



# 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.



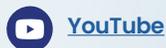
◀ Scan this QR code

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

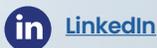


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I appreciate and applaud your commitment to the next generation, and I hope we can stay in touch. Enjoy the PowerPoint slides!

**MARK C. PERNA**  
SPEAKER | AUTHOR | CEO

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

**Unleashing Passion, Purpose, and Performance in Younger Generations**

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

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1

**The Shifting Landscape**  
Education & Workforce Development 

2

**The World Has Changed** 

3

**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)

4

**The World Has Changed** 

5

**Academic Knowledge** 

**COMPETITIVE ADVANTAGE**

**Technical Competencies**

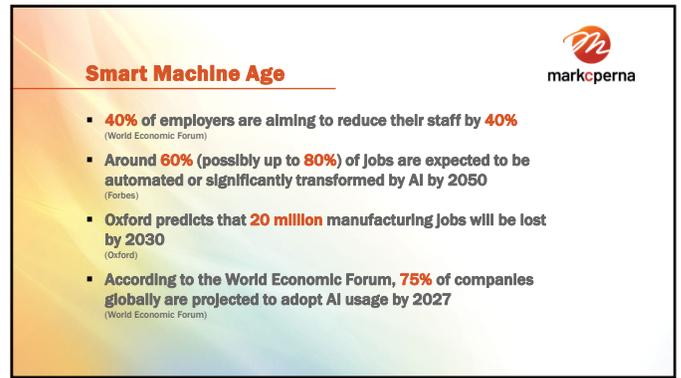
**Professional/Life Skills**

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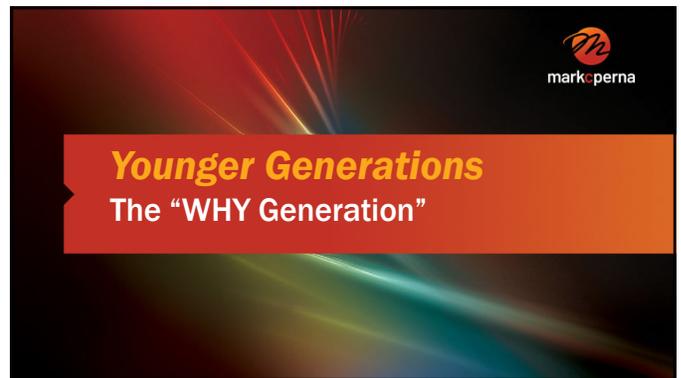
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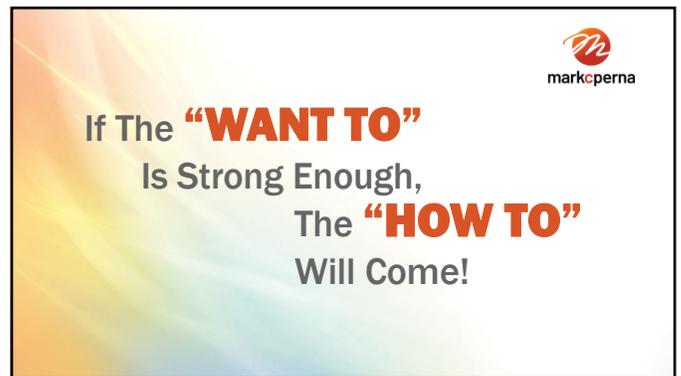
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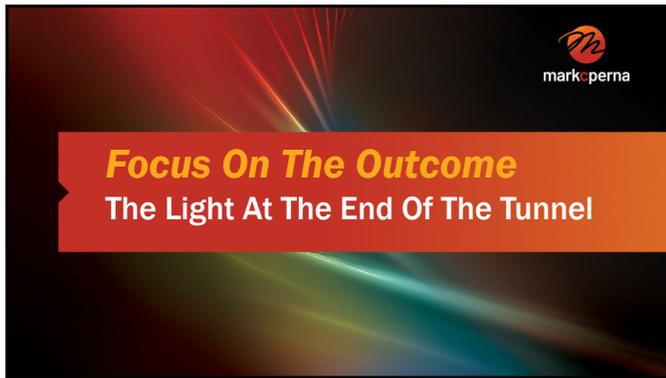


