



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

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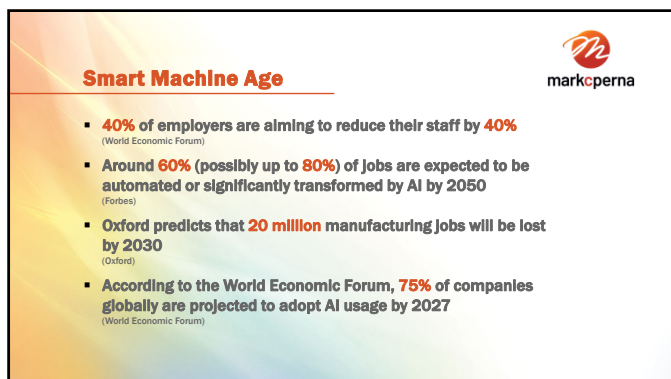


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Smart Machine Age

- **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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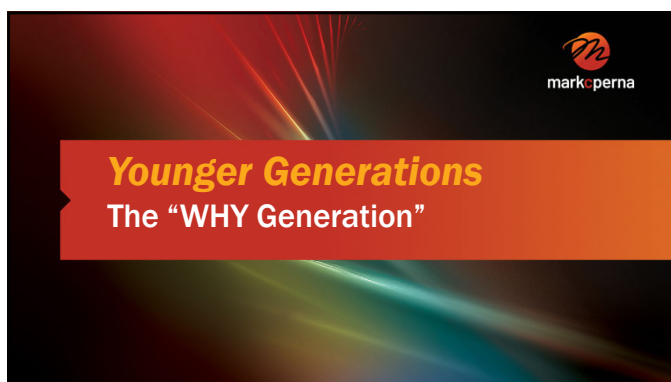
Gen Z Entrepreneurs

Square, Gen Z Study

84%
Want To Own Their Own Company In The Future

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Younger Generations
The “WHY Generation”

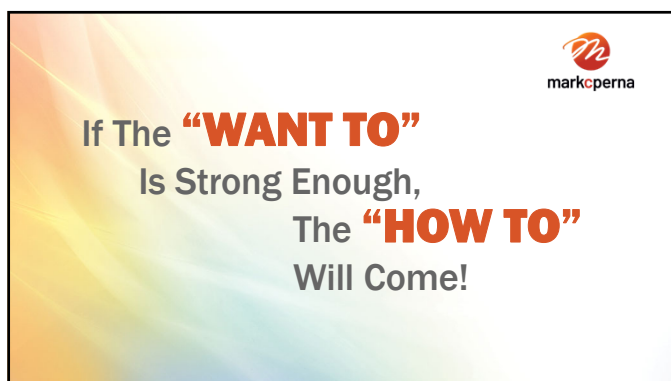
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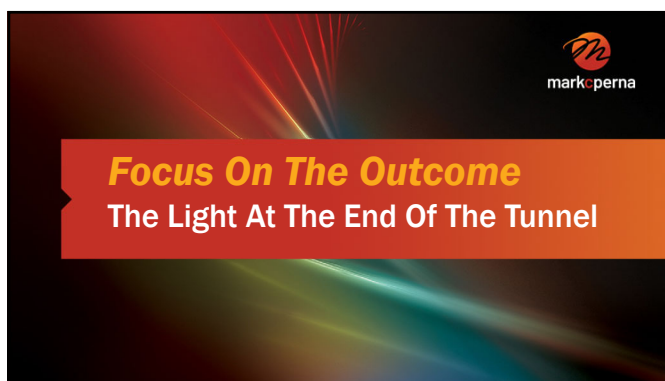
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If The **“WANT TO”**
Is Strong Enough,
The **“HOW TO”**
Will Come!

