



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

4199 Kinross Lakes Parkway, Suite 235 | Richfield, OH 44286 | 330.840.2680
mark.perna@TFSresults.com | TFSresults.com | MarkCPerna.com

©Mark C. Perna, TFSresults® - All Rights Reserved V17



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*

CONNECT WITH MARK NOW ON SOCIAL MEDIA:
@MarkCPernaLeadership | @markperna
linkedin.com/in/markperna | @mark_c_perna

TFSresults.com | mark.perna@tfsresults.com | 330.840.2680


1

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)

4

The World Has Changed 

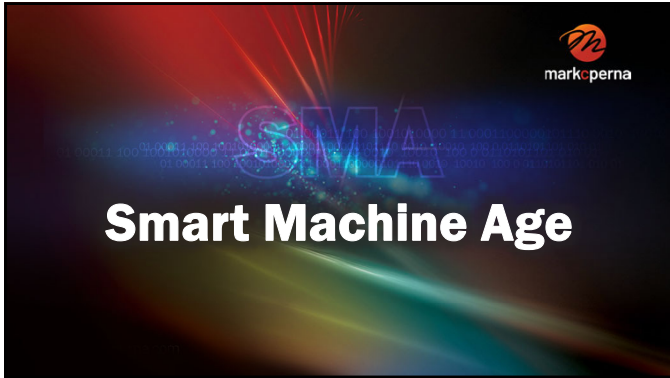
5

COMPETITIVE ADVANTAGE 

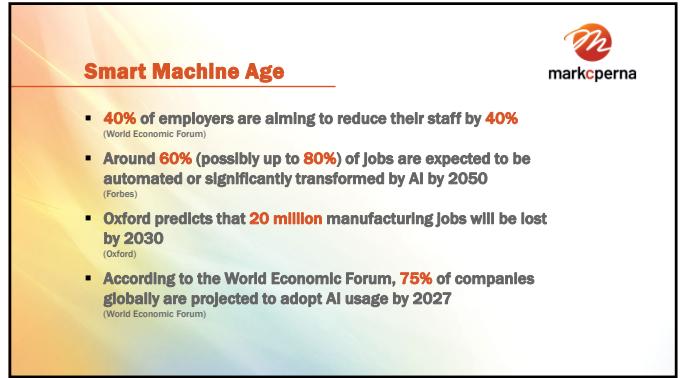
Academic Knowledge
Professional/ Life Skills
Technical Competencies

6

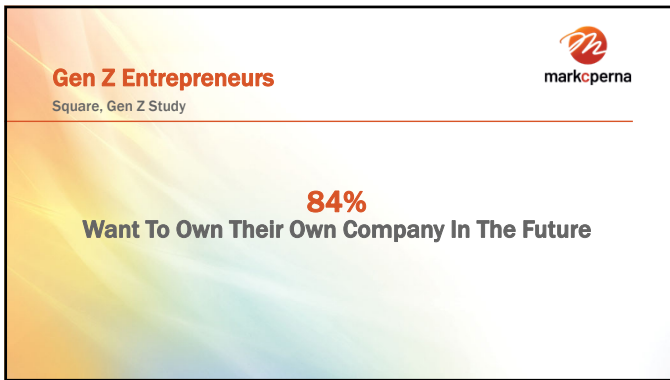
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



