



# 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!*



**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!

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SPEAKER | AUTHOR | CEO

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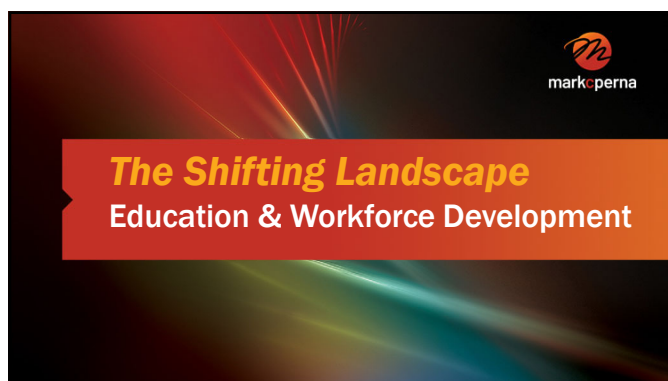


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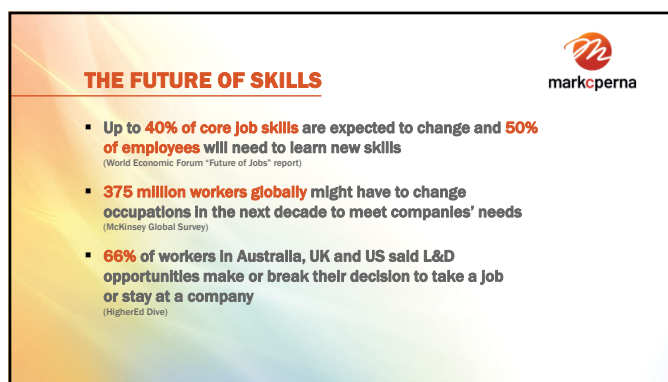
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### REFLECTION & ACTION



At your table, you have 3-minutes. Discuss: What hit you hardest just now, and why?

Capture 1 possible action that could change something in your classrooms, your organization, your culture, or your students' trajectory.