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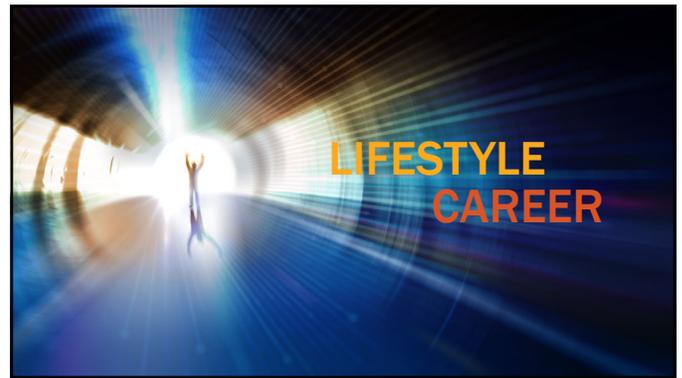


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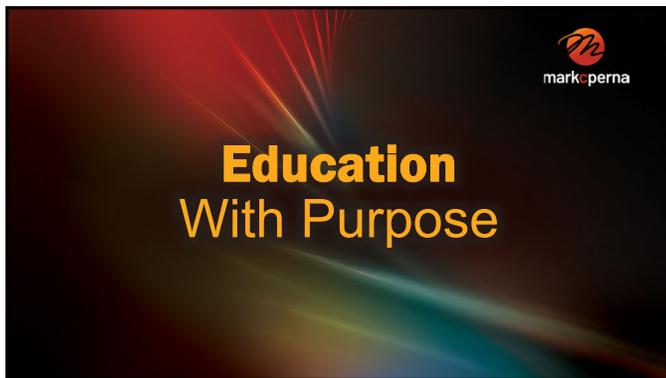
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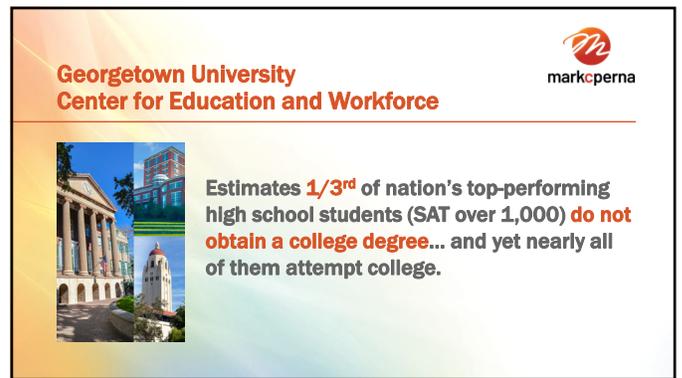
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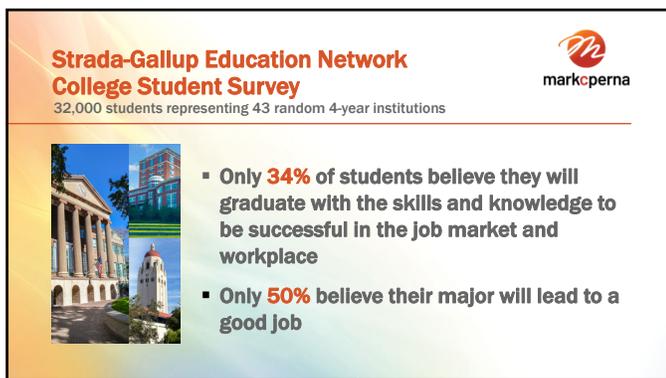
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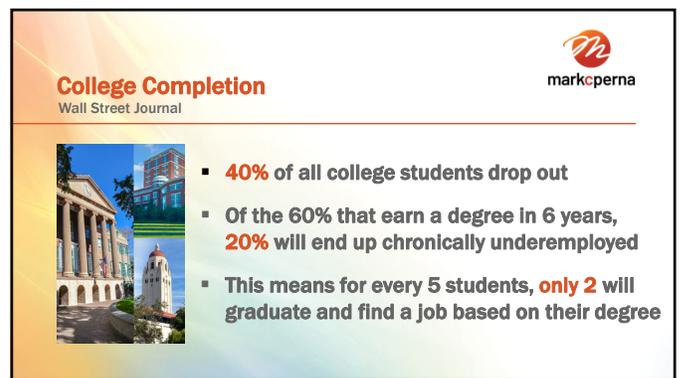
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**College Enrollment**  
Wall Street Journal



