



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.



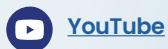
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Sign up to get three sample Skill Tree lessons from each of our PK-6, 7-12, and 13-16 tracks!



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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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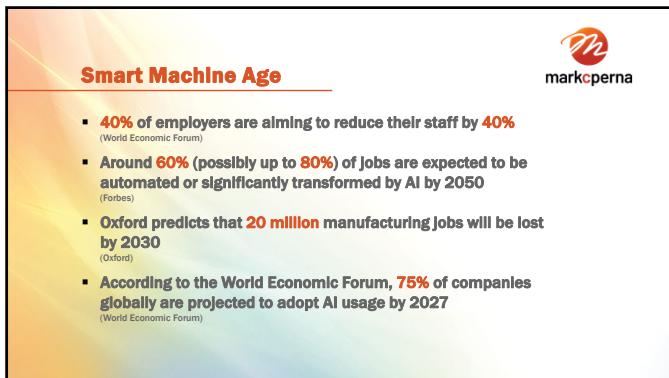
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Smart Machine Age



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- **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

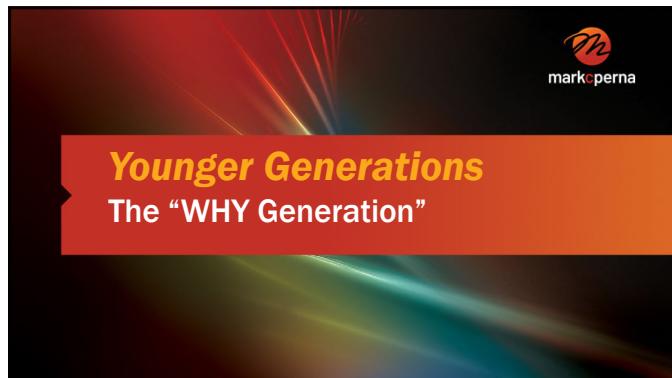


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Square, Gen Z Study

84%
Want To Own Their Own Company In The Future

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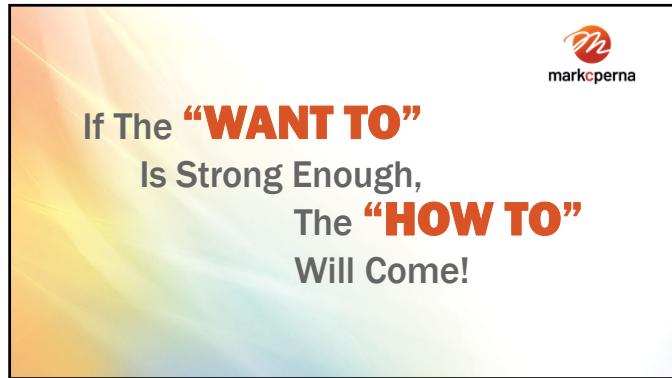
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Younger Generations
The “WHY Generation”

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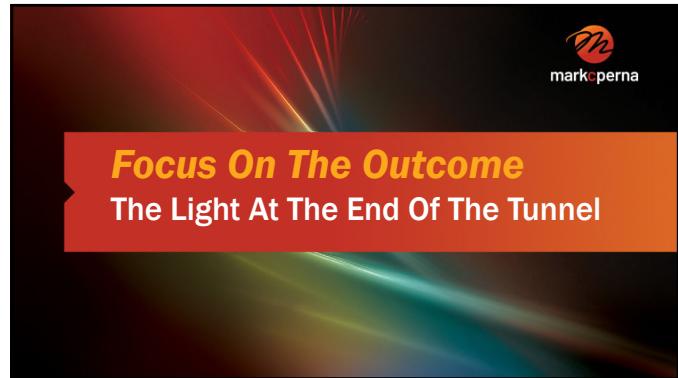
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If The **“WANT TO”**
Is Strong Enough,
The **“HOW TO”**
Will Come!