7



8

### 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)

9

### Gen Z Entrepreneurs

Square, Gen Z Study



**84%**  
Want To Own Their Own Company In The Future

10

### Younger Generations The "WHY Generation"



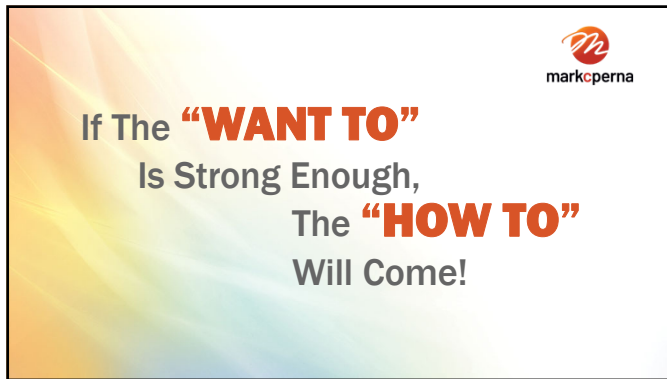
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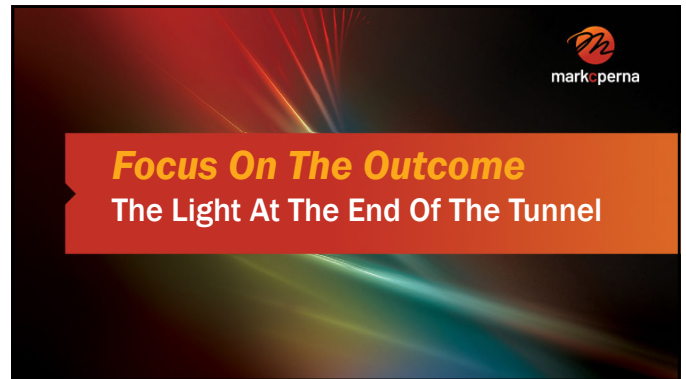
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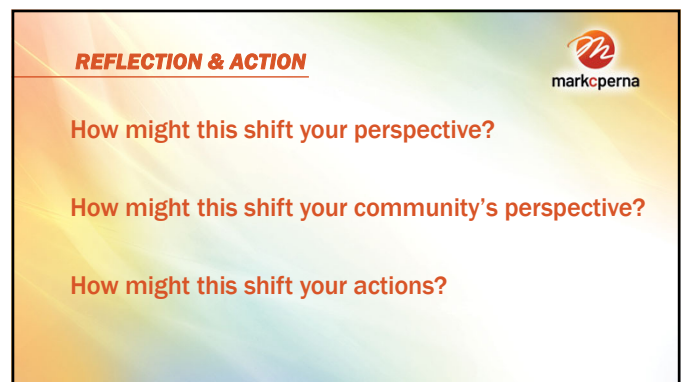
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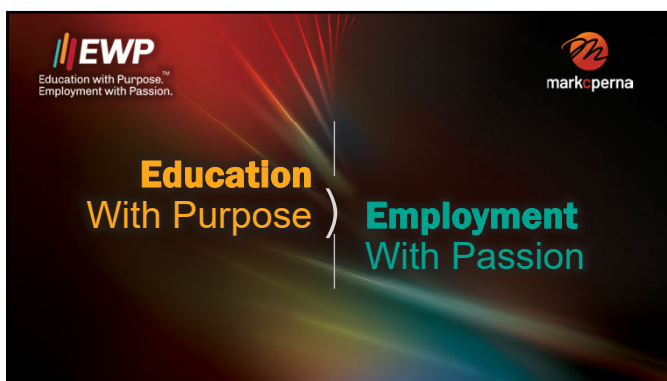
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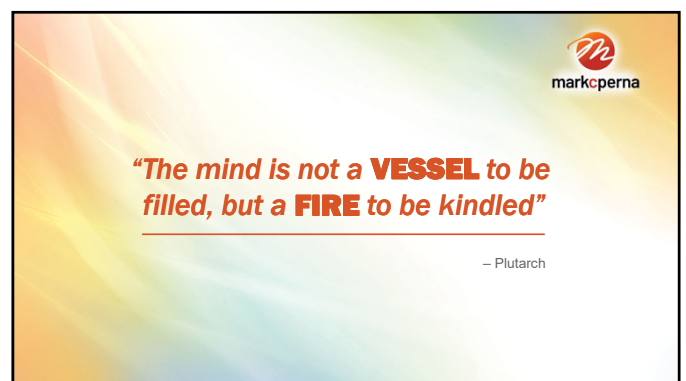
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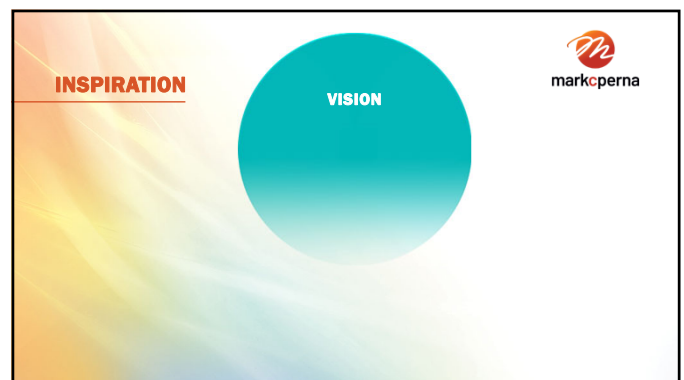
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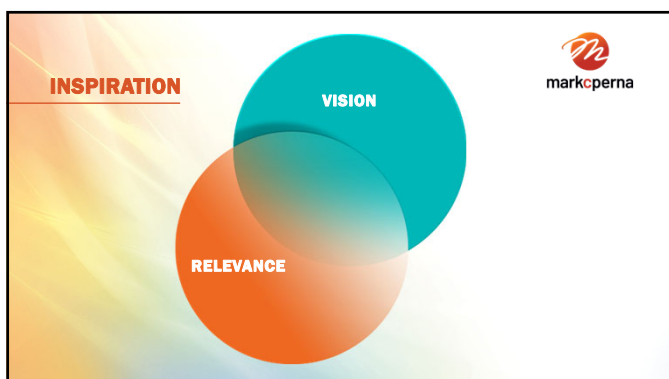
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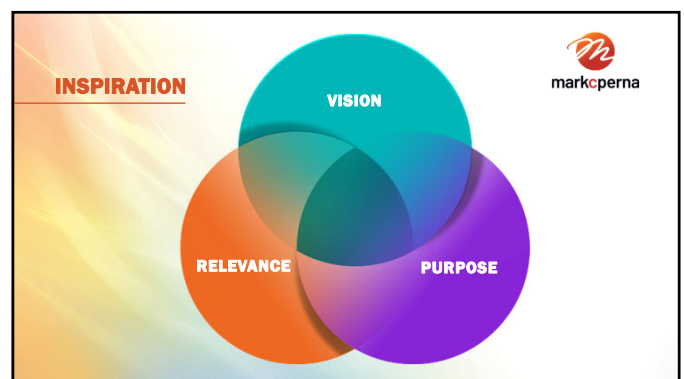
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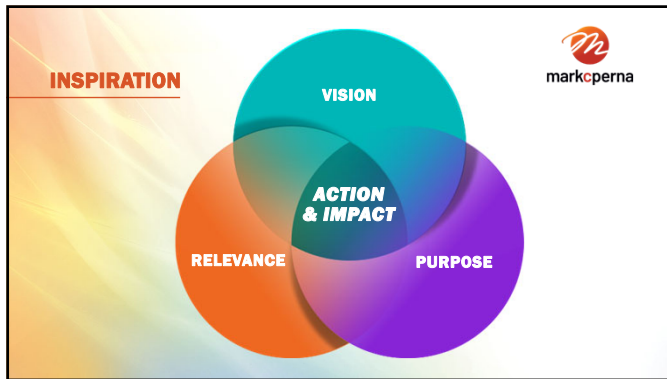