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Focus On The Outcome
The Light At The End Of The Tunnel

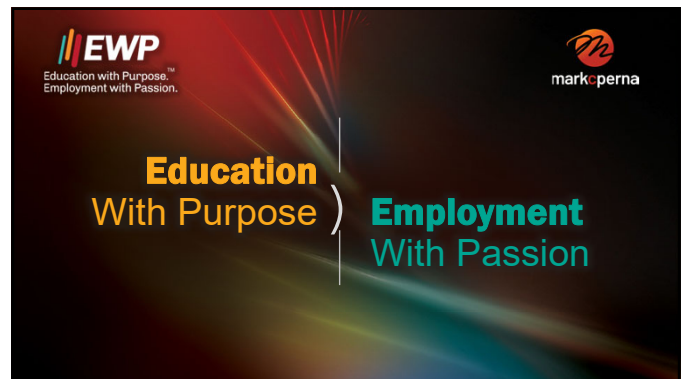
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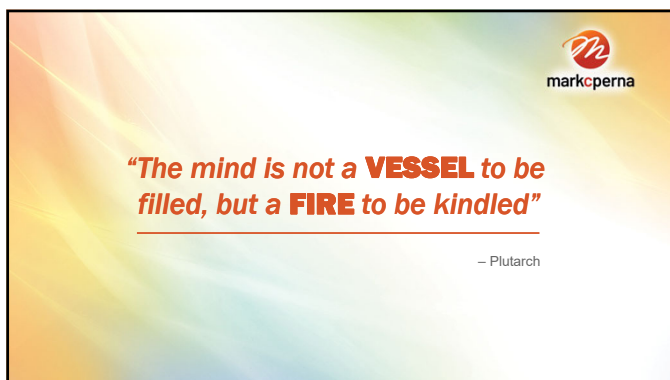
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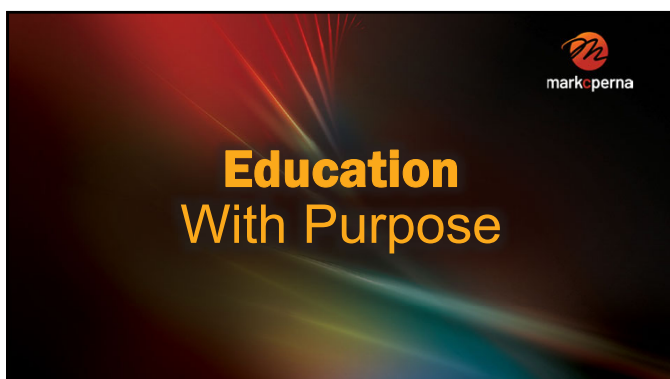
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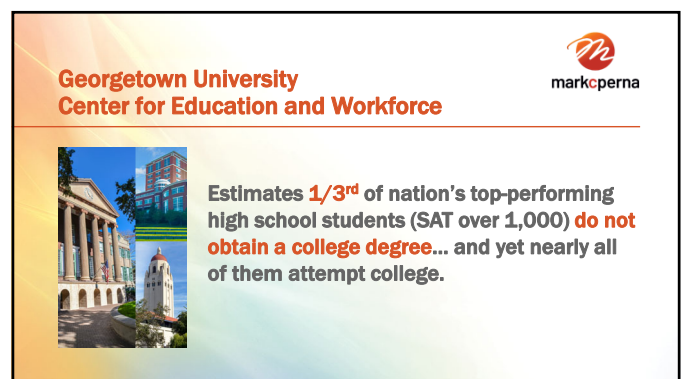
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Strada-Gallup Education Network College Student Survey

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



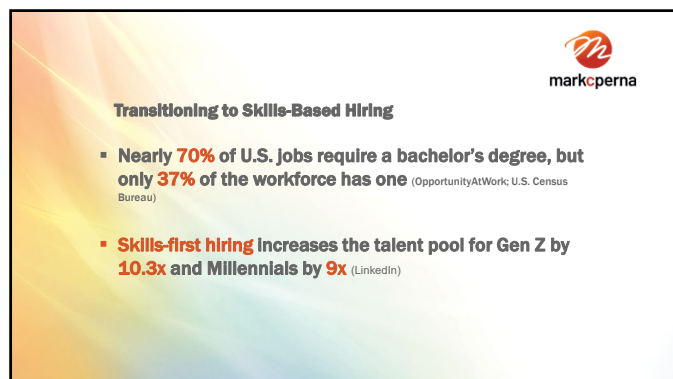
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Employment With Passion