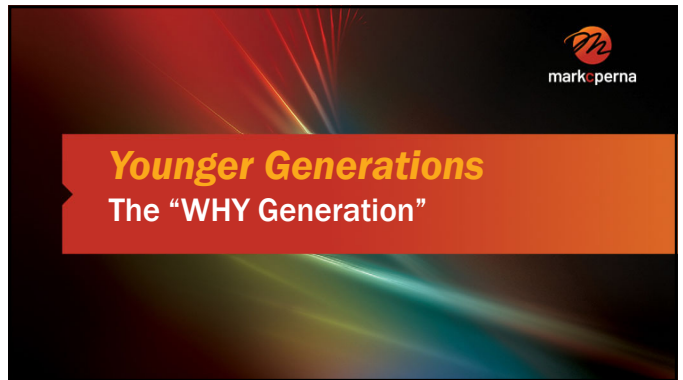
7



8



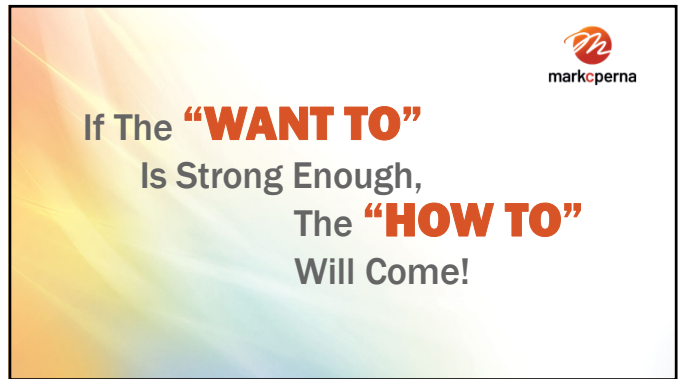
9



10

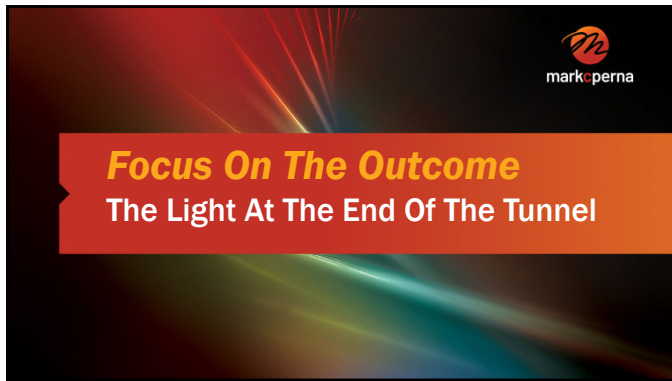


11



12

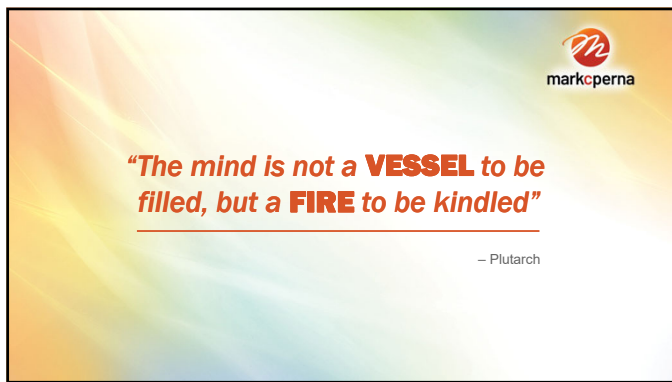
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



