



# 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.perna@TFSresults.com](mailto:mark.perna@TFSresults.com) | [TFSresults.com](https://TFSresults.com) | [MarkCPerna.com](https://MarkCPerna.com)

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*Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*



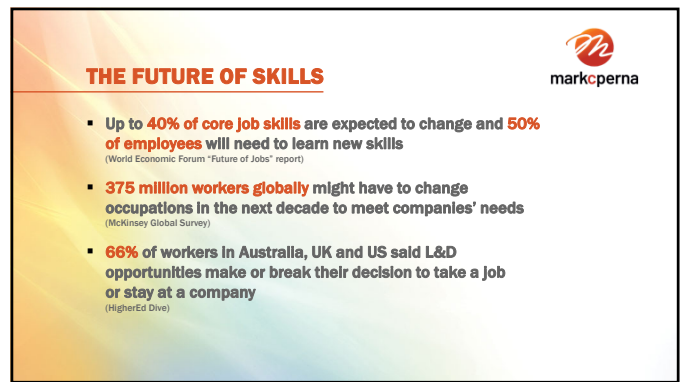
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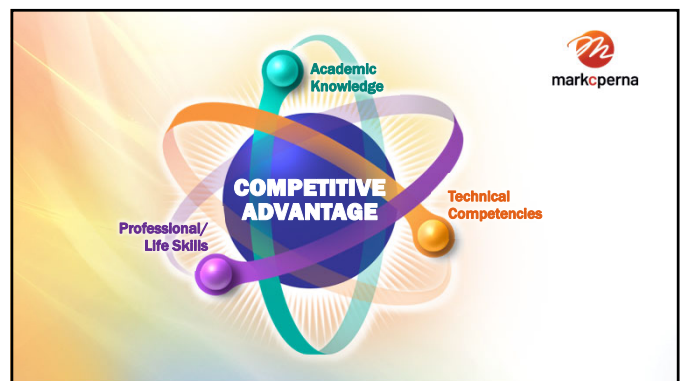
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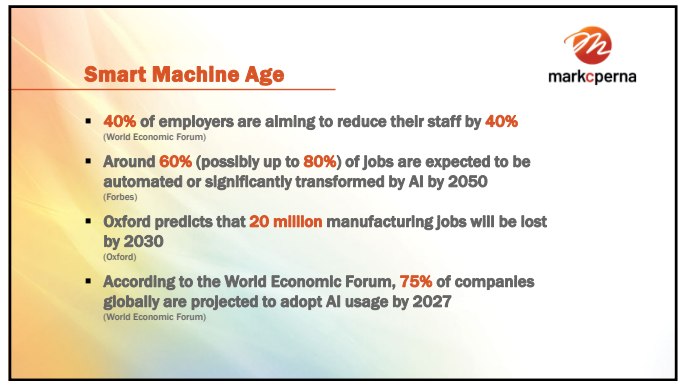


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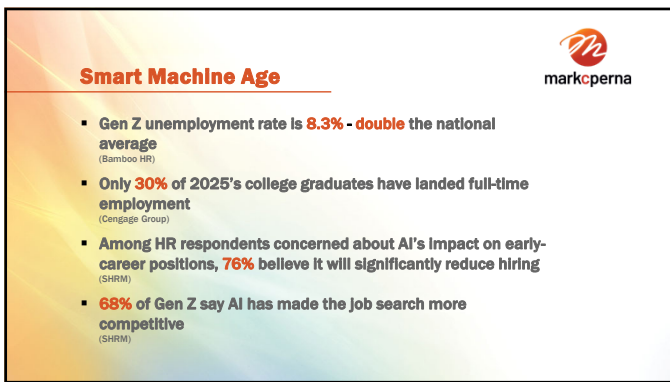
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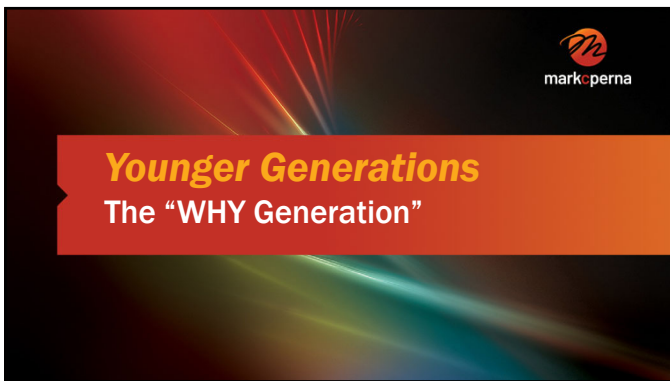
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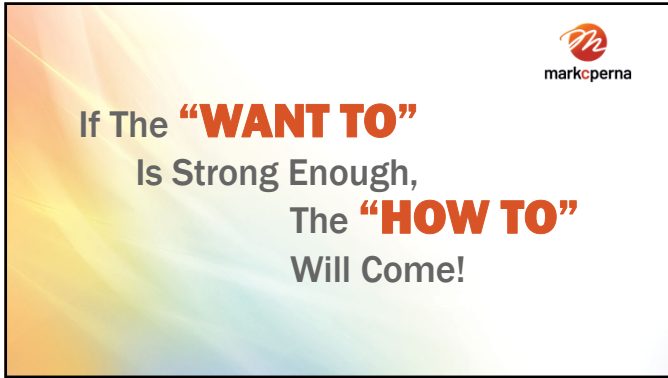