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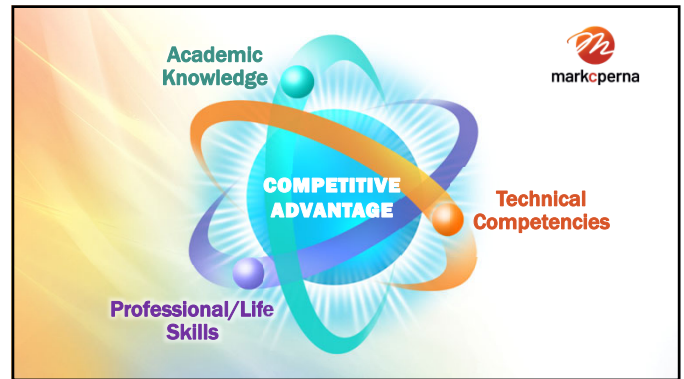


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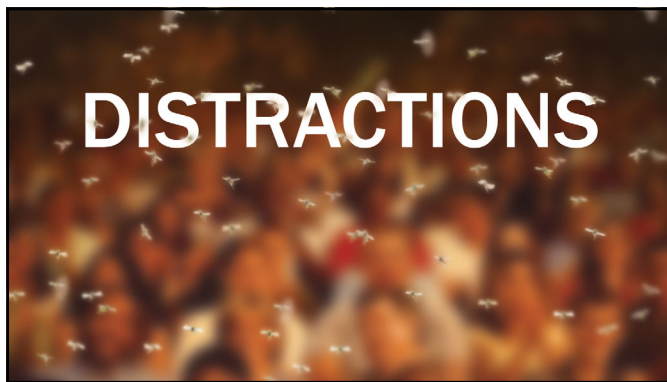
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25



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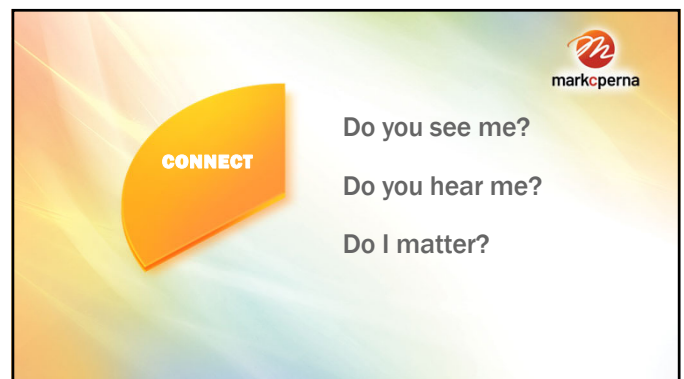
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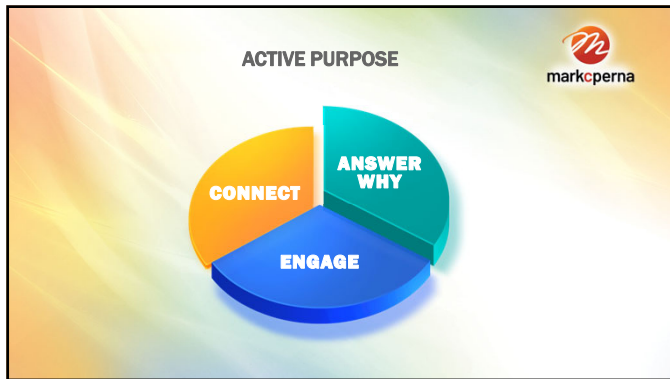
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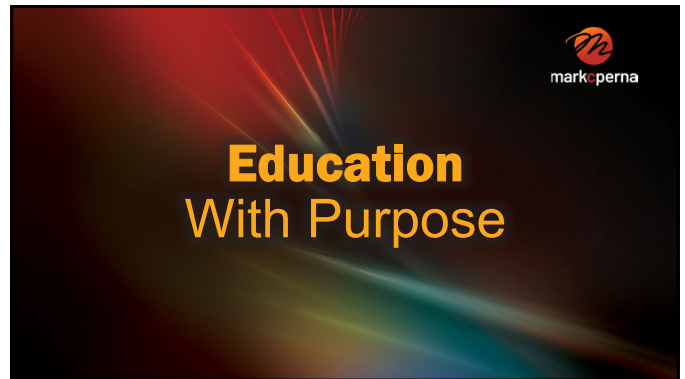
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31



32

Georgetown University  
Center for Education and Workforce

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Estimates **1/3<sup>rd</sup>** 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.