13



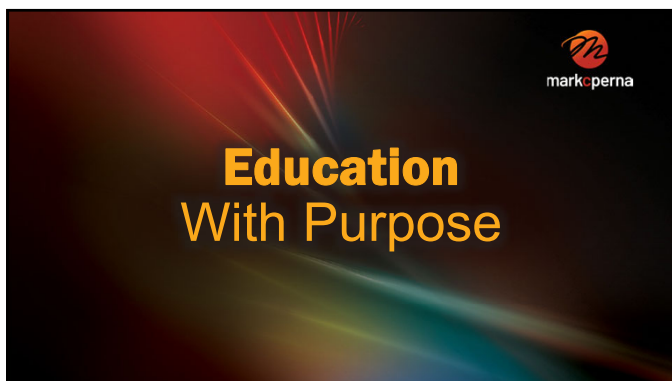
14



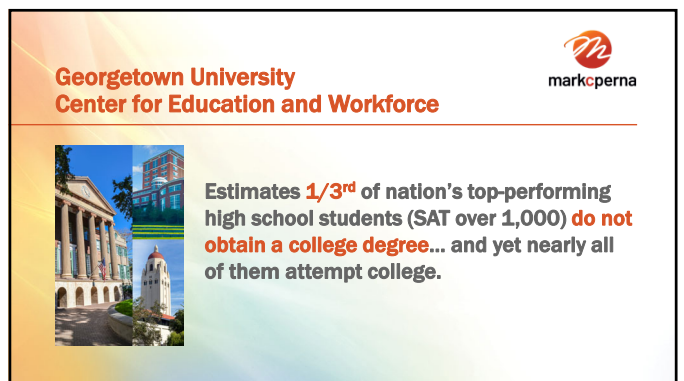
15



16




17




18

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations




**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




19



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



20



College Debt in America
As Reported by Major News Agencies

- **\$1.6 Trillion** in Total Student Loan Debt
- **\$176 Billion** (1.1%) 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




21



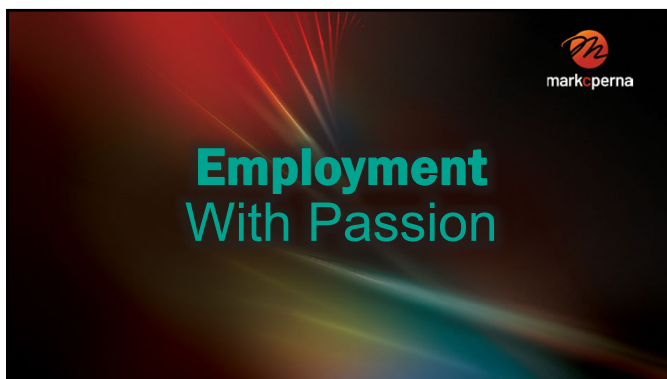
**Etiquette Gap Among
Recent College Graduates**
Intelligent.com, Survey of Managers, Directors, and Executives Involved in Hiring

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



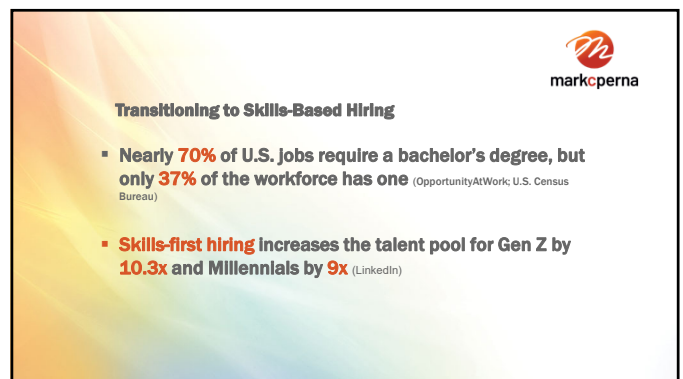
22



**Employment
With Passion**




23



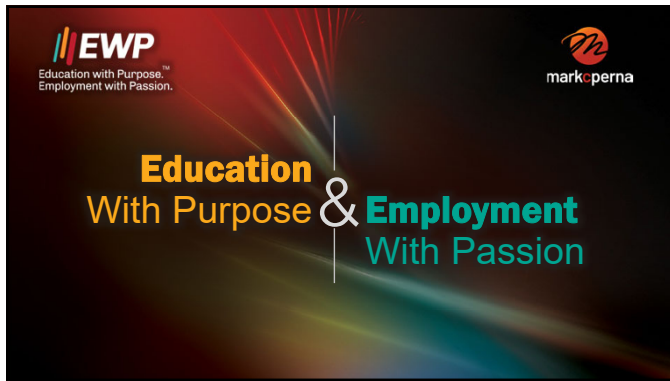
Transitioning to Skills-Based Hiring

- 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)