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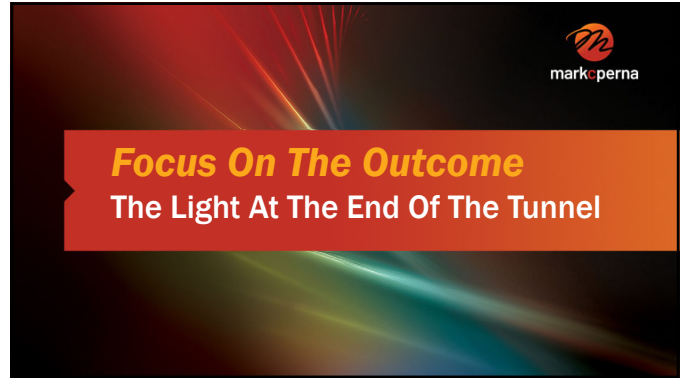


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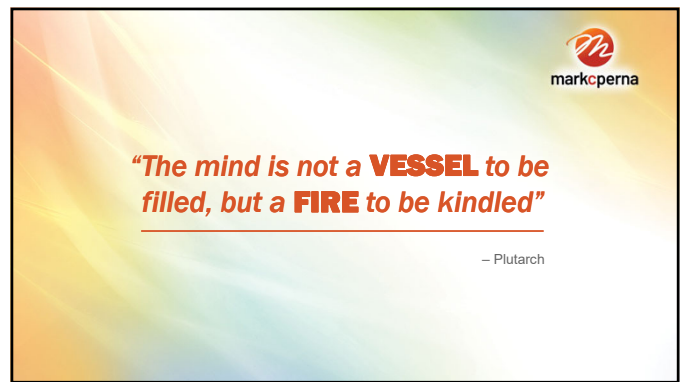
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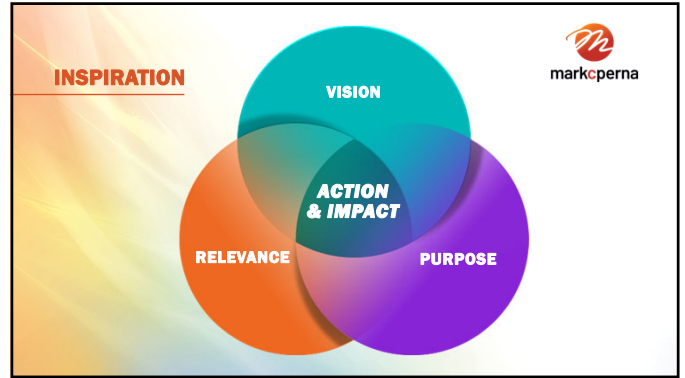