33

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

34

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

35

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

36

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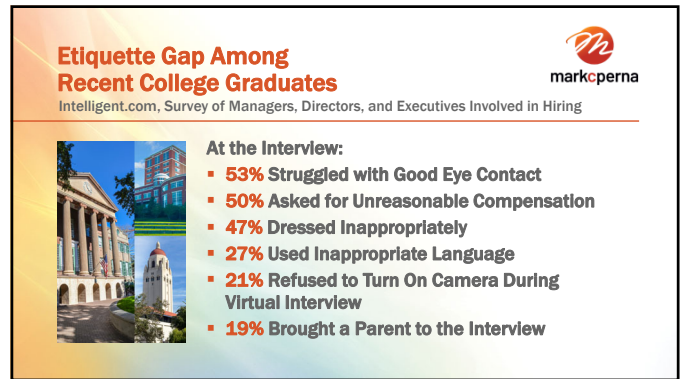
**College Debt in America**  
As Reported by Major News Agencies




- **\$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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37



**Etiquette Gap Among Recent College Graduates**  
Intelligent.com, Survey of Managers, Directors, and Executives Involved in Hiring

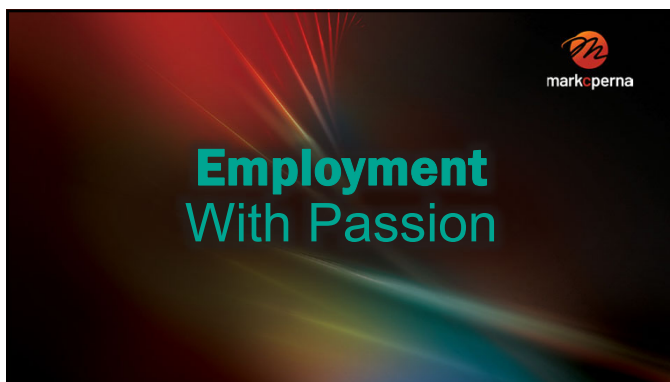


**At the Interview:**

- **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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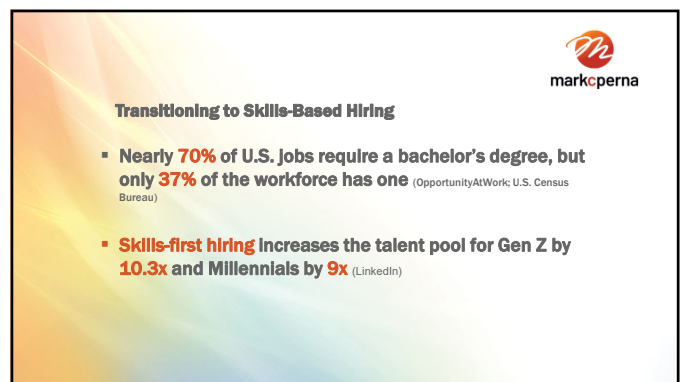
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**Employment With Passion**

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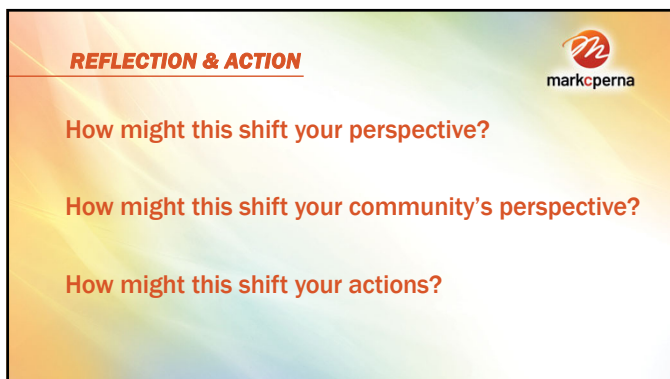


**Transitioning to Skills-Based Hiring**

- 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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40



