



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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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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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)

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The World Has Changed 

5

Academic Knowledge 

COMPETITIVE ADVANTAGE

Technical Competencies

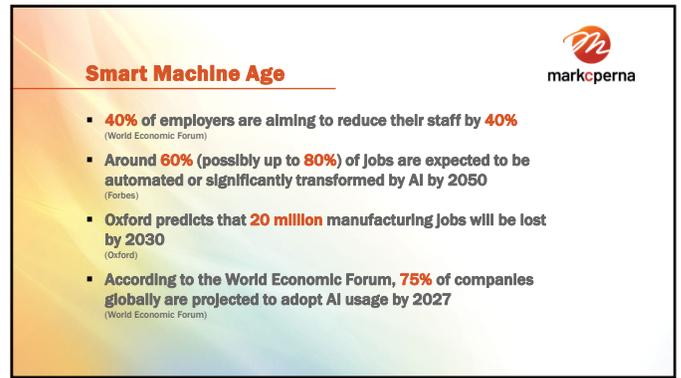
Professional/Life Skills

6

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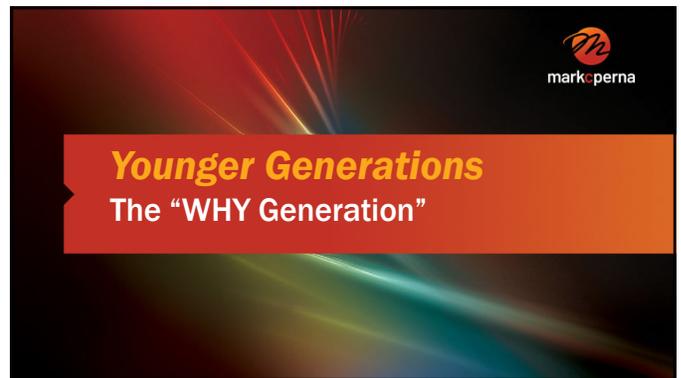
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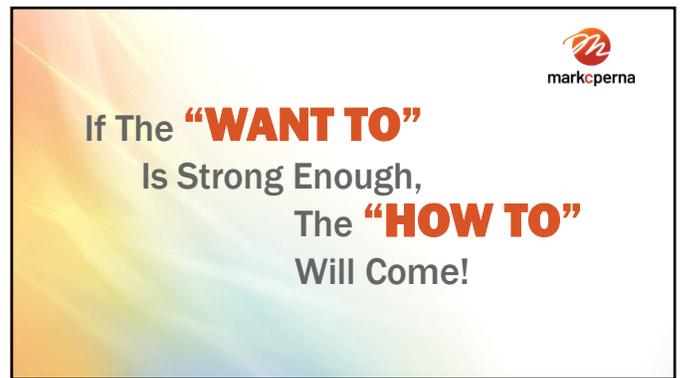
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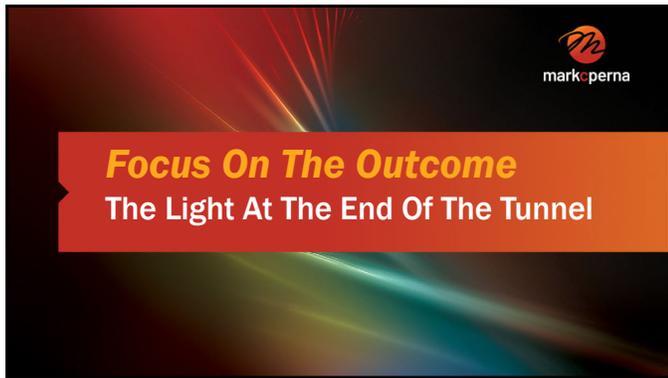


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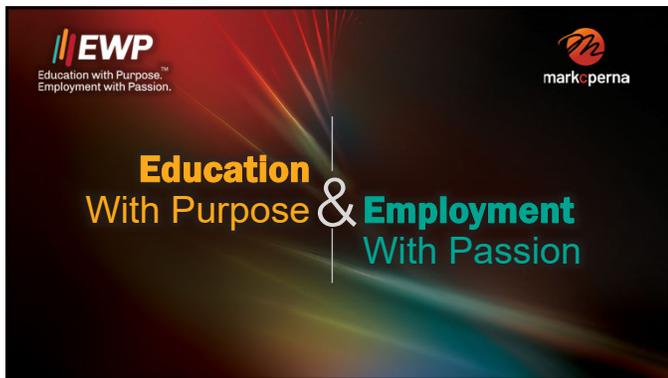
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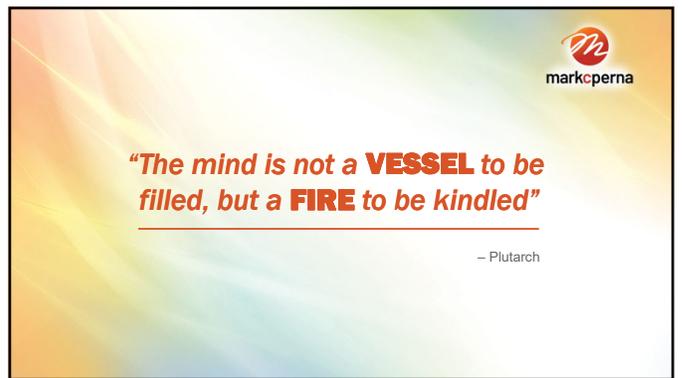
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16