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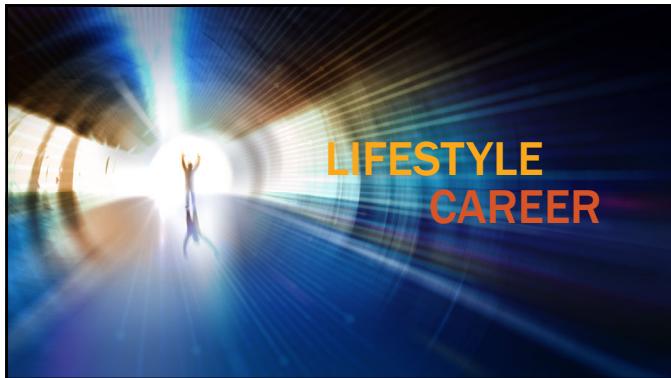


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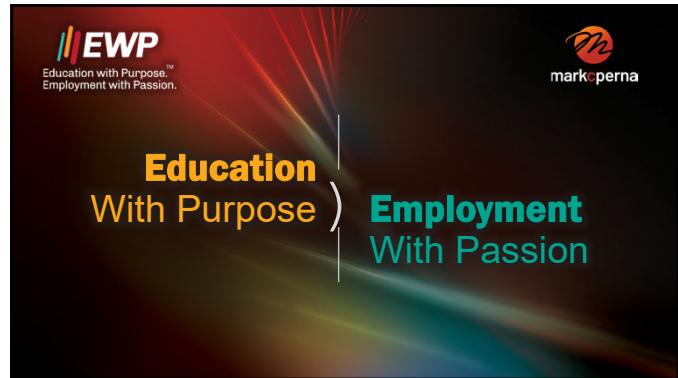
Focus On The Outcome
The Light At The End Of The Tunnel

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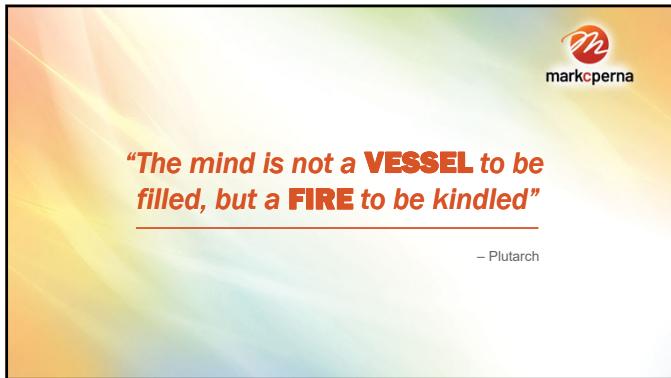
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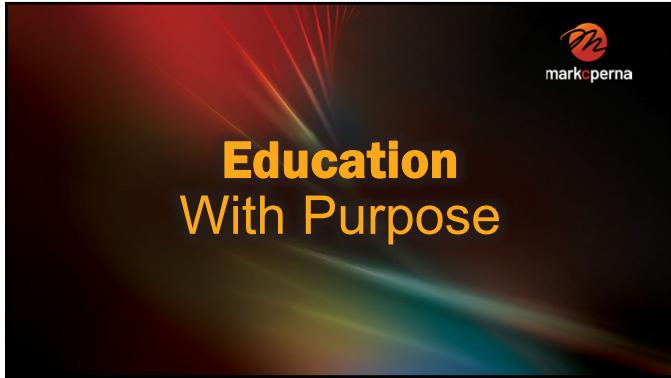
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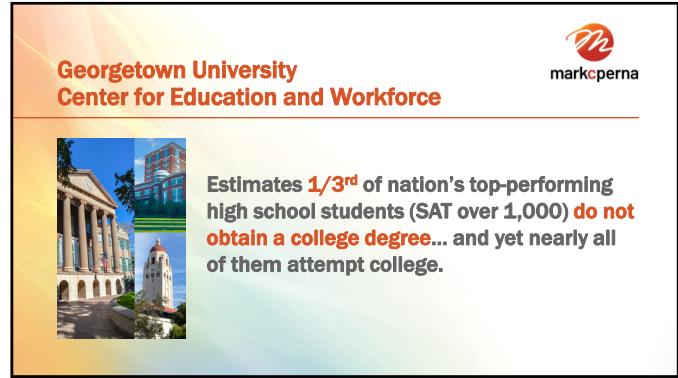
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**Strada-Gallup Education Network
College Student Survey**
32,000 students representing 43 random 4-year institutions