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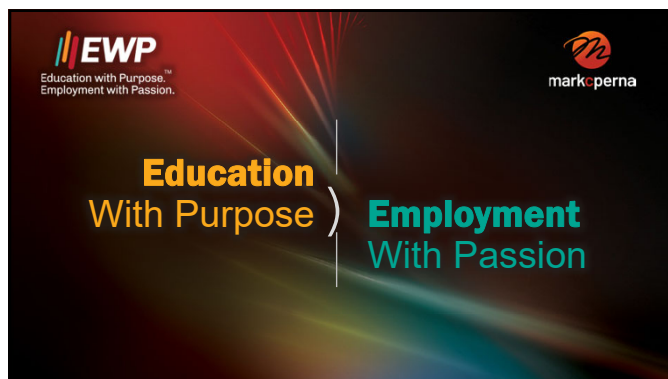
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Transitioning to Skills-Based Hiring

- 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)

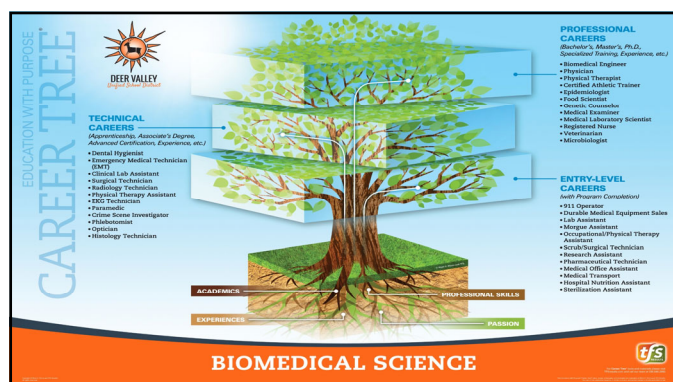
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EWP
Education with Purpose.
Employment with Passion.

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

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CAREER TREE
EDUCATION WITH PURPOSE

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

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

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

BIOMEDICAL SCIENCE

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(with Program Completion)

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PROFESSIONAL SKILLS

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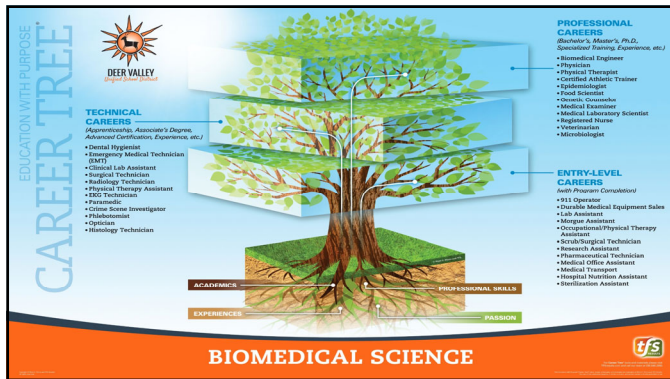


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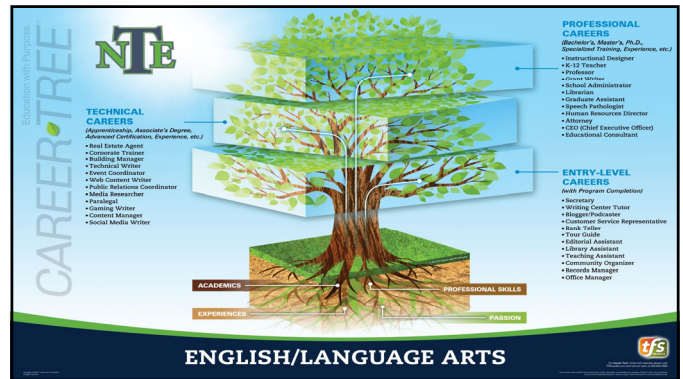
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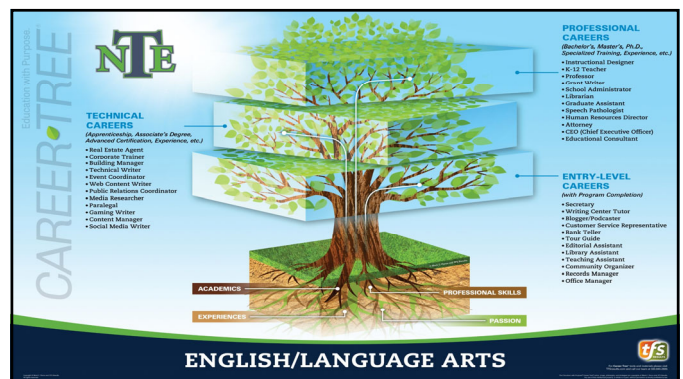
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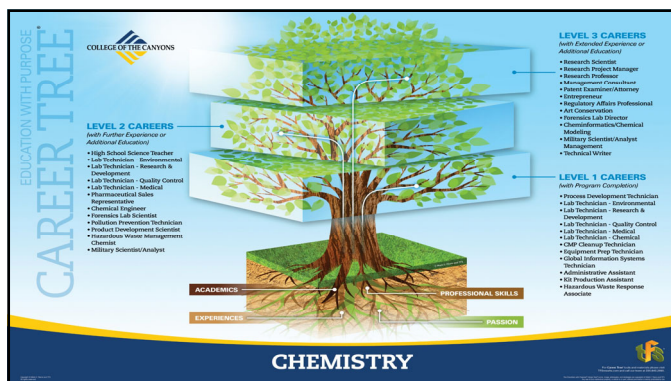