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

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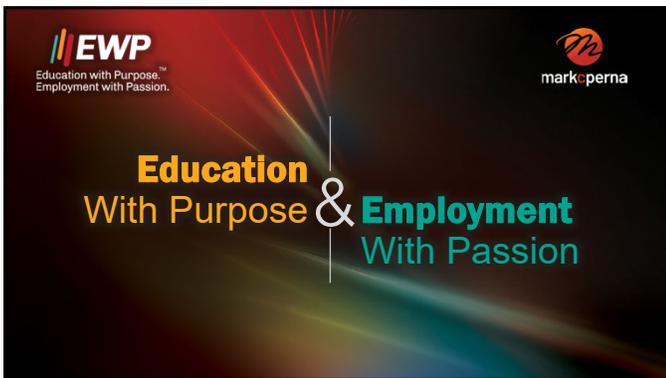
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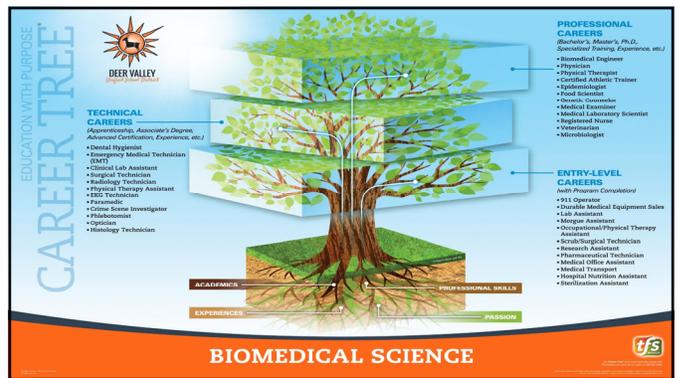
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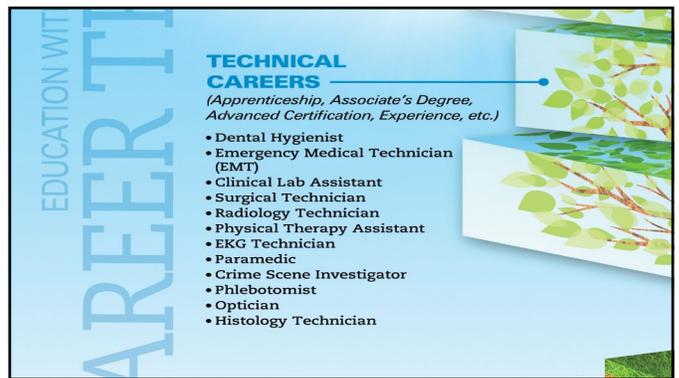
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Biomedical Engineer
- Physician
- Physical Therapist
- Certified Athletic Trainer
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Examiner
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

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DEER VALLEY

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

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Radiology Technician
- Surgical Technician
- Biology Technician
- Physical Therapy Assistant
- EOC Technician
- Paramedic
- Crime Scene Investigator
- Phlebotomist
- 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)

- #11 Operator
- Durable Medical Equipment Sales
- CR Assistant
- Manager Assistant
- Occupational/Physical Therapy Assistant
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transport
- Hospital Variation Assistant
- Sterilization Assistant

BIOMEDICAL SCIENCE

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NTE

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

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

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

ENGLISH/LANGUAGE ARTS

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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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REERTI

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
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CAREER TREE
EDUCATION WITH PURPOSE

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

- Real Estate Agent
- Construction Project Building Manager
- Technical Writer
- Event Coordinator
- Voice Content Writer
- Public Relations Coordinator
- Media Researcher
- Paralegal
- Content Writer
- Content Manager
- Social Media Writer

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

- Instructional Designer
- K-12 Teacher
- Event Planner
- School Administrator
- Librarian
- Graduate Assistant
- Speech Pathologist
- Human Resources Director
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ENTRY-LEVEL CAREERS
(With Program Completion)

- Secretary
- Writing Center Tutor
- Legal Professional
- Customer Service Representative
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- Tour Guide
- Library Assistant
- Teaching Assistant
- Community Organizer
- Records Manager
- Office Manager

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

ENGLISH/LANGUAGE ARTS

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CAREER TREE
EDUCATION WITH PURPOSE

LEVEL 2 CAREERS
(With Further Experience or Additional Education)

- High School Science Teacher
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Pharmaceutical Sales Representative
- Chemical Engineer
- Forensics Lab Scientist
- Pollution Prevention Technician
- Product Development Scientist
- Pharmaceutical Waste Management Chemist
- Military Scientist/Analyst