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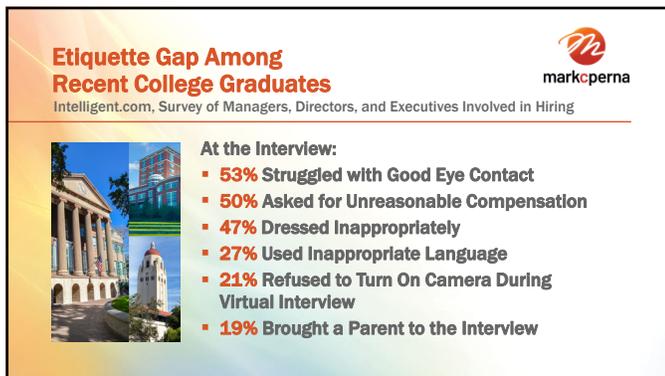
**College Debt in America**  
As Reported by Major News Agencies



- **\$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

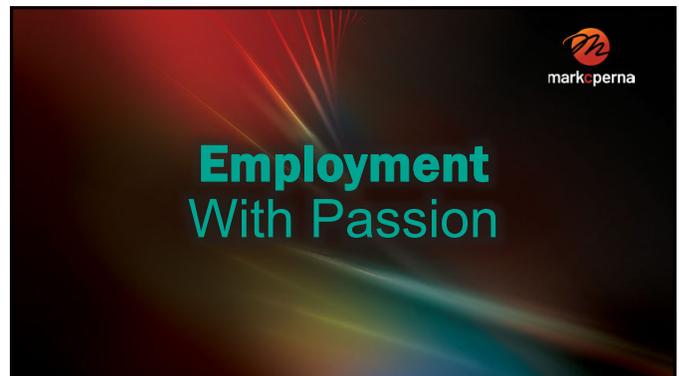


**At the Interview:**

- **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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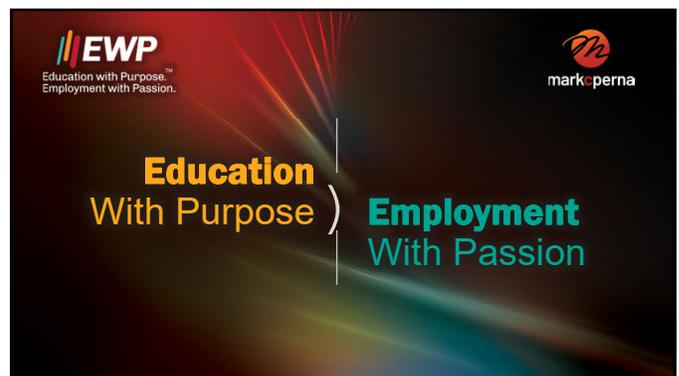


**Transitioning to Skills-Based Hiring**

- 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)

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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
- 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
- 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 SKILLS**

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**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
- Marketing 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
- 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.)*

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- Event Coordinator
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- 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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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 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 (Wiring and Security)
- Business Owner (Self-Employed)
- Licensed Electrician
- Master 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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**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
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- 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 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**

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

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- Solar and Wind Renewable Energy Technician
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

**JOURNEYMAN ELECTRICIAN**

**ELECTRICAL ENGINEER**

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

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

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

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

**ACADEMICS**      **PROFESSIONAL SKILLS**

**EXPERIENCES**      **PASSION**

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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

