



LET'S SUPERSIZE ENGAGEMENT WITH TODAY'S YOUNG PEOPLE.

Thanks for taking part in my presentation! In the following pages, you'll find the PowerPoint slides you requested.

As I shared in my keynote, engagement is the key to unlock everything for the younger generations: consistent attendance, positive behaviors, enhanced performance, better outcomes, and more.

If you'd like to dig deeper, here are further resources:

- [YouTube](#): More content, tools, and insights from my work
- [Competitive Advantage Track](#): Through this free video series and action guides, I'll introduce the what, why, and how of competitive advantage to the young people in your sphere of influence
- [Flexible Lesson Framework](#): Easily teach 21 professional and life skills to students in preK through college/workforce development with the Skill Tree flexible lesson framework
- [Career Tree](#): Don't just check the career exploration box—bring it to life with the Career Tree, designed specifically for today's younger generations

Finally, if you'd like to connect directly with my team to discuss your organization's needs, we'd love to talk. [Reach out today!](#)

A handwritten signature in black ink, appearing to read 'Mark C. Perna', with a long horizontal line extending to the right.

MARK C. PERNA
SPEAKER | AUTHOR | CEO

CONNECT WITH ME

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MARK C. PERNA



TFSresults.com

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
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 

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COMPETITIVE ADVANTAGE 

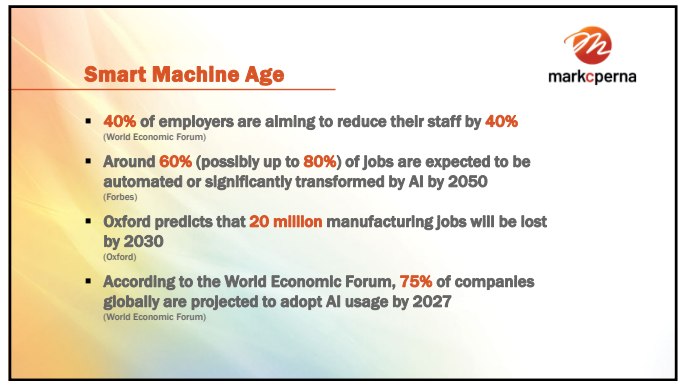
Academic Knowledge
Professional/ Life Skills
Technical Competencies

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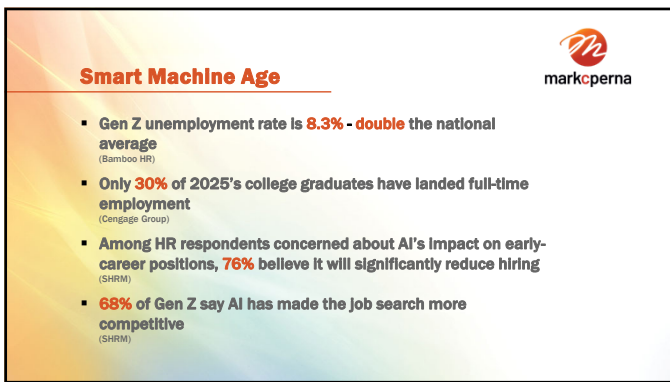
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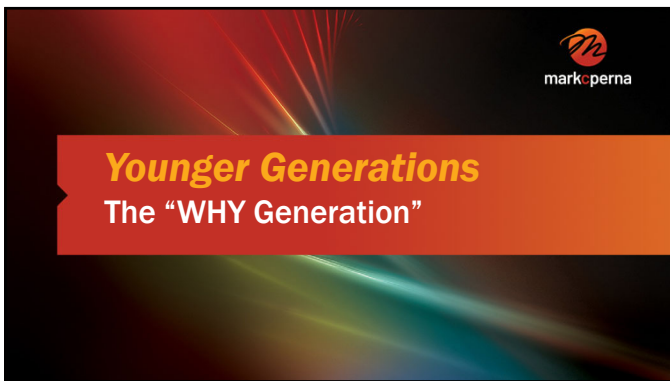
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If The **“WANT TO”**
Is Strong Enough,
The **“HOW TO”**
Will Come!

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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 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 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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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.)