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- 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



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- 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



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- 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



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- \$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



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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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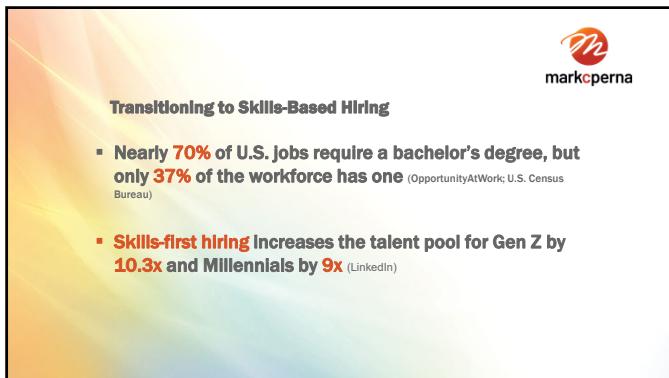


Employment With Passion

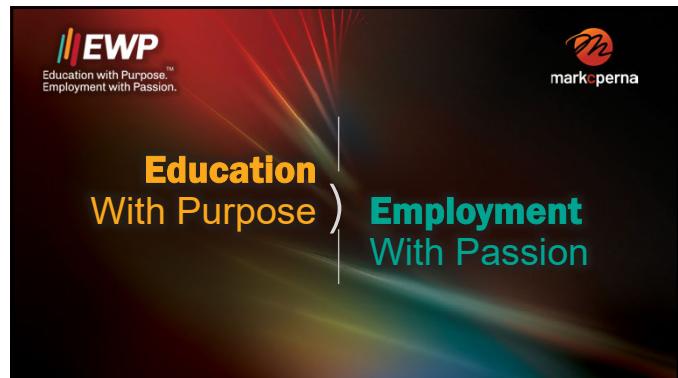


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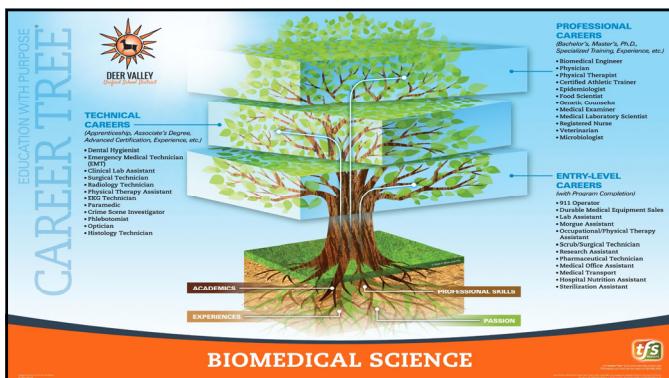
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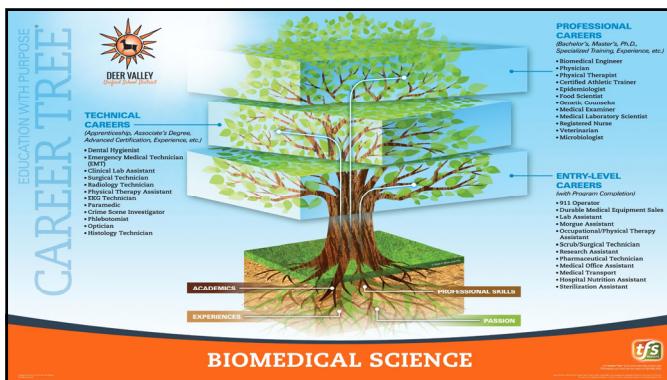


