



Let's Inspire Young People to Perform at a Higher Level.

I appreciate your participation in my recent presentation!

In the following pages, you'll find the PowerPoint slides you requested.

In our changing landscape, bridging the generational divide is crucial to our success. However you interact with the younger generations, you can make a powerful difference using these strategies.

In addition to the slides, I want to share some valuable resources and ways you can stay connected to the mission of shifting the paradigm in education, employment, and economic development.

[Follow me at Forbes.com](#)

Click the blue 'Follow' button to stay posted on my weekly articles to shift the paradigm in education, careers, and generational issues in the workplace.

[Subscribe to my YouTube channel](#)

Tune into the mind of the younger generations with my free videos, highlighting the most impactful strategies I share in my keynote speeches.

[Join my livestream experience](#)

At the National Call to Action, I call communities across the country to start creating Education with Purpose & Employment with Passion for their young people.

[Tune in to The Perna Syndicate Podcast](#)

Listen to my podcast library of quick, inspirational episodes covering education, careers, and the multigenerational workforce—available on Apple Podcasts, Google Podcasts, Alexa, and everywhere else you listen.

[Connect with me on social](#)

Connect with me on [Twitter](#), [LinkedIn](#), [Facebook](#), and [Instagram](#) see fresh insights and inspiration in your feed...every day!

If you're looking to make a bigger difference with the young people you influence, I'd love to help. Visit [MarkCPerna.com](#) for more information or call us at **330.840.2680**.

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

4059 Kinross Lakes Parkway, Suite B | Richfield, OH 44286 | 330.840.2680 | Fax: 330.650.6416
mark.perna@TFSresults.com | TFSresults.com | MarkCPerna.com

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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 

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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 

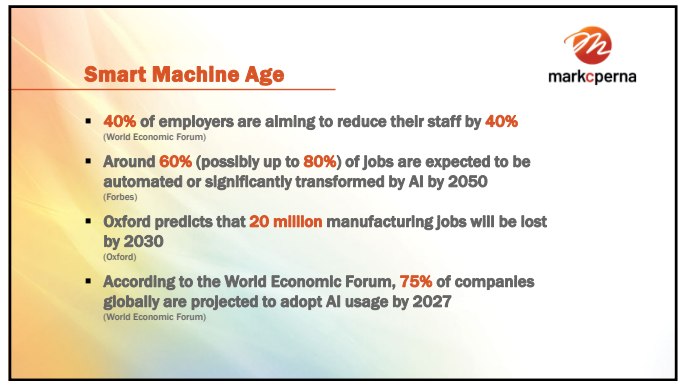
Academic Knowledge
Professional/ Life Skills
Technical Competencies

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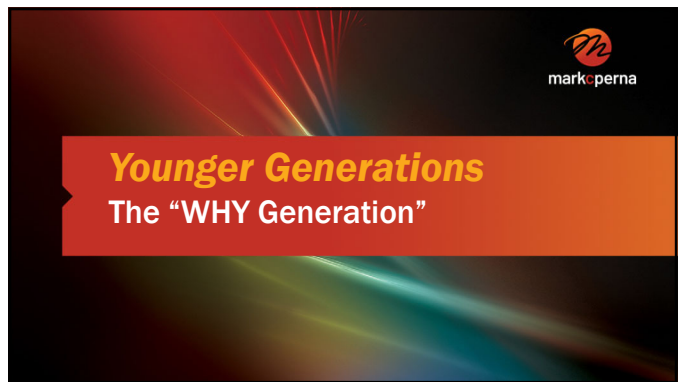
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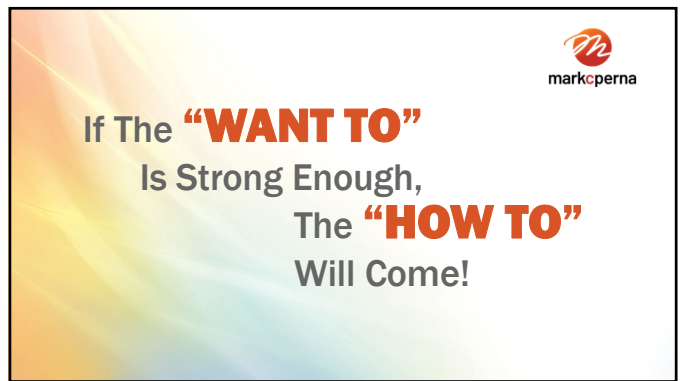
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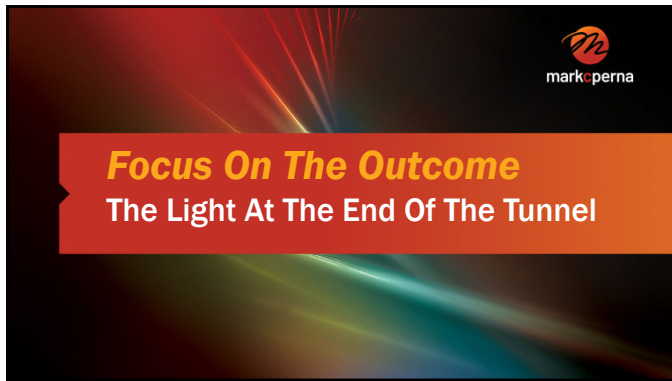