- Advanced Manufacturing Technician
- Aircraft Mechanic
- CAD Designer/Coordinator
- Chemical Engineering Technician
- CNC Milling and Manufacturing Technician
- HVAC Technician
- Electro-Mechanical Technician
- Robotics Technician
- HVAC Technician
- Sales Support Technician
- Quality Assurance Inspector
- Remote Sensing Technician

ENTRY-LEVEL CAREERS
(with Program Completion)

- CAD Technician
- Aircraft Structure Systems Assembler
- Construction Worker
- Drone Operator
- Machinist
- Production Fabricator
- 3D Printing Technician
- Amusement Ride Maintenance Technician
- Materials Handling
- Mechanist Operator/Apprentice
- Production Assembler, Mechanical
- Hardware Store Sales Associate

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

- Aerospace Engineer
- Civil Engineer
- Electrical/Electronics Engineer
- Mechanical Engineer
- Manufacturing Process Engineer
- Petroleum Engineer
- Robotics Engineer
- Structural Engineer
- Systems Engineer
- Automotive Engineer
- Project Manager
- Computer Hardware Engineer

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

ENGINEERING

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ENTRY-LEVEL CAREERS
(with Program Completion)

- CAD Technician
- Aircraft Structure Systems Assembler
- Construction Worker
- Drone Operator
- Machinist
- Production Fabricator
- 3D Printing Technician
- Amusement Ride Maintenance Technician
- Materials Handling
- Machinist Operator/Apprentice
- Production Assembler, Mechanical
- Hardware Store Sales Associate

PROFESSIONAL SKILLS

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

- Advanced Manufacturing Technician
- Aircraft Mechanic
- CAD Designer/Coordinator
- Chemical Engineering Technician
- CNC Milling and Manufacturing Technician
- HVAC Technician
- Electro-Mechanical Technician
- Robotics Technician
- HVAC Technician
- Sales Support Technician
- Quality Assurance Inspector
- Remote Sensing Technician

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

- Aerospace Engineer
- Civil Engineer
- Electrical/Electronics Engineer
- Mechanical Engineer
- Manufacturing Process Engineer
- Petroleum Engineer
- Robotics Engineer
- Structural Engineer
- Systems Engineer
- Automotive Engineer
- Project Manager
- Computer Hardware Engineer

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- Civil Engineer
- Electrical/Electronics Engineer
- Mechanical Engineer
- Manufacturing Process Engineer
- Robotics Engineer
- Structural Engineer
- Systems Engineer
- Project Manager
- Computer Hardware Engineer

ENTRY-LEVEL CAREERS
(with Program Completion)

- CAD Technician
- Automotive Technician
- Assembly Operator
- Production Technician
- Production Assembler, Mechanical
- Hardware Store Sales Associate

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

- Advanced Manufacturing Technician
- Automotive Mechanic
- CAD Designer/Designer
- Chemical Engineering Technician
- CNC Milling and Manufacturing Technician
- HVAC Technician
- Electro-Mechanical Technician
- Industrial Technician
- HVAC Technician
- Robotics Technician
- Quality Assurance Inspector
- Reserve Training Technician

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

ENGINEERING

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

- Meteorologist
- Statistician, Logistician
- Engineer—Robotics, Civil, Geomatics
- CFO
- Financial Advisor
- Accountant
- Climate Data Analyst
- Risk Management Specialist
- CPA
- Teacher, Professor

ENTRY-LEVEL CAREERS
(with Program Completion)

- Waiter
- Cashier
- Customer Service
- Apprentice Electrician
- Designer
- Salesperson
- Data Entry Clerk
- Energy Consultant
- Loan Officer
- Supply Chain Assistant
- Bank Teller
- Machine Operator

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

- Business Owner, Manager
- Construction Worker
- Air Traffic Control Analyst
- Home Improvement, Builder
- Business Owner, Manager
- Pilot
- Software Test Engineer
- Research Analyst
- Master Flooring Installer
- Packaging Designer
- Insurance Underwriter

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

ALGEBRA

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ENTRY-LEVEL CAREERS
(with Program Completion)

- Waiter
- Cashier
- Customer Service
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- Designer
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- Energy Consultant
- Loan Officer
- Supply Chain Assistant
- Bank Teller
- Machine Operator

PROFESSIONAL SKILLS

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

- Business Owner, Manager
- Construction Worker
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- Home Improvement, Builder
- Business Owner, Manager
- Pilot
- Software Test Engineer
- Research Analyst
- Master Flooring Installer
- Research Analyst
- Packaging Designer
- Insurance Underwriter

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

- Meteorologist
- Auditor
- Statistician, Logistician
- Actuary
- Engineer—Robotics, Civil, Geomatics
- CFO
- Financial Advisor
- Accountant
- Climate Data Analyst
- Risk Management Specialist
- CPA
- Teacher, Professor

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PROFESSIONAL CAREERS
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ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

ALGEBRA

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JEFFCO PUBLIC SCHOOLS

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

- Gaming Writer
- Freelancer
- Content Strategist
- Social Media Manager
- Social Media Writer
- Publisher
- Concierge
- Tour Guide
- ESOL Teacher
- Web Content Manager
- Web Content Writer
- Content Manager

ENTRY-LEVEL CAREERS
(With Program Completion)