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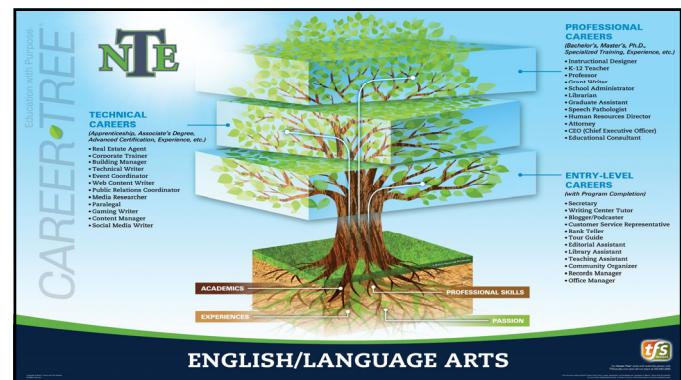


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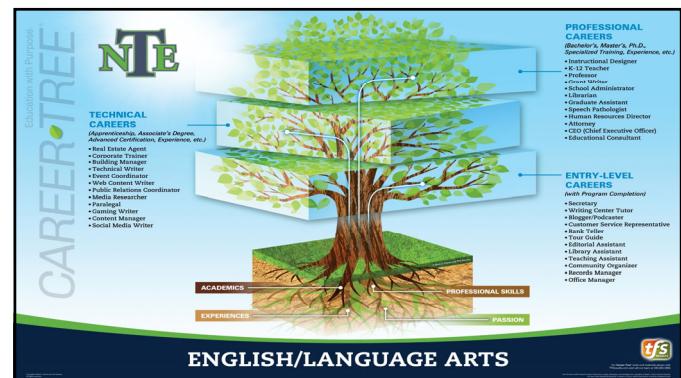
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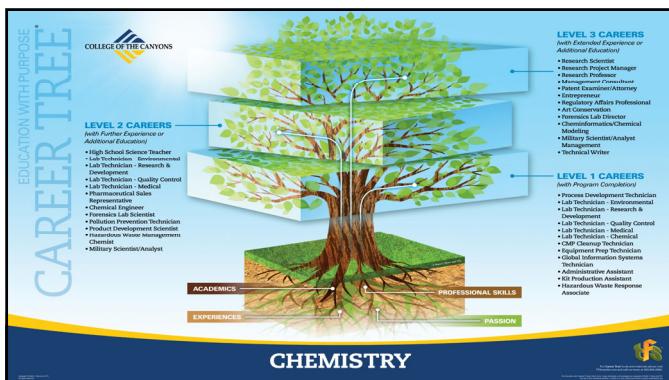
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Mark C. Perna
Speaker, Author, and CEO