LEVEL 3 CAREERS
(With Extended Experience or Additional Education)

- Research Scientist
- Research Project Manager
- Research Professor
- Patent Examiner/Attorney
- Entrepreneur
- Regulatory Affairs Professional
- Art Conservation
- Cheminformatics/Chemical Modeling
- Military Scientist/Analyst
- Technical Writer

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

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

CHEMISTRY

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LEVEL 1 CAREERS
(With Program Completion)

- Process Development Technician
- Lab Technician - Environmental
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- Lab Technician - Chemical
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- Global Information Systems Technician
- Administrative Assistant
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PROFESSIONAL SKILLS

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- Pharmaceutical Sales Representative
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- Pollution Prevention Technician
- Product Development Scientist
- Hazardous Waste Management Chemist
- Military Scientist/Analyst

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LEVEL 3 CAREERS
(With Extended Experience or Additional Education)

- Research Scientist
- Research Project Manager
- Research Professor
- Management Consultant
- Patent Examiner/Attorney
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CAREER TREE
EDUCATION WITH PURPOSE

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ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

CHEMISTRY

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EDUCATION WITH PURPOSE
CAREER TREE

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

- Master Electrician - Residential and Commercial
- Master Electrician - Residential and Commercial
- Low Voltage Systems 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

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
- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

ENTRY-LEVEL CAREERS
(Self-Program, Compulsory)

- 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

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

PROFESSIONAL SKILLS

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EDUCATION WITH PURPOSE
CAREER TREE

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

ELECTRICAL

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PROFESSIONAL SKILLS

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EDUCATION WITH PURPOSE
CAREER TREE

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- Office Manager
- Utility Worker
- Manufacturer's Representative
- Material and Equipment Delivery Person
- Home Theater Installer

ELECTRICAL

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FREE GIFT!

Take the experience further with a special gift from Mark

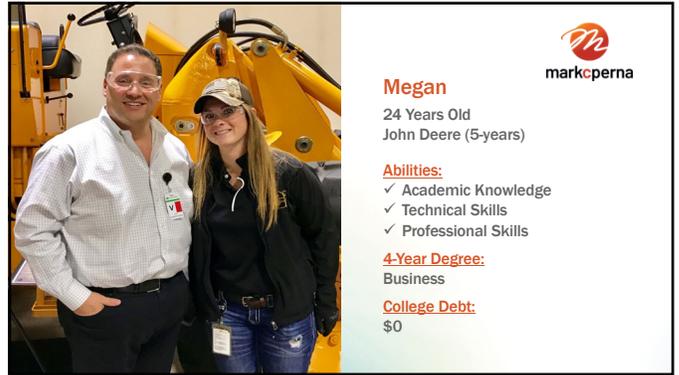
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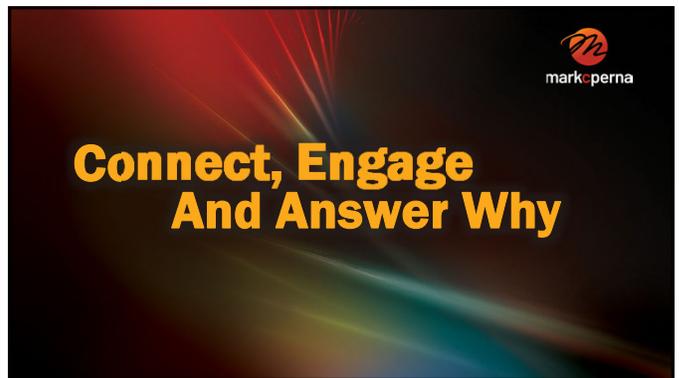
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- Independent Press Award Winner: **Career**
- National Indie Excellence Awards Winner: **Business**
- National Indie Excellence Awards Winner: **Parenting & Family**
- National Indie Excellence Awards Winner: **Career**
- IPPY Silver Award Winner: **Parenting**
- Axiom Business Book Awards: **Human Resources**
- Nautilus Award Winner: **Relationships/Communication**

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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 



Coming 2027

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

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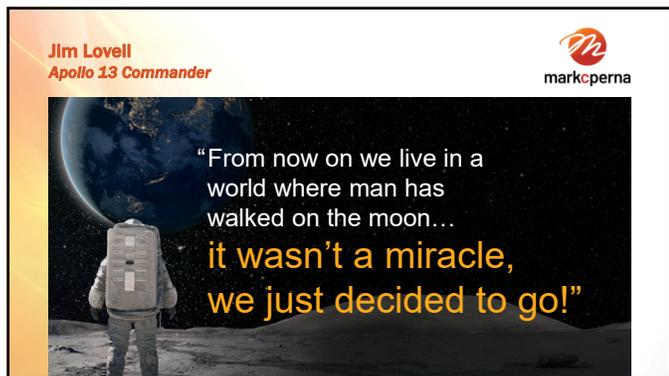
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Flexible Lesson Framework

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

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