**REFLECTION & ACTION**

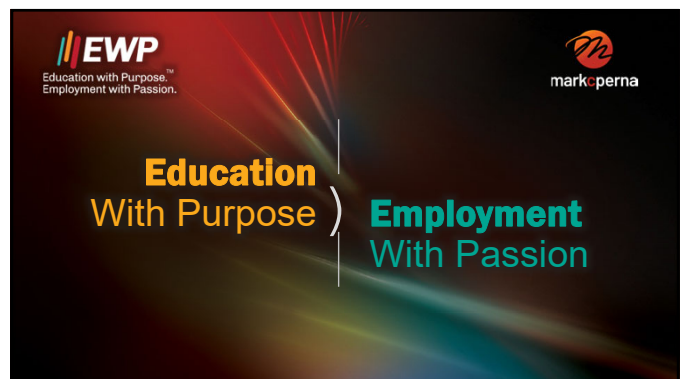
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How might this shift your perspective?

How might this shift your community's perspective?

How might this shift your actions?

41



**EWP**  
Education with Purpose.<sup>™</sup>  
Employment with Passion.

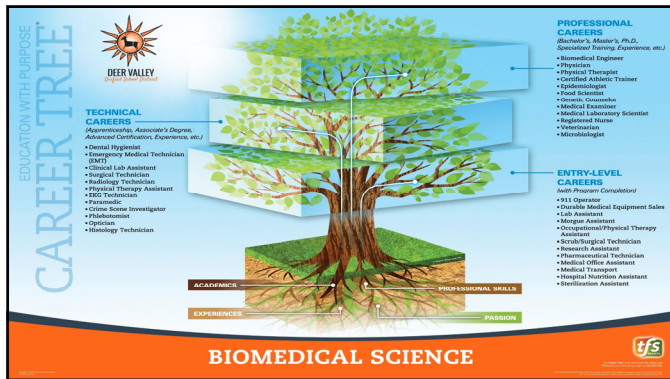
**Education With Purpose** | **Employment With Passion**

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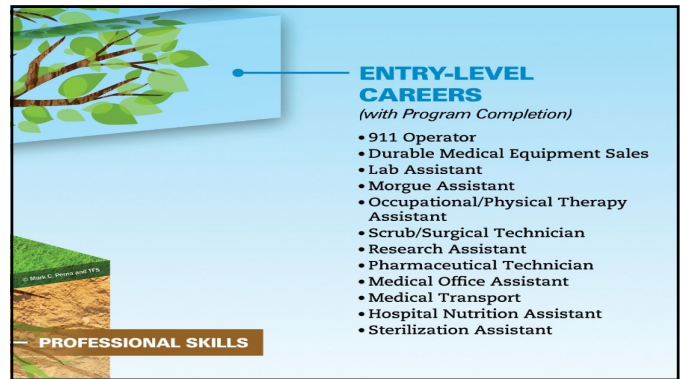
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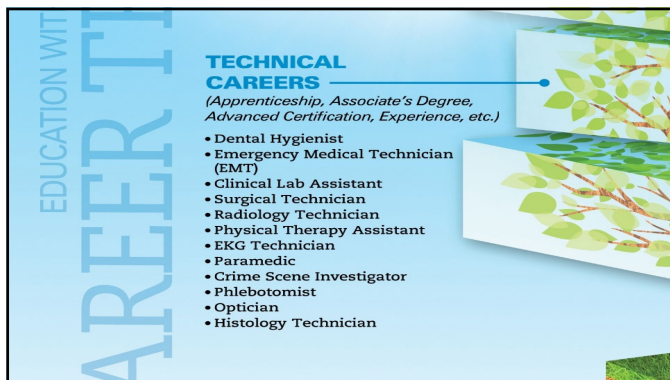
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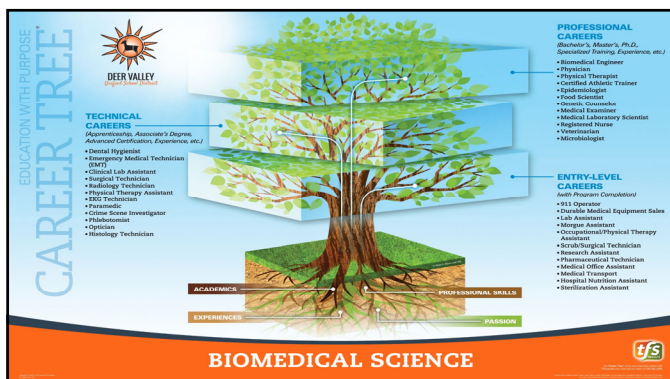
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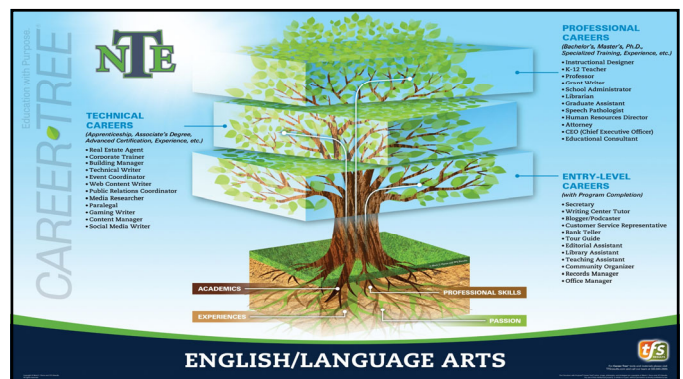
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46