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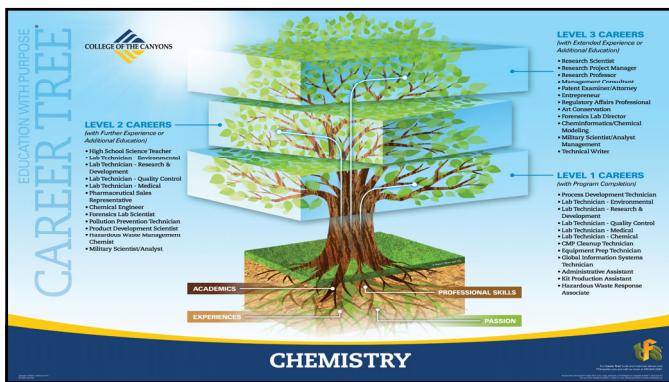
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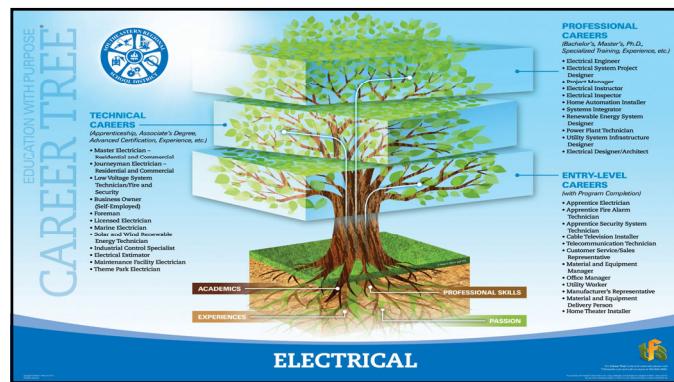
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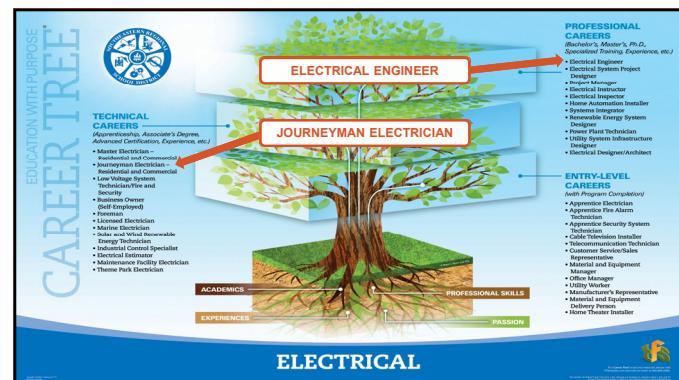
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Megan

24 Years Old
John Deere (5-years)

Abilities:

- ✓ Academic Knowledge
- ✓ Technical Skills
- ✓ Professional Skills

4-Year Degree:

Business

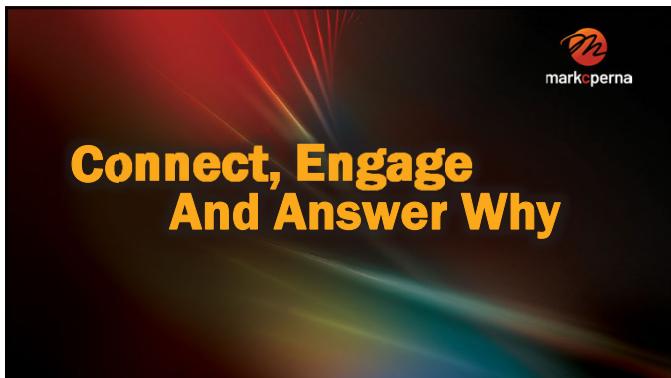
College Debt:

\$0



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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



Coming 2026

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

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SKILLTREE™
Flexible Lesson Framework
PK-16 into Workforce

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Academic Knowledge

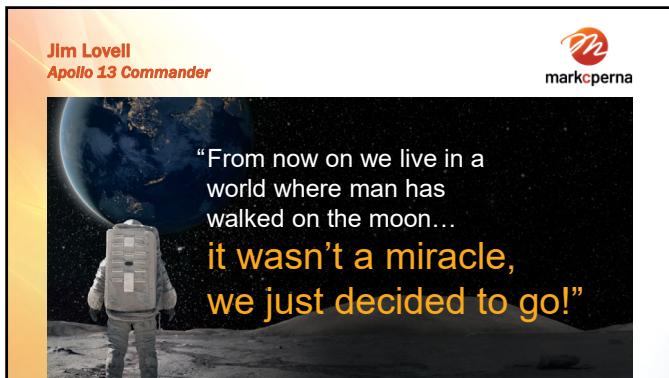
Competitive Advantage

Technical Competencies

Professional/Life Skills

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