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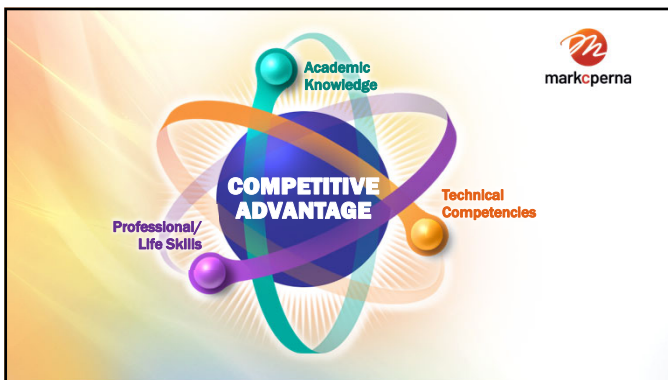
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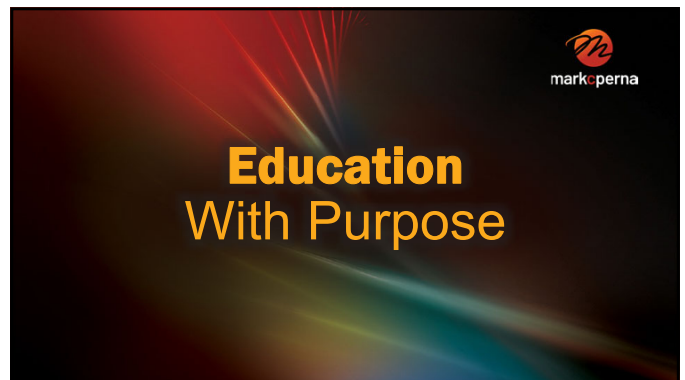
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**Georgetown University  
Center for Education and Workforce**



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.

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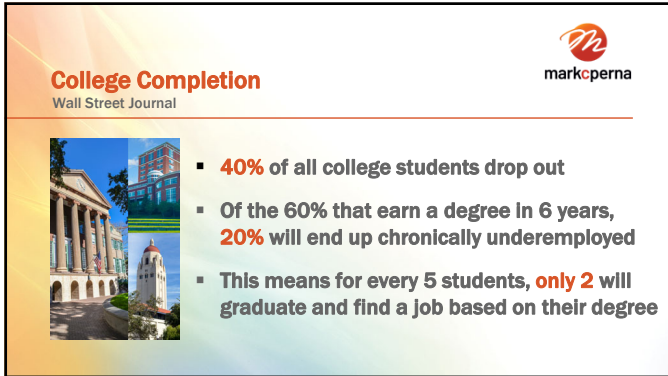
**Strada-Gallup Education Network  
College Student Survey**  
32,000 students representing 43 random 4-year institutions




- 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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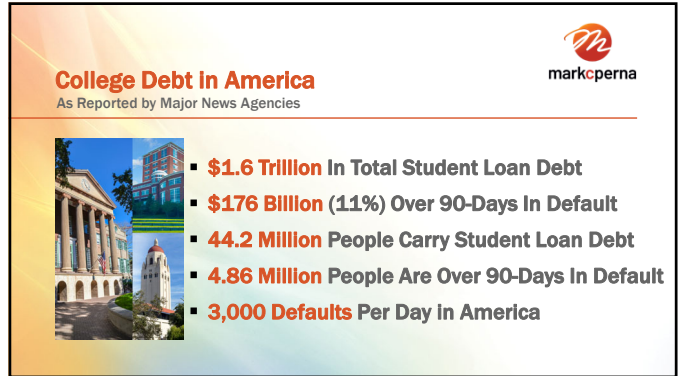
**College Completion**  
Wall Street Journal




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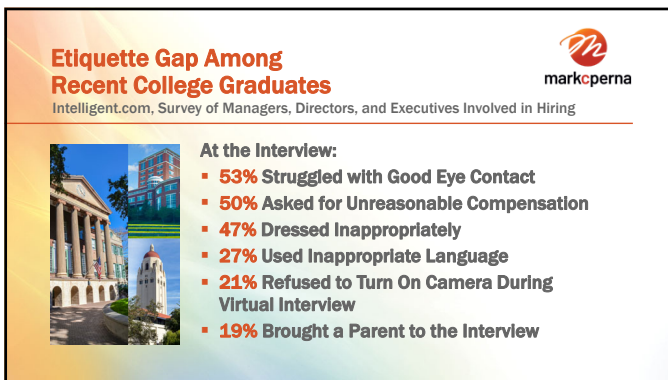
**College Debt in America**  
As Reported by Major News Agencies




