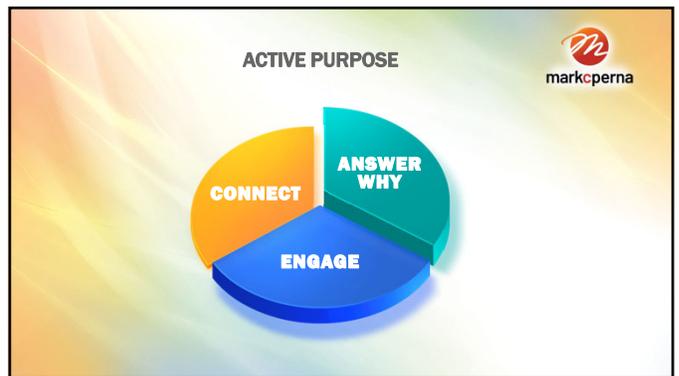
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Do you see me?
Do you hear me?
Do I matter?

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ACTIVE PURPOSE

CONNECT

ENGAGE

ANSWER WHY

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Education
With Purpose

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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.

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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

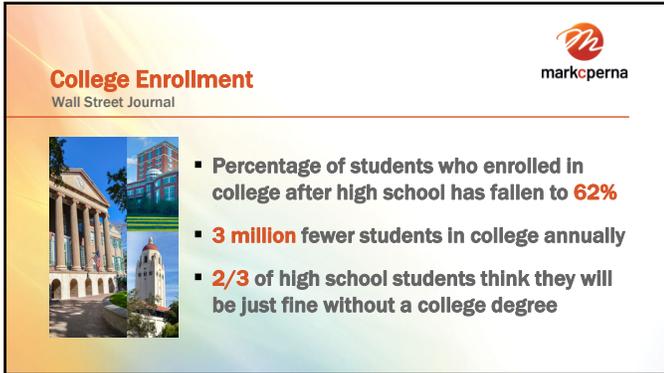
Wall Street Journal



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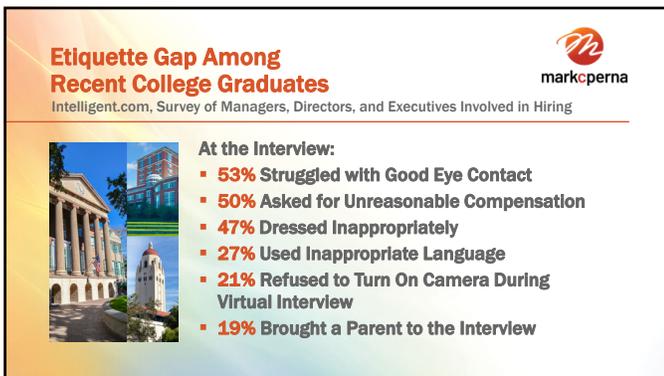
College Debt in America
As Reported by Major News Agencies



- **\$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

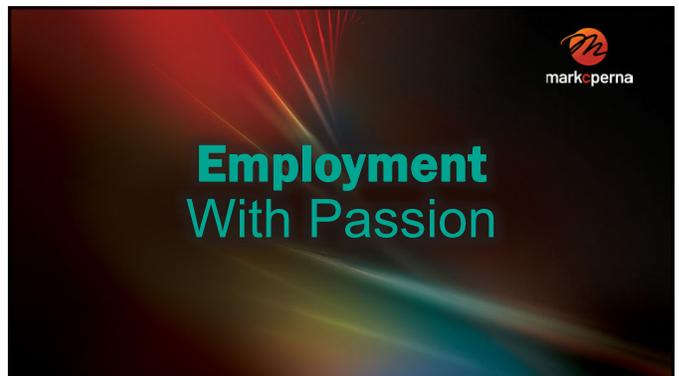


At the Interview:

- **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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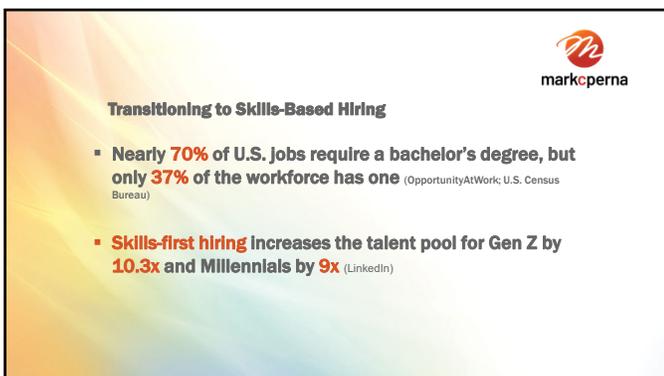
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Employment With Passion

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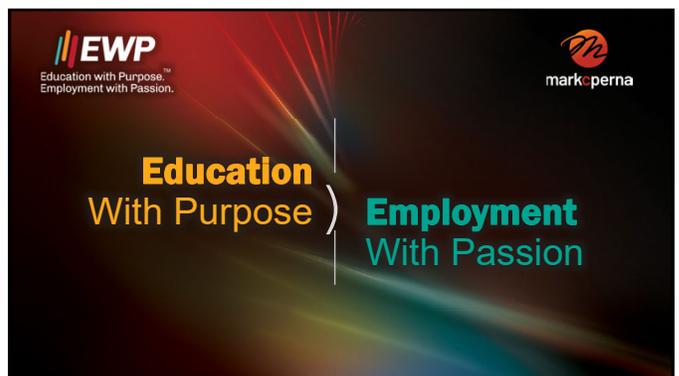


Transitioning to Skills-Based Hiring

- 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)

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EWP
Education with Purpose.
Employment with Passion.

Education With Purpose | **Employment With Passion**

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CAREER TREE
EDUCATION WITH PURPOSE
DEER VALLEY

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

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 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

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

BIOMEDICAL SCIENCE

TFS

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ENTRY-LEVEL CAREERS
(With Program Completion)

- 911 Operator
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PROFESSIONAL SKILLS

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DEER VALLEY

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ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

BIOMEDICAL SCIENCE

TFS

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CAREER TREE
EDUCATION WITH PURPOSE
DEER VALLEY

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
- Granting Writer
- Content Manager
- Social Media Writer

ENTRY-LEVEL CAREERS
(With Program Completion)

- Secretary
- Writing Center Tutor
- Manager/Production
- Customer Service Representative
- Bank Teller
- Event Coordinator
- Editorial Assistant
- Library Assistant
- Teaching Assistant
- Community Organizer
- Brochure Manager
- Office Manager

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

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

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

ENGLISH/LANGUAGE ARTS

TFS

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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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- Office Manager

ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

ENGLISH/LANGUAGE ARTS

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

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

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

- Master Electrician - Residential and Commercial
- Journeyman Electrician - Residential and Commercial
- Line Voltage Systems Technician (Fire and Security)
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Master Electrician - Data and Voice Networks
- 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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ENTRY-LEVEL CAREERS
(with Program Completion)

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- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunication Technician
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- Material and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
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- 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

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(Entry Program, Compulsory)

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- Home Theater Installer

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

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The "For Now" Decision
Dealing With Analysis Paralysis

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MARINE ELECTRICIAN

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
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- Manufacturer's Representative
- Material and Equipment Delivery Person
- Home Theater Installer

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

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CULINARY ARTS/HOSPITALITY

PROFESSIONAL CAREERS

- Executive Chef
- Pastry Chef
- Dietician
- Health Inspector
- Entrepreneur
- Food Critic
- Nutritional Consultant
- Culinary Educator
- Research Chef
- Sommelier

TECHNICAL CAREERS

- Sous Chef
- Restaurant Manager
- Food Sales and Marketing
- Event Coordinator
- Personal Chef
- Food Service Manager
- Food Stylist/Food Photographer
- TV Personalized Chef
- Catering Manager
- Purchasing Agent