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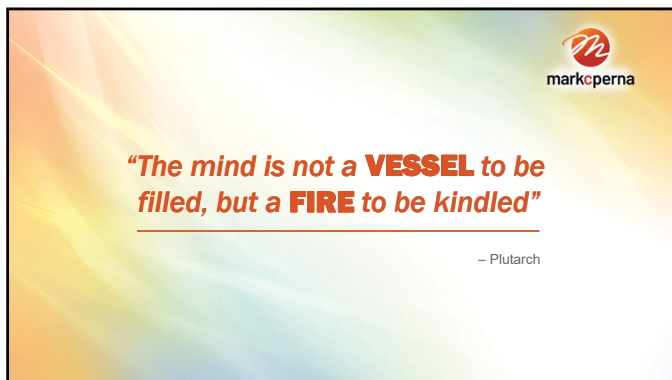
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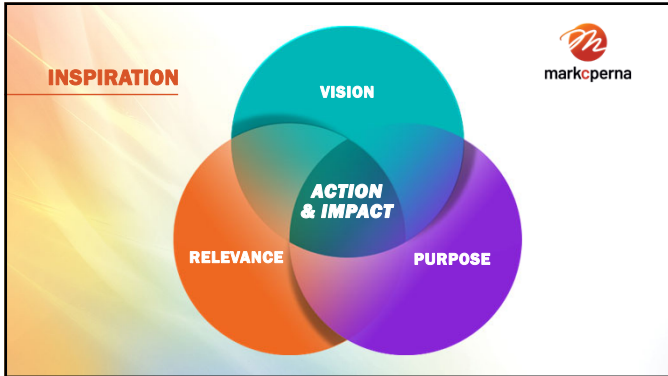


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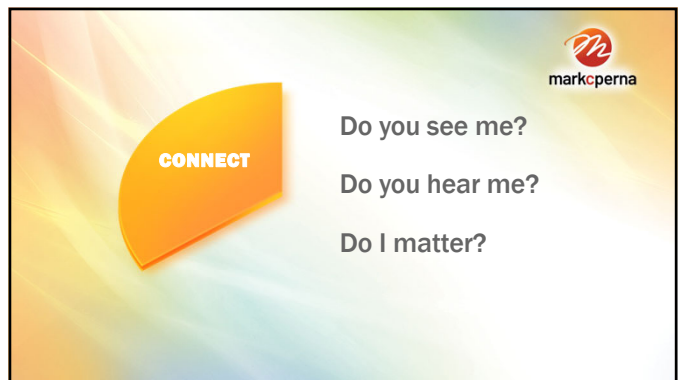
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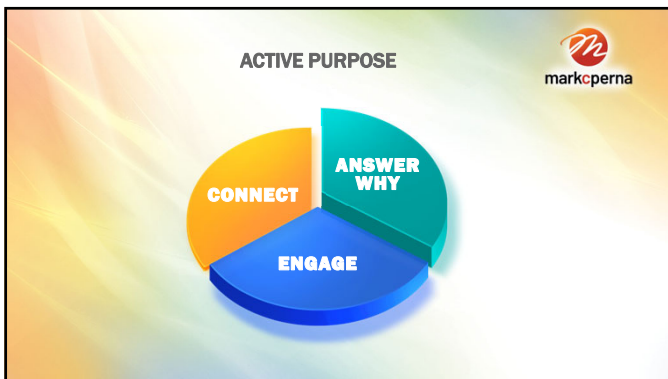
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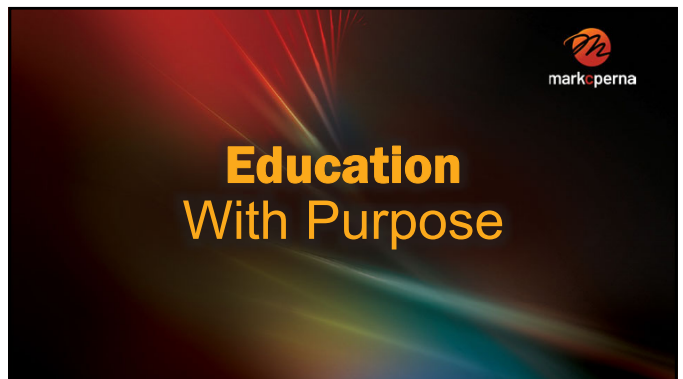
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Georgetown University Center for Education and Workforce