47



48

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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**

49

**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

50

**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

51

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- Records Manager
- Office Manager

**ENGLISH/LANGUAGE ARTS**

52

**LEVEL 3 CAREERS**  
(with Extensive Experience or Additional Education)

- Research Scientist
- Research Project Manager
- Research Professor
- Patent Examiner/Attorney
- Entrepreneur
- Regulatory Affairs Professional
- Art Conservation
- Forensic Lab Director
- Chemist/Scientist/Chemical
- Modeling
- Military Scientist/Analyst
- Management
- Technical Writer

**LEVEL 2 CAREERS**  
(with Further Experience or Additional Education)

- High School Science Teacher
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Pharmaceutical Sales Representative
- Chemical Engineer
- Forensic Lab Scientist
- Pollution Prevention Technician
- Product Development Scientist
- Executive Vice President/Manager
- Chemist
- Military Scientist/Analyst

**LEVEL 1 CAREERS**  
(with Program Completion)

- Process Development Technician
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Equipment Prep Technician
- Global Information Systems Technician
- Administrative Assistant
- Kit Production Assistant
- Hazardous Waste Response Associate

**CHEMISTRY**

53

**LEVEL 1 CAREERS**  
(with Program Completion)

- Process Development Technician
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Lab Technician - Chemical
- CMP Cleanup Technician
- Equipment Prep Technician
- Global Information Systems Technician
- Administrative Assistant
- Kit Production Assistant
- Hazardous Waste Response Associate