ENTRY-LEVEL CAREERS

- Food Preparation Employee
- Cafe Decorator
- Retail Sales Clerk
- Wait Person
- Micrologist
- Cook
- Dish Clerk
- Housekeeping Clerk
- Dishwasher
- Bus Person

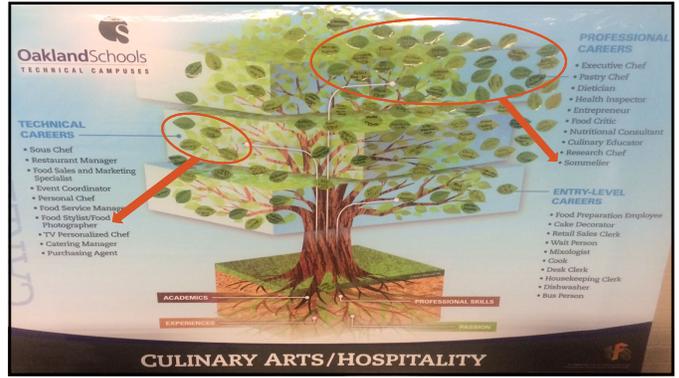
ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

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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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COMPETITIVE ADVANTAGE TRACK™
LEARNING SERIES

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

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Slide 67 features a blue and orange geometric background with a photo of Mark C. Perna on the right side.

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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"

Slide 68 features a blue and orange geometric background with a list of six slices.

68



COMPETITIVE ADVANTAGE TRACK™

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

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Slide 69 features a blue and orange geometric background with a photo of a classroom on the left side.

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COMPETITIVE ADVANTAGE

Academic Knowledge

Technical Competencies

Professional/Life Skills

Slide 70 features a blue and orange geometric background with a central atom-like graphic and three skill categories.

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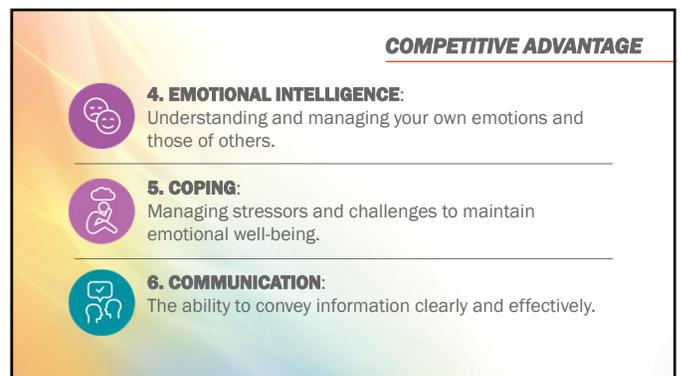


COMPETITIVE ADVANTAGE

- 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.

Slide 71 features a blue and orange geometric background with three numbered items, each with an icon.

71



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.

Slide 72 features a blue and orange geometric background with three numbered items, each with an icon.

72

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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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COMPETITIVE ADVANTAGE

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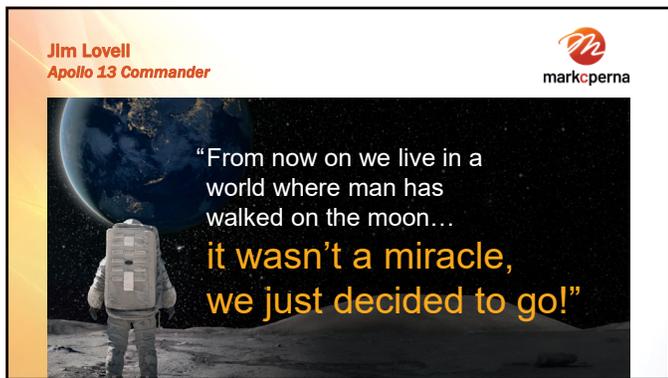
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