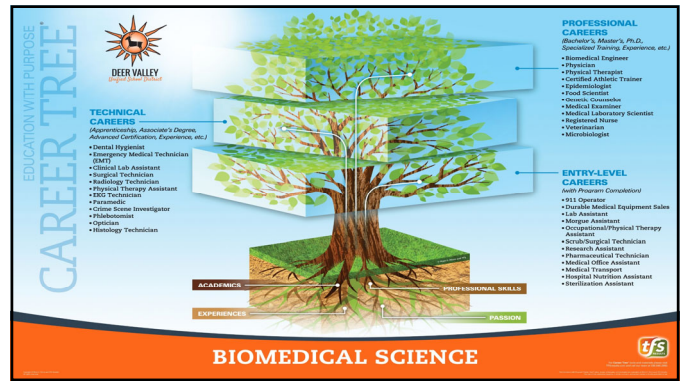


24

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*



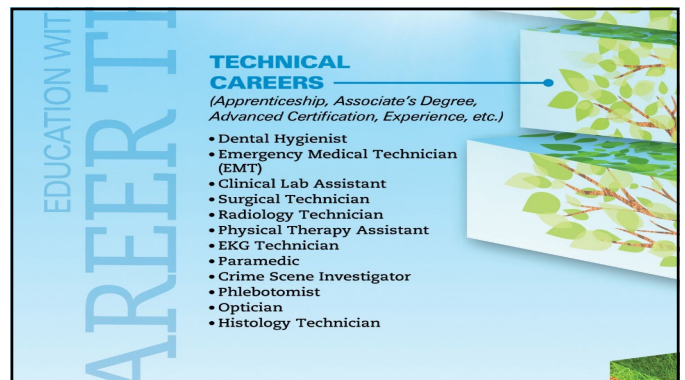
25



26



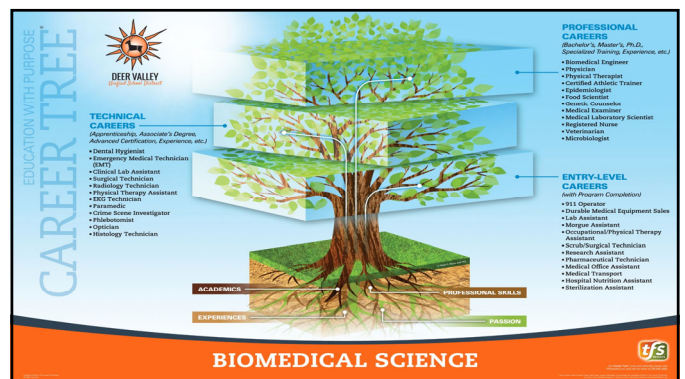
27



28



29



30

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*

EDUCATION WITH PURPOSE
CAREER TREE

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
- School Administrator
- Graduate Assistant
- Speech Pathologist
- Human Resources Director
- Attorney
- CEO (Chief Executive Officer)
- Educational Consultant

ENTRY-LEVEL CAREERS
(With Program Completion)

- Secretary
- Writing Center Tutor
- Wiggle Product
- Customer Service Representative
- Bank Teller
- Tour Guide
- Librarian Assistant
- Library Assistant
- Teaching Assistant
- Community Organizer
- Records Manager
- Office Manager

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

ENGLISH/LANGUAGE ARTS

TFS

31

EDUCATION WITH PURPOSE
CAREER TREE

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

ENGLISH/LANGUAGE ARTS

TFS

32

EDUCATION WITH PURPOSE
CAREER TREE

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
- School Administrator
- Graduate Assistant
- Speech Pathologist
- Human Resources Director
- Attorney
- CEO (Chief Executive Officer)
- Educational Consultant

ENTRY-LEVEL CAREERS
(With Program Completion)

- Secretary
- Writing Center Tutor
- Wiggle Product
- Customer Service Representative
- Bank Teller
- Tour Guide
- Librarian Assistant
- Library Assistant
- Teaching Assistant
- Community Organizer
- Records Manager
- Office Manager

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

ENGLISH/LANGUAGE ARTS

TFS

33

EDUCATION WITH PURPOSE
CAREER TREE

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
- Wiggle Product
- Customer Service Representative
- Bank Teller
- Tour Guide
- Librarian Assistant
- Library Assistant
- Teaching Assistant
- Community Organizer
- Records Manager
- Office Manager