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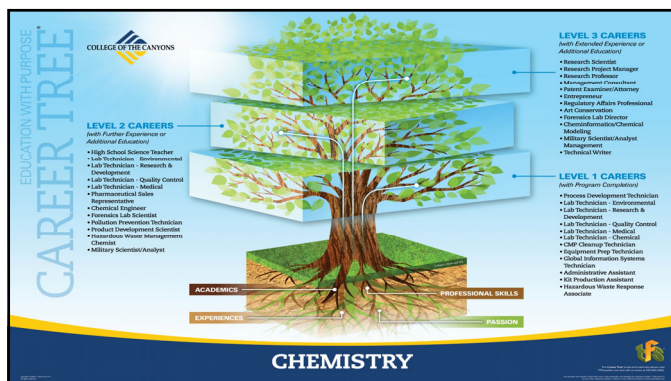
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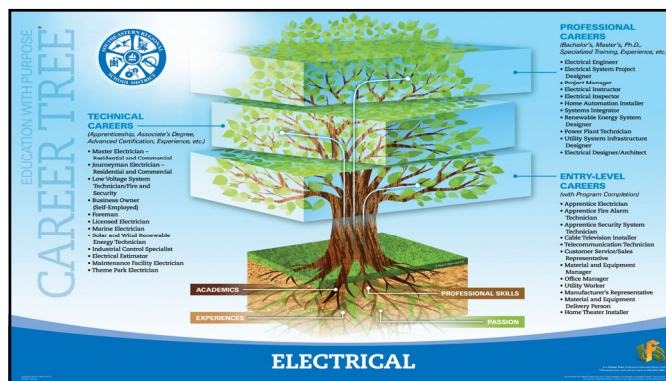
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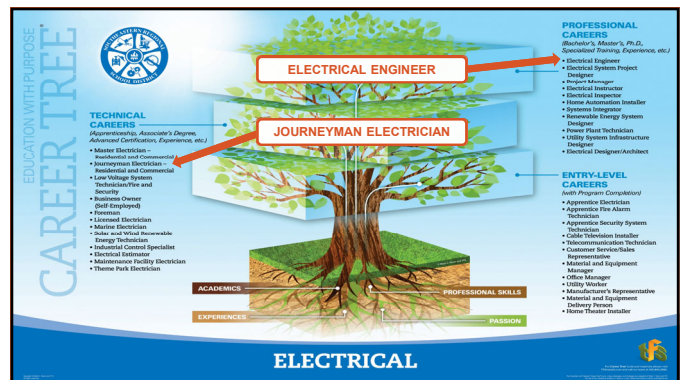
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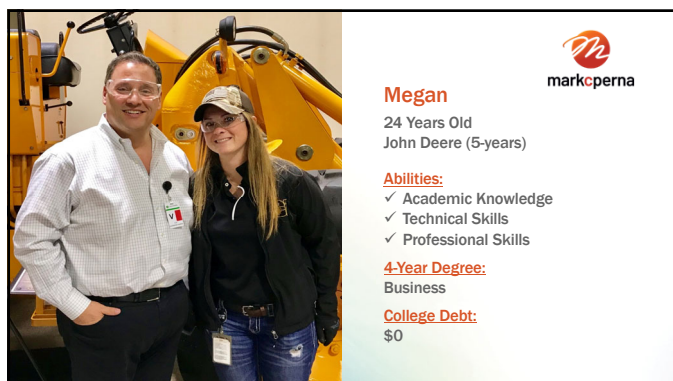