- **\$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

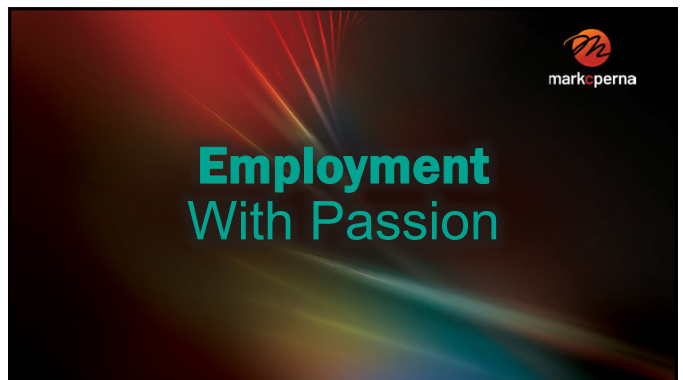


**At the Interview:**

- **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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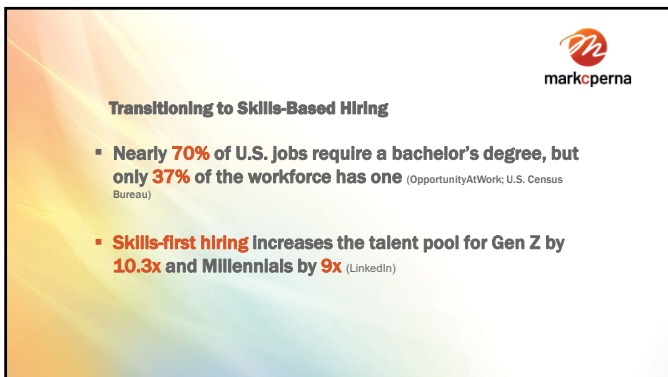
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**Employment With Passion**

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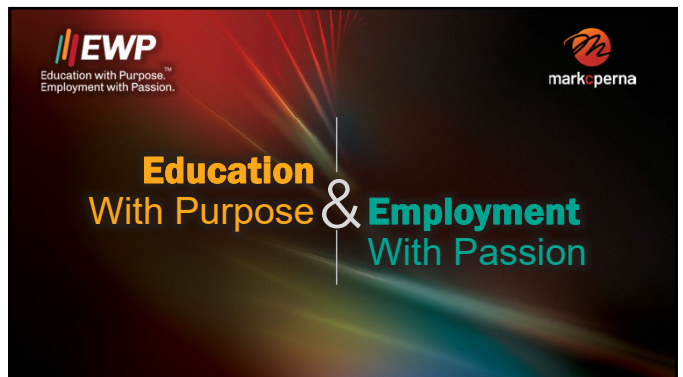


**Transitioning to Skills-Based Hiring**

- 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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**EWP**  
Education with Purpose.  
Employment with Passion.

**Education With Purpose & Employment With Passion**

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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

**ENTRY-LEVEL CAREERS**  
(With Program Completion)

- CAD Technician
- Aircraft Structure Systems Assembler
- CAD Technician
- Construction Worker
- Drone Operator
- Machinist
- Production Fabricator
- 3D Printing Technician
- Automotive Body Maintenance Technician
- Materials Handling
- Machinist 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
- Manufacturing Process Engineer
- Manufacturing Process Engineer
- Robotics Engineer
- Structural Engineer
- Systems Engineer
- Automotive Engineer
- Project Manager
- Computer Hardware Engineer

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

**ENGINEERING**

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**ENTRY-LEVEL CAREERS**  
(with Program Completion)

- CAD Technician
- Aircraft Structure Systems Assembler
- CAD Technician
- 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

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- Automotive Engineer
- Project Manager
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**PROFESSIONAL SKILLS**

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

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**PROFESSIONAL SKILLS**

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- Automotive Engineer
- Project Manager
- Computer Hardware Engineer

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

**ENGINEERING**

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

- Business Chemist, Manager
- Construction Worker
- Home Improvement, Builder
- Business Chemist, Manager
- Pilot
- Software Test Engineer
- Research Analyst
- Marketing Planning Assistant
- Packaging Designer
- Insurance Underwriter