**PROFESSIONAL SKILLS**

54



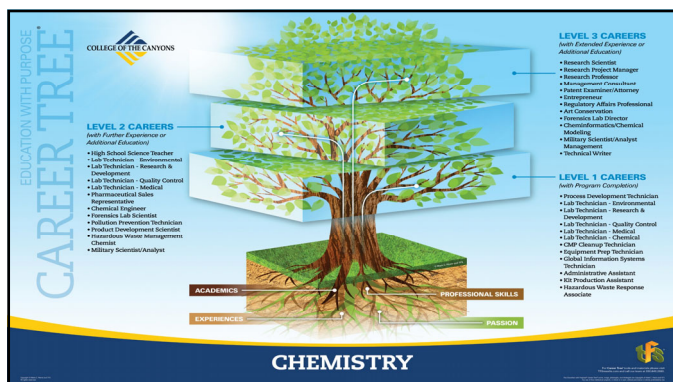
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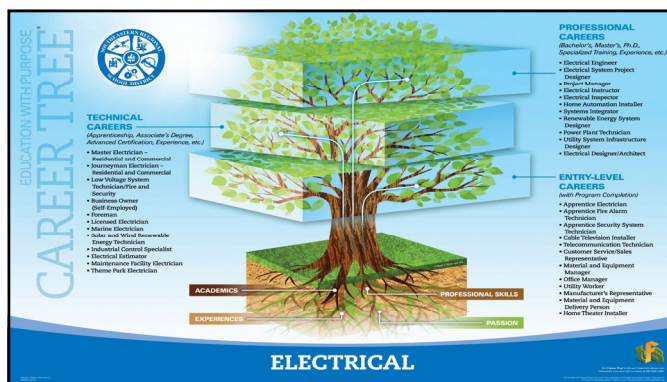
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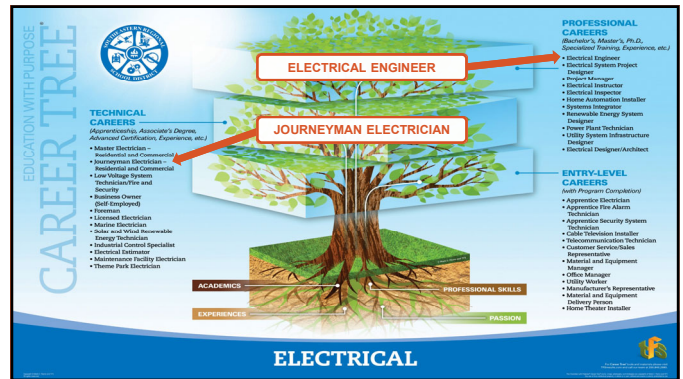
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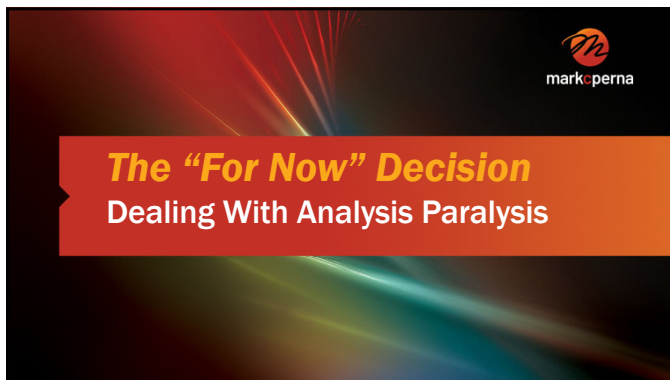
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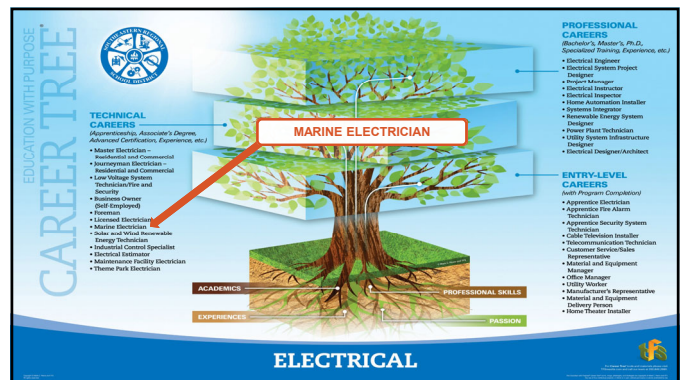
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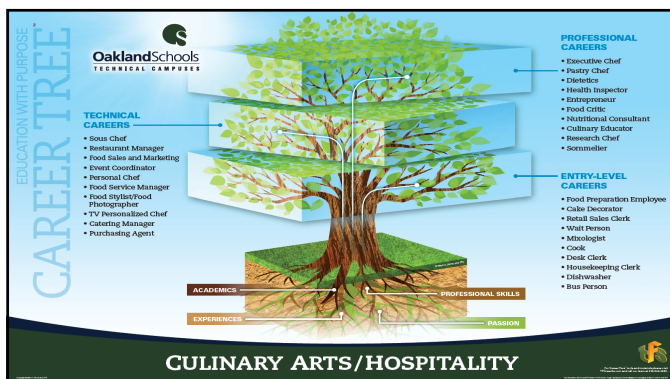
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63



64



65



66

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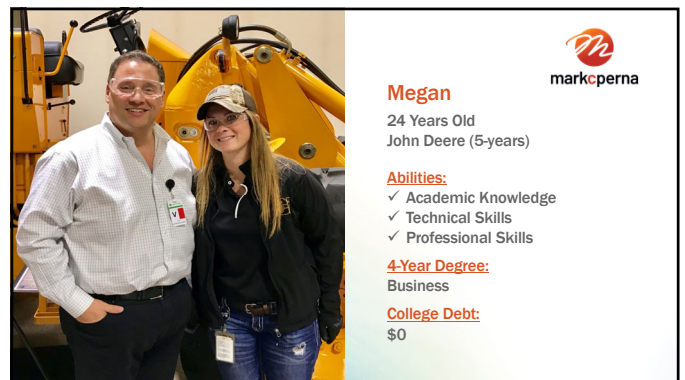
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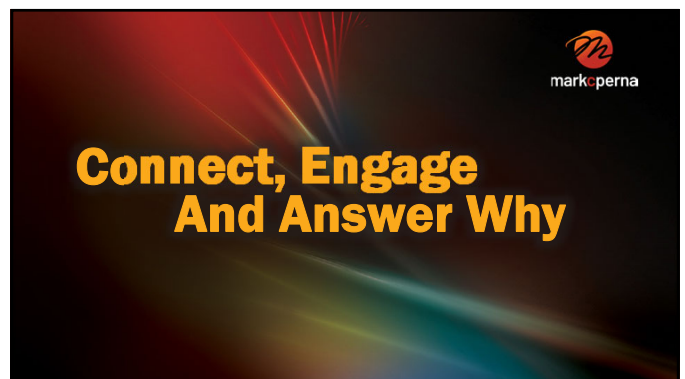
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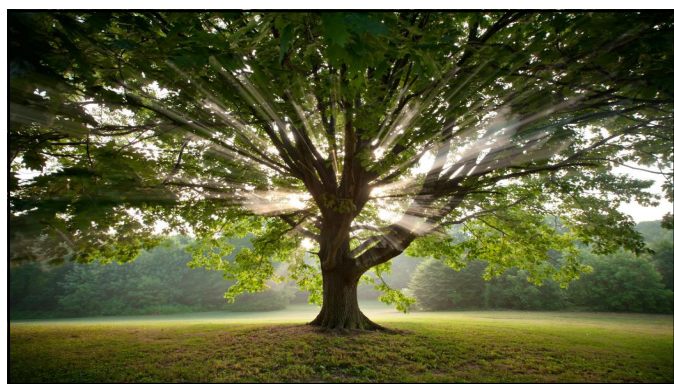
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73