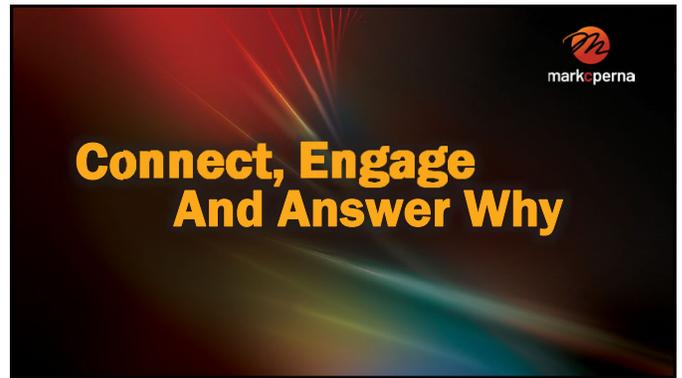
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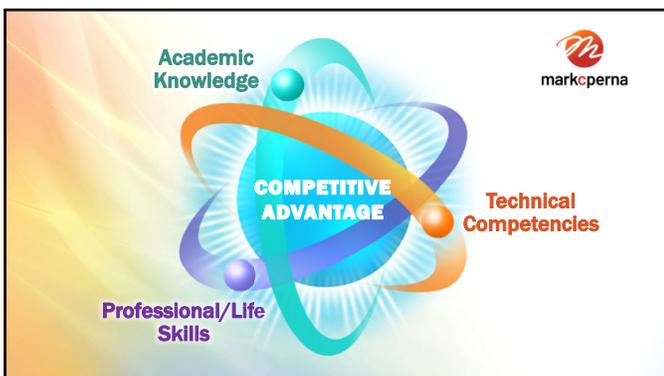
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**COMPETITIVE ADVANTAGE**

 **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.

56

**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

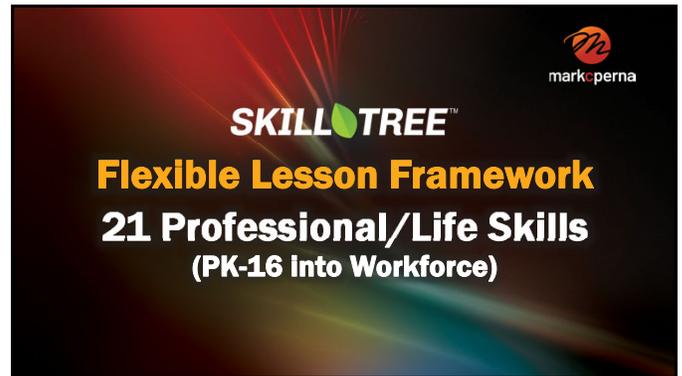
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Coming 2027

- 21 Books featuring 21 Life Skills for Young Learners
- Discussion Questions
- Journal Prompts
- Activities

The image shows a stack of 21 colorful books on the left. On the right, a woman in a yellow shirt is sitting on a couch reading a book to a young girl in a striped shirt.

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SKILL TREE™

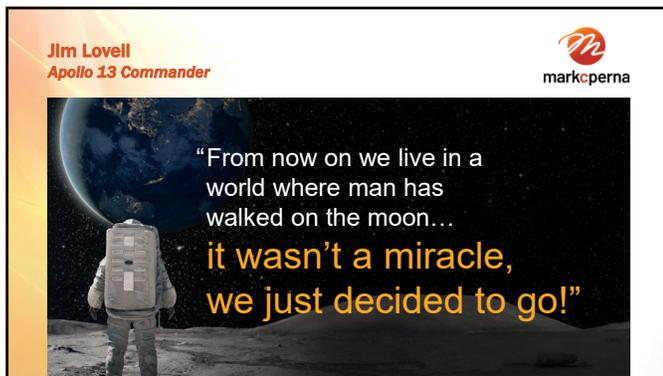
Flexible Lesson Framework

21 Professional/Life Skills  
(PK-16 into Workforce)

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The background is dark with colorful light streaks in shades of red, orange, and blue.

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Jim Lovell  
Apollo 13 Commander

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"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!"**

The image features a photograph of an astronaut in a white spacesuit standing on the lunar surface, with the Earth visible in the dark sky behind them.

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SHARE YOUR THOUGHTS

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A QR code is located on the right side of the advertisement.

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