**ENTRY-LEVEL CAREERS**  
(With Program Completion)

- Customer Service
- Apprentice Electrician
- Designer
- Salesperson
- Data Entry Clerk
- Energy Consultant
- Supply Chain Assistant
- Bank Teller
- Machinist Operator

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

- Auditor
- Biostatistician, Logistician
- Engineer—Robotics, Civil, Genetics
- CEO
- Financial Advisor
- Accountant
- Climate Data Analyst
- Risk Management Specialist
- CPA
- Teacher, Professor

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

**ALGEBRA**

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**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

PROFESSIONAL SKILLS

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**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
- Research Analyst
- Packaging Designer
- Insurance Underwriter

PROFESSIONAL SKILLS

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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

PROFESSIONAL SKILLS

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**JEFFCO PUBLIC SCHOOLS**

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

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

**TECHNICAL CAREERS**  
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- Construction Worker
- Air Traffic Control Analyst
- 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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*(with Program Completion)*

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

ACADEMICS | PROFESSIONAL SKILLS | EXPERIENCES | PASSION

**ALGEBRA**

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**JEFFCO PUBLIC SCHOOLS**

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

- Therapist
- English Language Arts
- Script Doctor
- Client Writer
- College Professor
- Technical Writer
- Lawyer
- Marketing Executive
- Counselor
- Educational Consultant
- Writer/Auditor

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

- Gaming Writer (Freelance)
- Content Strategist
- Social Media Manager
- Social Media Writer
- Copywriter
- Travel Guide
- EBook Writer
- Web Content Manager
- Multi 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
- Private Tutor
- Office Manager
- Library Assistant

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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**Education**  
**REERTREE**

**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**

**CAREERTREE**

**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

**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

**ENTRY-LEVEL CAREERS**  
*(with Program Completion)*

- Community Organizer
- Fundraiser
- Social Media Coordinator
- Office Clerk
- Content Creator
- Desk Clerk/Receptionist
- Copywriter
- Reporter
- Shopper
- Fitness Trainer
- Office Manager
- Library Assistant

**ACADEMICS** | **PROFESSIONAL SKILLS**

**EXPERIENCES** | **PASSION**

**ENGLISH**

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**EDUCATION WITH PURPOSE**

**CAREERTREE**

**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

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

- Electrical Engineer
- Electrical System Project Designer
- Design Manager
- Electrical Instructor
- Electrical Inspector
- Systems Integrator
- Renewable Energy System Designer
- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

**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

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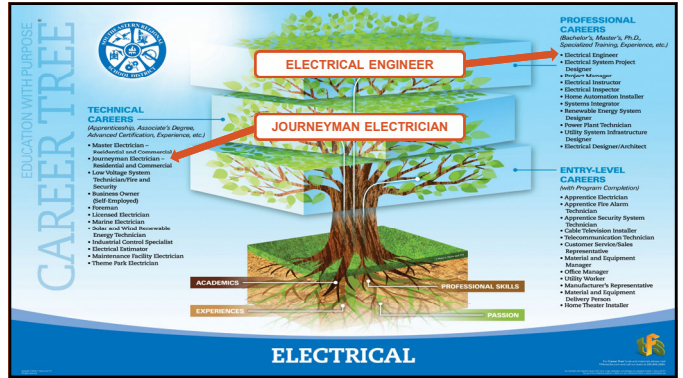
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**PROFESSIONAL CAREERS**  
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- 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**

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

- Electrical Engineer
- Electrical System Project Designer
- Project Manager
- Electrical Inspector
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

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

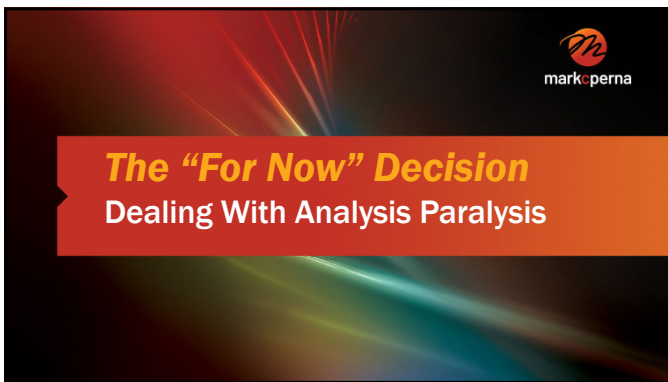
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- Licensed Electrician
- Master Electrician
- Solar and Wind Renewable Energy Technicians
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