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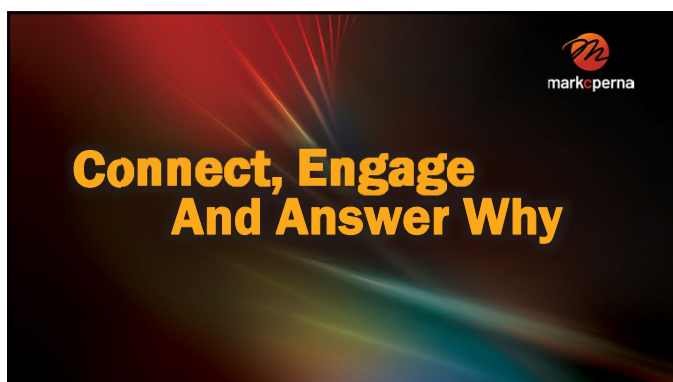
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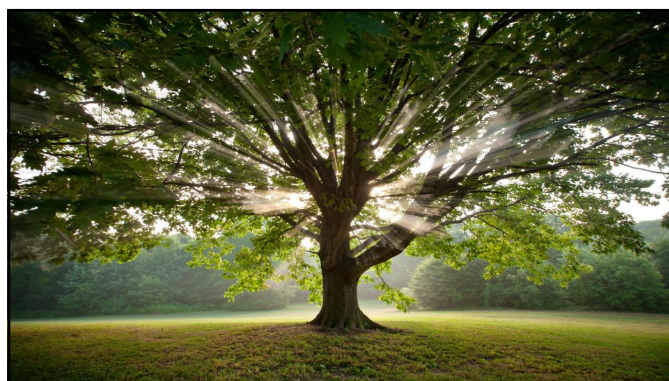
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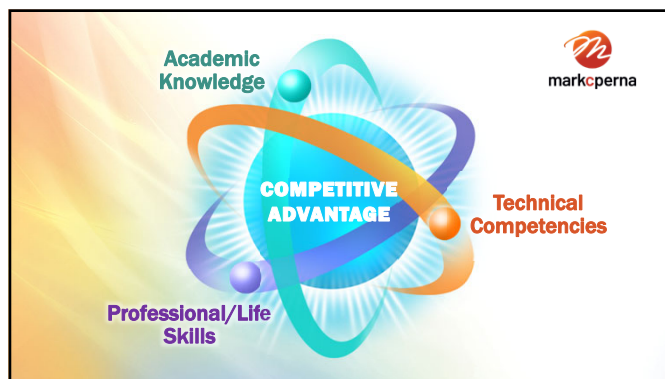


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COMPETITIVE ADVANTAGE

- 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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"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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Academic Knowledge

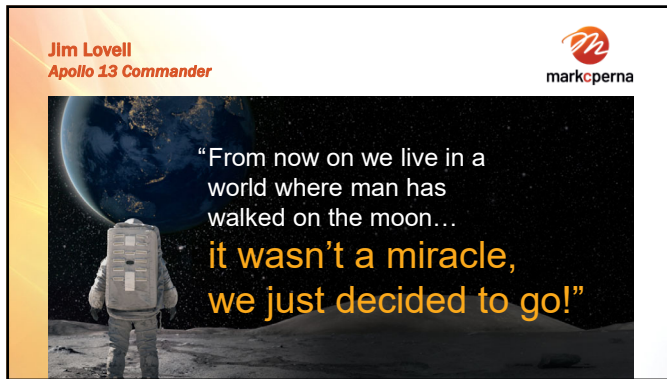
COMPETITIVE ADVANTAGE

Technical Competencies

Professional/Life Skills

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