Estimates **1/3rd** 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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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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Education with Purpose.
Employment with Passion.



Education & Employment With Purpose & 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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FREE GIFT!

Take the experience further with a special gift from Mark



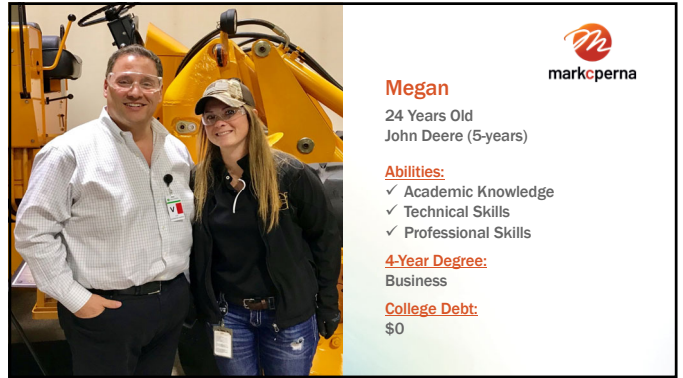
Text keyword **UNLEASH** to 33777 now and claim your free gift.

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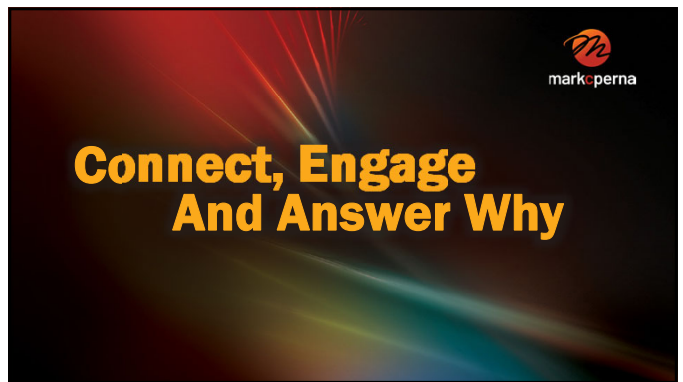
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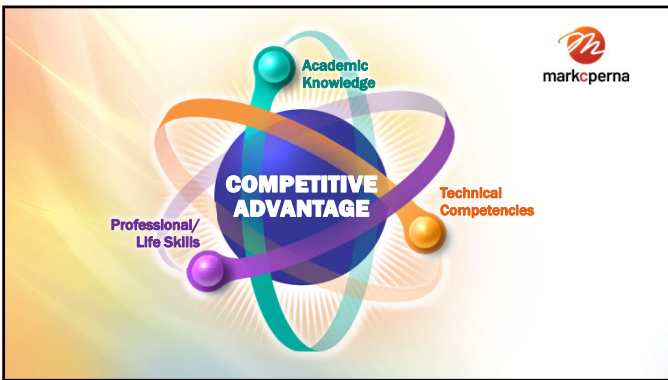


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Bestselling Author of 8 National Book Awards

- 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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Jim Lovell
Apollo 13 Commander



“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

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