**ENTRY-LEVEL CAREERS** (Entry Program, Corequisite)

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunications 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**

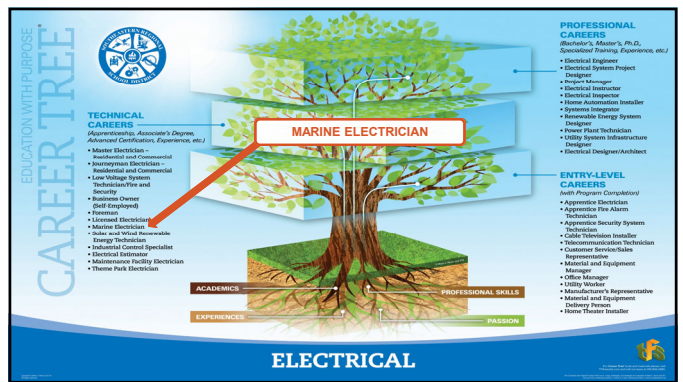
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**The "For Now" Decision**  
Dealing With Analysis Paralysis

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**MARINE ELECTRICIAN**

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

- Electrical Engineer
- Electrical System Project Designer
- Project Manager
- Electrical Inspector
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

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

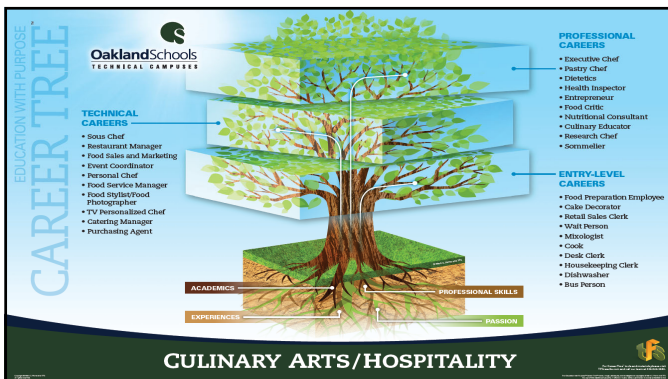
- Master Electrician
- Residential and Commercial Electricians
- Low Voltage Systems Technicians/Fire and Security
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Master Electrician
- Solar and Wind Renewable Energy Technicians
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

**ENTRY-LEVEL CAREERS** (Entry Program, Corequisite)

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunications 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**

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**CULINARY ARTS/HOSPITALITY**

**PROFESSIONAL CAREERS**

- Executive Chef
- Pastry Chef
- Dietician
- Health Inspector
- Entrepreneur
- Nutritional Consultant
- Culinary Educator
- Research Chef
- Sommelier

**TECHNICAL CAREERS**

- Sous Chef
- Restaurant Manager
- Food Sales and Marketing
- Event Coordinator
- Personal Chef
- Food Service Manager
- Food Stylist/Food Photographer
- TV Personalized Chef
- Catering Manager
- Purchasing Agent

**ENTRY-LEVEL CAREERS**

- Food Preparation Employee
- Cable Decorator
- Retail Sales Clerk
- Wait Person
- Mixologist
- Cook
- Dish Clerk
- Housekeeping Clerk
- Dishwasher
- Bus Person

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

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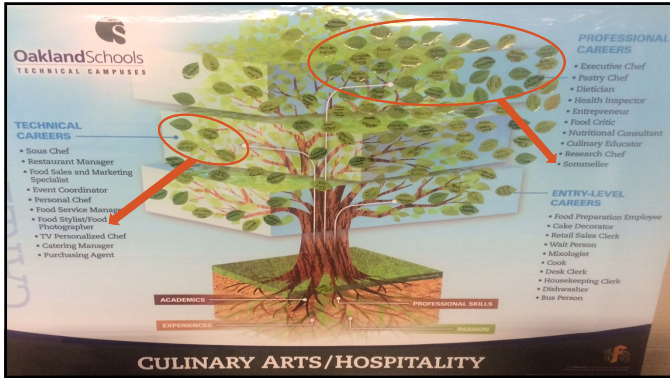
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**ACADEMICS** | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