74



75



76



77




78




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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.

79


**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.

80


**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.

81


**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.

82


**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.

83

**COMPETITIVE ADVANTAGE**

 **19. NEGOTIATION:**  
Reaching win-win agreements through respectful dialogue.

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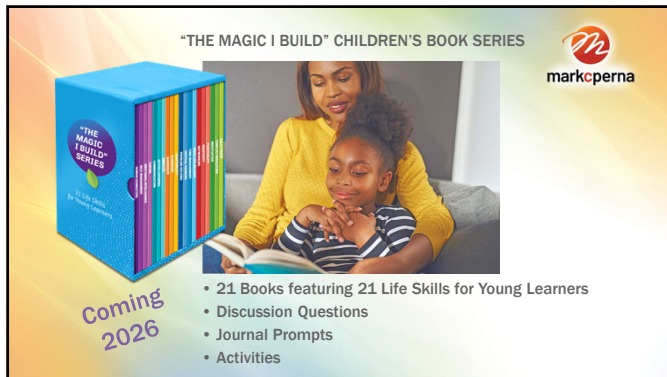
 **20. CONFLICT RESOLUTION:**  
Navigating and resolving disagreements constructively.

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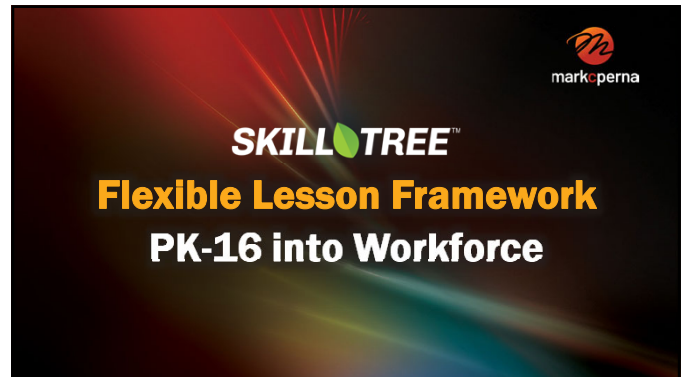
 **21. BULLY-PROOF:**  
Resisting, avoiding, or responding to bullying with resilience and confidence.

84

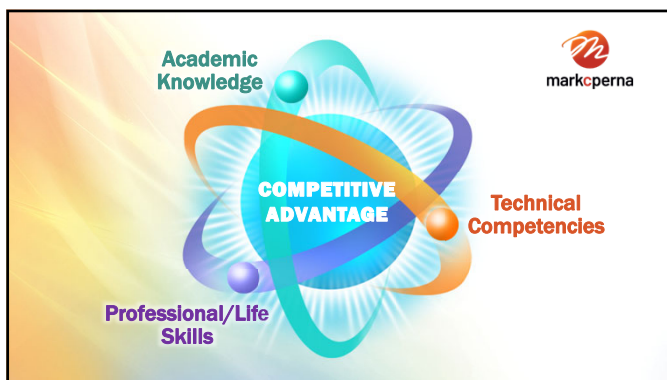
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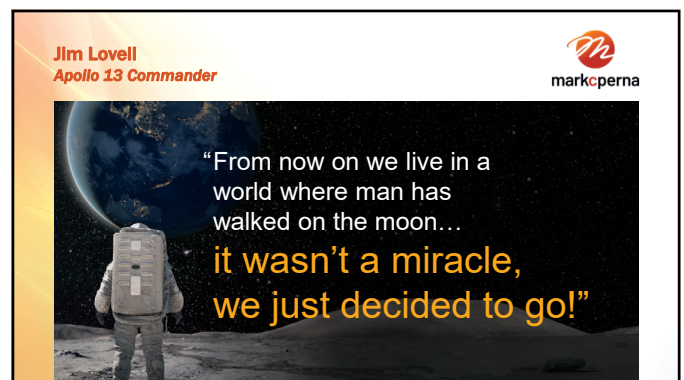
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86



87



88



89