- Community Organizer
- Fundraiser
- Social Media Coordinator
- Office Clerk
- Content Creator
- Desk Clerk/Hospitality
- Copywriter
- Reporter
- Blogger
- Office Manager
- Library Assistant

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

- Surge Doctor
- Therapist
- English/Language Arts
- High School Teacher
- Ghost Writer
- College Professor
- Technical Writer
- Curator
- Lawyer
- Marketing Executive
- Editor
- Educational Consultant
- Writer/Author

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

ENGLISH

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ENTRY-LEVEL CAREERS
(with Program Completion)

- Community Organizer
- Fundraiser
- Social Media Coordinator
- Office Clerk
- Content Creator
- Desk Clerk/Hospitality
- Copywriter
- Reporter
- Blogger
- Private Tutor
- Office Manager
- Library Assistant

PROFESSIONAL SKILLS

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

- Gaming Writer
- Paralegal
- Content Strategist
- Social Media Manager
- Social Media Writer
- Publisher
- Concierge
- Tour Guide
- ESOL Teacher
- Web Content Manager
- Web Content Writer
- Content Manager

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

- Script Doctor
- Therapist
- English/Language Arts
- High School Teacher
- Ghost Writer
- College Professor
- Technical Writer
- Lawyer
- Marketing Executive
- Curator
- Editor
- Educational Consultant
- Writer/Author

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JEFFCO PUBLIC SCHOOLS

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

- Gaming Writer
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- Concierge
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- Reporter
- Blogger
- Office Manager
- Library Assistant

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- Therapist
- English/Language Arts
- High School Teacher
- Ghost Writer
- College Professor
- Technical Writer
- Curator
- Lawyer
- Marketing Executive
- Editor
- Educational Consultant
- Writer/Author

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

ENGLISH

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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 Systems – Technician/Pre and Security
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Marine Electrician
- Solar and Wind Renewable Energy Installation
- Industrial Control Specialist
- Electrical Instructor
- Maintenance Facility Electrician
- Theme Park Electrician

ENTRY-LEVEL CAREERS
(With Program Completion)

- Apprentice Electrician
- Journeyman Electrician
- Apprentice Security System Technician
- Telecommunications Technician
- Customer Service/Sales
- Material and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Electrical and Equipment Safety Officer
- Home Theater Installer

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

- Electrical System Project Designer
- Electrical Engineer
- Electrical Instructor
- Electrical Inspector
- Home Automation Installer
- Energy Inspector
- Renewable Energy System Designer
- Smart Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **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
- Utility Worker
- 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 Instructor
- 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 ENGINEER

- Electrical Engineer (Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)
- Electrical System Project Designer
- Project Manager
- Electrical Instructor
- Electrical Inspector
- Home Automation Installer
- Renewable Energy System Designer
- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

JOURNEYMAN ELECTRICIAN

- 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

ENTRY-LEVEL CAREERS
(with Program Completion)

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- 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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reflective guide on Today's Presentation
BY MARK C. PERNA

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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



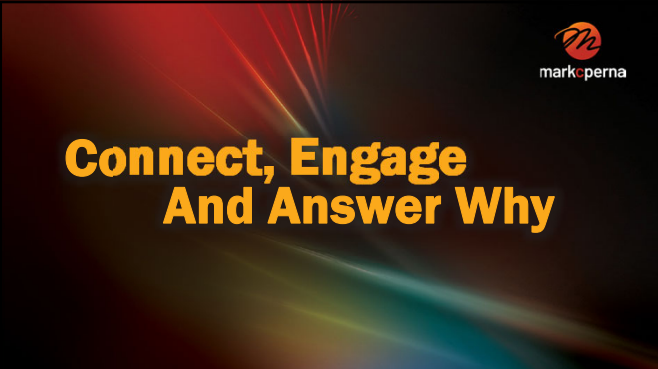
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Shifting The Paradigm
The CALL TO ACTION




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**Connect, Engage
And Answer Why**



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**Create A Strong
Message Of Purpose**



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**RALLY YOUR
COMMUNITY**



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- Independent Press Award Winner: **Education**
- 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

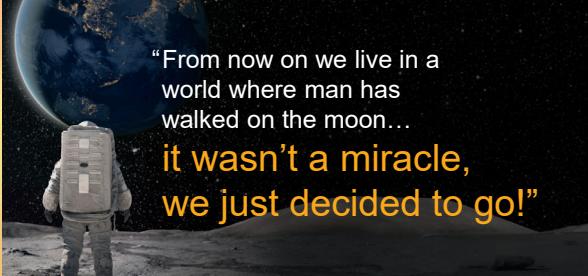
Academic Knowledge

Technical Competencies

Professional/Life Skills

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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!”

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SHARE YOUR THOUGHTS

markcperna.com/impact/



markcperna.com

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