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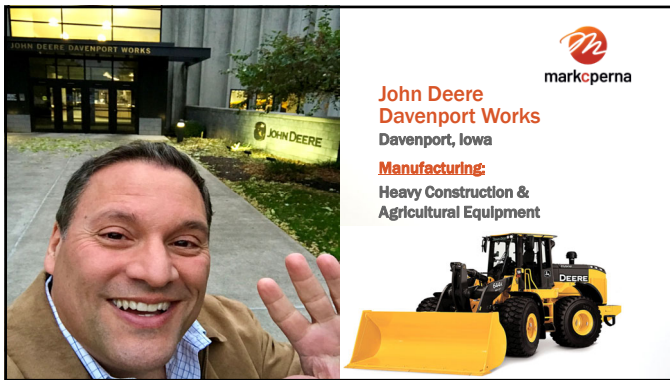
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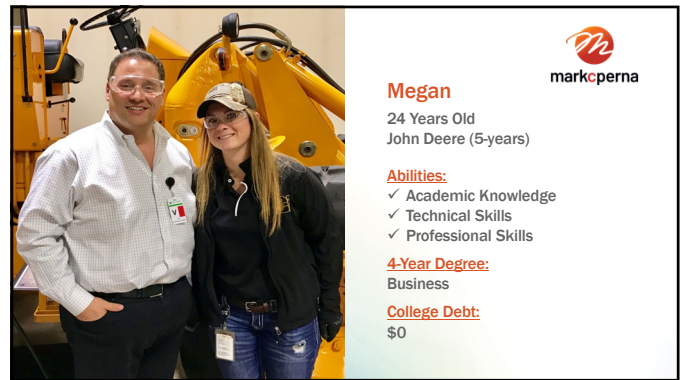
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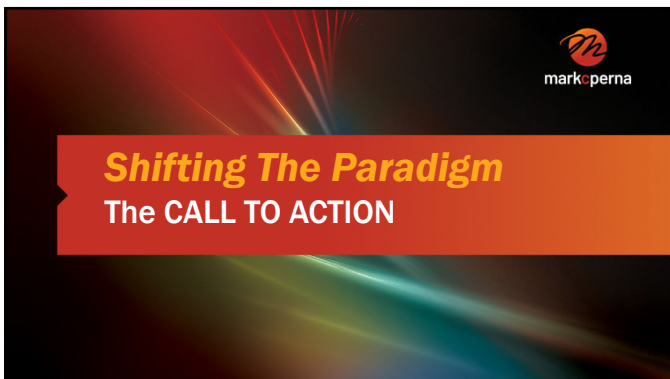
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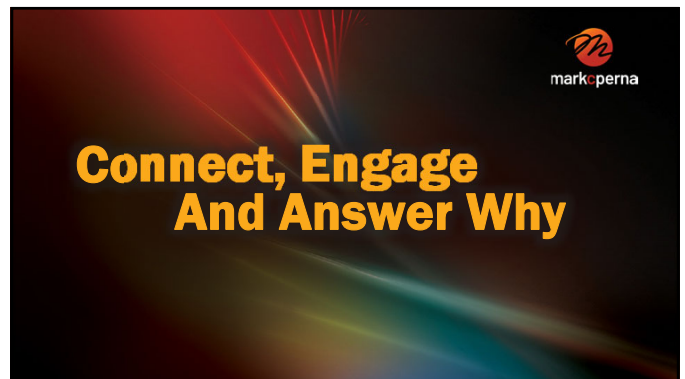
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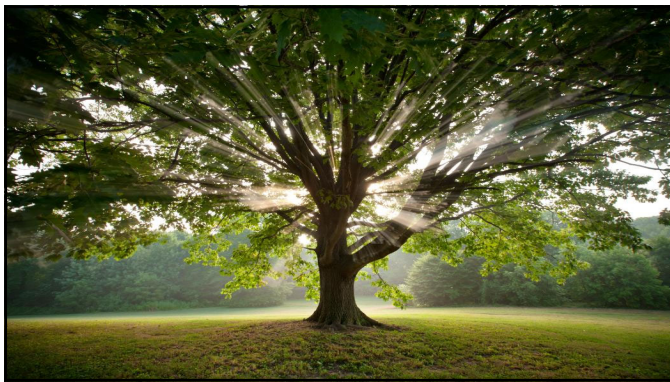
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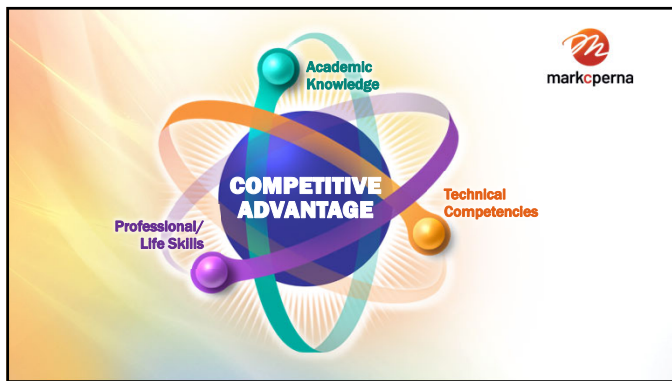
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- **Slice 1:** "Why We All Need a Personal Competitive Advantage (Part 1)"
- **Slice 2:** "Why We All Need a Personal Competitive Advantage (Part 2)"
- **Slice 3:** "Leveraging The Human Connection"
- **Slice 4:** "Building Your Dream"
- **Slice 5:** "The Power of Failure"
- **Slice 6:** "Be Comfortable Being Uncomfortable"