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

ENGLISH/LANGUAGE ARTS

TFS

34

EDUCATION WITH PURPOSE
CAREER TREE

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
- School Administrator
- Graduate Assistant
- Speech Pathologist
- Human Resources Director
- Attorney
- CEO (Chief Executive Officer)
- Educational Consultant

ENTRY-LEVEL CAREERS
(With Program Completion)

- Secretary
- Writing Center Tutor
- Wiggle Product
- Customer Service Representative
- Bank Teller
- Tour Guide
- Librarian Assistant
- Library Assistant
- Teaching Assistant
- Community Organizer
- Records Manager
- Office Manager

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

ENGLISH/LANGUAGE ARTS

TFS

35

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 Systems - Technician/Pre and Security
- Business Owner (Self-Employed)
- Fireman
- Marine Electrician
- State and Local Renewable Energy Technician
- Industrial Control Specialist
- Electrical Instructor
- Maintenance Facility Electrician
- Theme Park Electrician

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

- Electrical 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

ENTRY-LEVEL CAREERS
(With Program Completion)

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

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

ELECTRICAL

TFS

36

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*

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

37

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

38

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

39

ELECTRICAL

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)
- 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
- 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

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**

40

The "For Now" Decision
Dealing With Analysis Paralysis

markperna

41

ELECTRICAL

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)
- 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
- 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

ENTRY-LEVEL CAREERS
(with Program Completion)

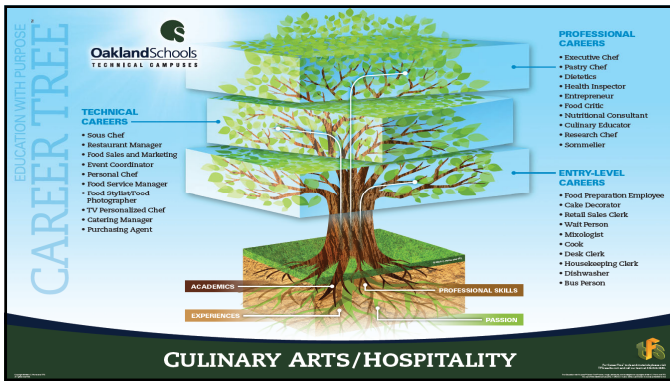
- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunication Technician
- Customer Service/Sales Representative
- Material and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Material and Equipment Delivery Person
- Home Theater Installer

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

42

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*



43



44



45

FREE GIFT!

Take the experience further with a special gift from Mark

Text keyword **UNLEASH** to 33777 now and claim your free gift.

46

John Deere Davenport Works
Davenport, Iowa
Manufacturing:
Heavy Construction & Agricultural Equipment

markperna

47

Megan
24 Years Old
John Deere (5-years)

Abilities:

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

4-Year Degree:
Business

College Debt:
\$0

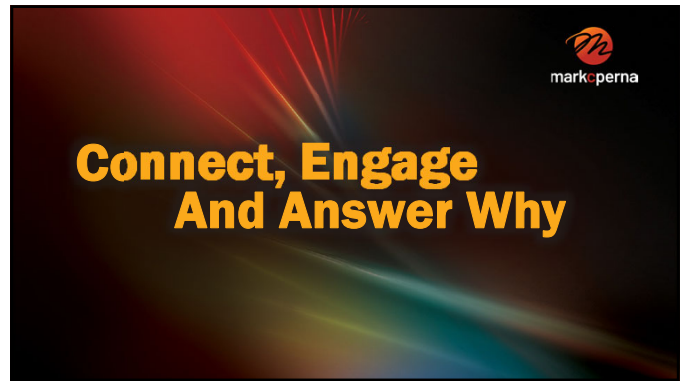
markperna

48

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



49



50



51



52



53



54

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



55



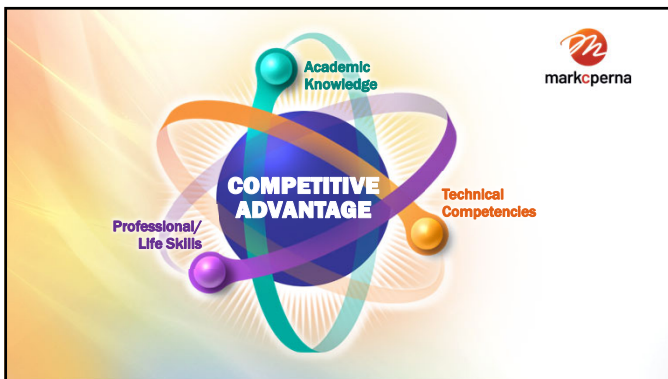
56



57



58




59





60

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations

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.

61

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.

62

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.

63

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.

64

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.

65

COMPETITIVE ADVANTAGE

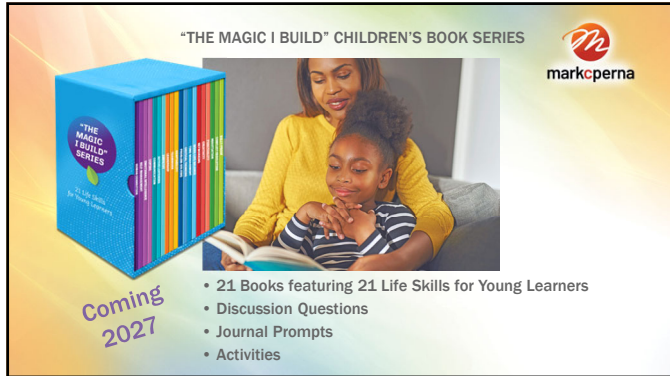
 **19. NEGOTIATION:**
Reaching win-win agreements through respectful dialogue.

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

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

66

Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



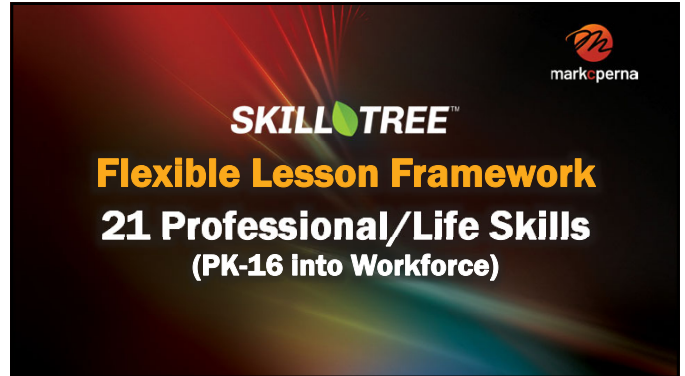
"THE MAGIC I BUILD" CHILDREN'S BOOK SERIES

markperna

Coming 2027

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

67



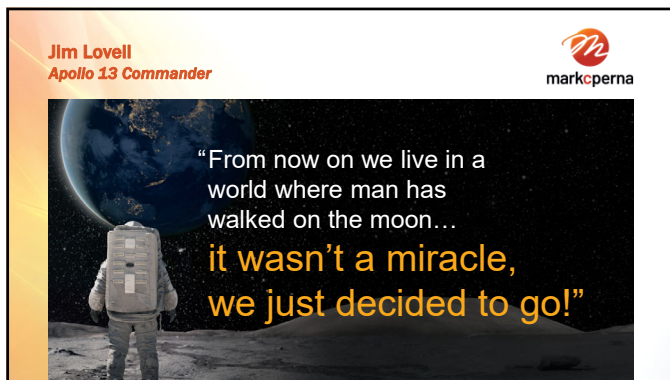
SKILL TREE™

Flexible Lesson Framework

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

markperna

68



Jim Lovell
Apollo 13 Commander

markperna

"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!"**

69



SHARE YOUR THOUGHTS

markperna.com/impact/



markperna.com

70