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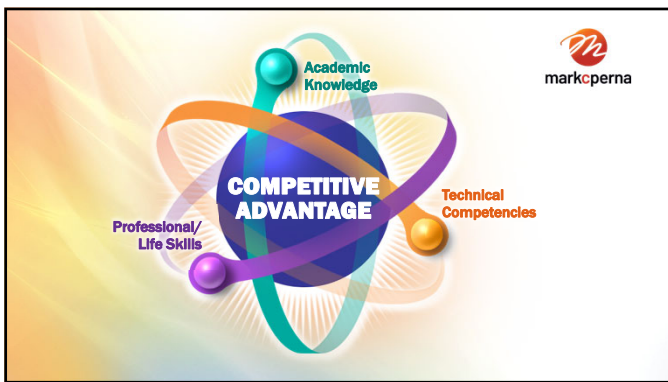
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- Facilitator Reflection
- Discussion Starters
- Supersize Suggestions (Activities)
- Big Picture View

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**COMPETITIVE ADVANTAGE**

Academic Knowledge

Professional/ Life Skills

Technical Competencies

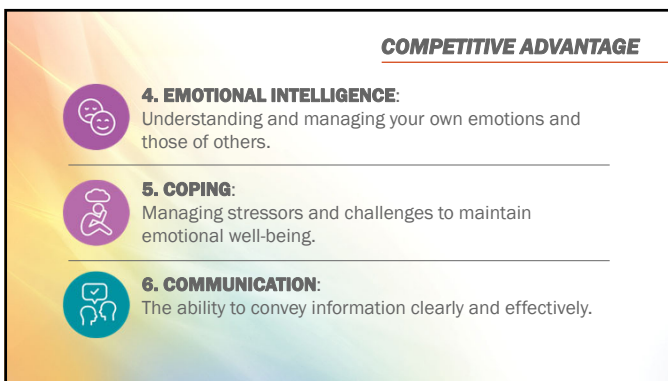
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**COMPETITIVE ADVANTAGE**

- 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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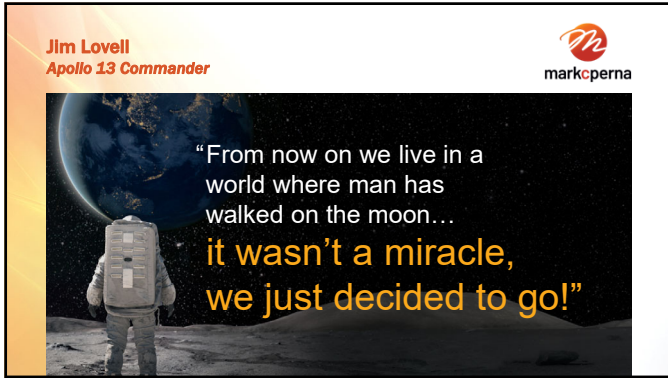
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**Flexible Lesson Framework**

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

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