



# 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

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STAY CONNECTED



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

WELCOME...

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**Mastering The Mega Trends Shaping  
The Next Generation of Talent**

PRESENTED BY  
**MARK C. PERNA** Speaker, Author, and CEO

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**The Shifting Landscape**  
Education & Workforce Development

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**The World  
Has Changed**

3

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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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**TALENT SHORTAGE BY VERTICAL INDUSTRY**

77% Healthcare & Life Sciences	76% Energy & Utilities	76% Information Technology	74% Transport, Logistics & Automotive
73% Consumer Goods & Services	73% Industrials & Materials	72% Financials & Real Estate	71% Communication Services

(Manpower Group Global Talent Study)

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**SKILLS GAP: EDUCATION**

Educational Ecosystem

Administrators

Teachers & Counselors

Students

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- 
- A slide with a light background and a yellow-to-white gradient. The title "Smart Machine Age" is in a bold, orange font. Below it is a list of four statistics with their sources in smaller text.
- **40%** of employers are aiming to reduce their staff by **40%**  
(World Economic Forum)
  - Around **60%** (possibly up to **80%**) of jobs are expected to be automated or significantly transformed by AI by 2050  
(Forbes)
  - Oxford predicts that **20 million** manufacturing jobs will be lost by 2030  
(Oxford)
  - According to the World Economic Forum, **75%** of companies globally are projected to adopt AI usage by 2027  
(World Economic Forum)
- The Mark C. Perna logo is in the top right corner.

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A slide with a light background and a yellow-to-white gradient. The title "Gen Z Entrepreneurs" is in a bold, orange font. Below it is the text "Square, Gen Z Study" and a horizontal line. The main statistic "84% Want To Own Their Own Company In The Future" is centered in a bold, black font. The Mark C. Perna logo is in the top right corner.

**Gen Z Entrepreneurs**  
Square, Gen Z Study

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**84%**  
Want To Own Their Own Company In The Future

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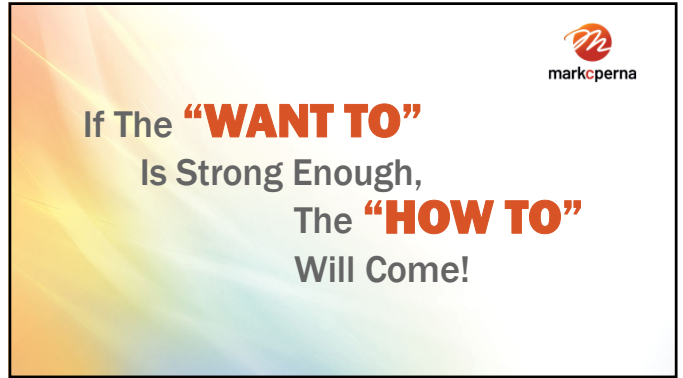
A slide with a dark background and colorful light streaks. The text "Younger Generations" is in a bold, yellow font, and "The 'WHY Generation'" is in a white font below it. The Mark C. Perna logo is in the top right corner.

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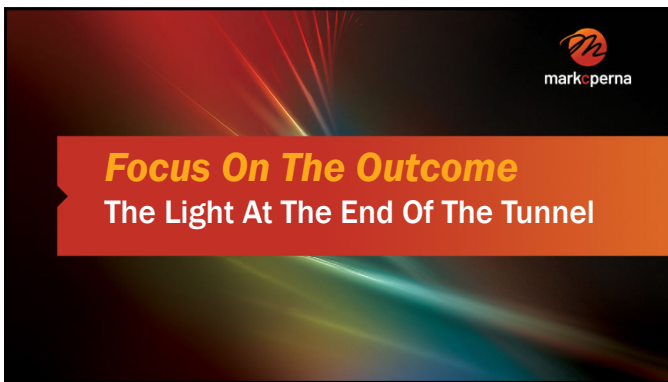
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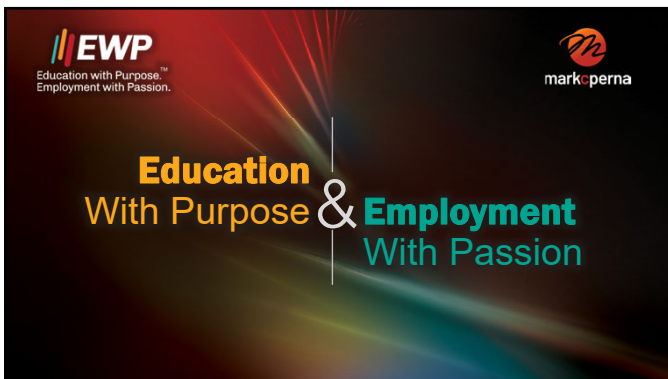
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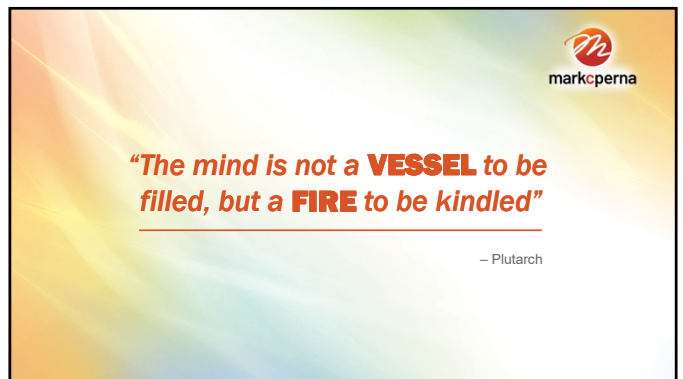
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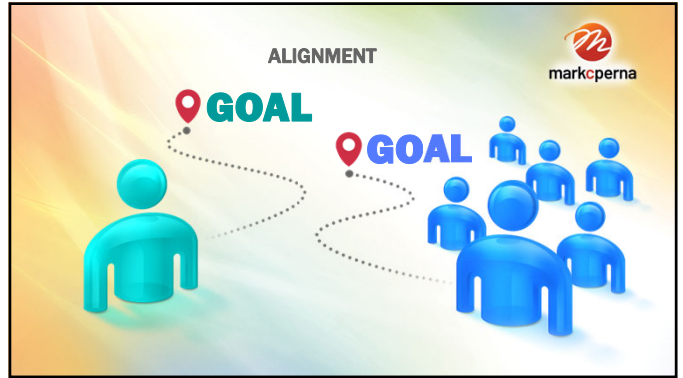


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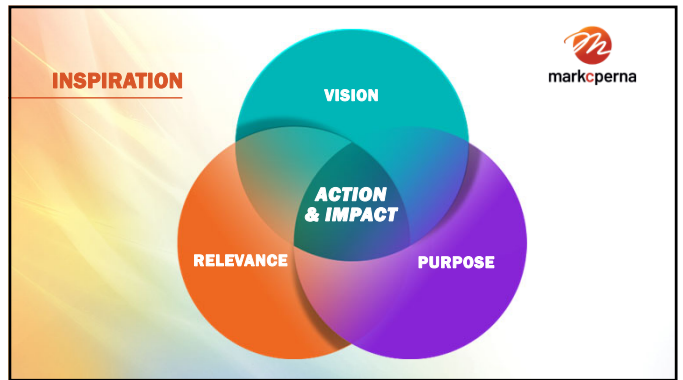
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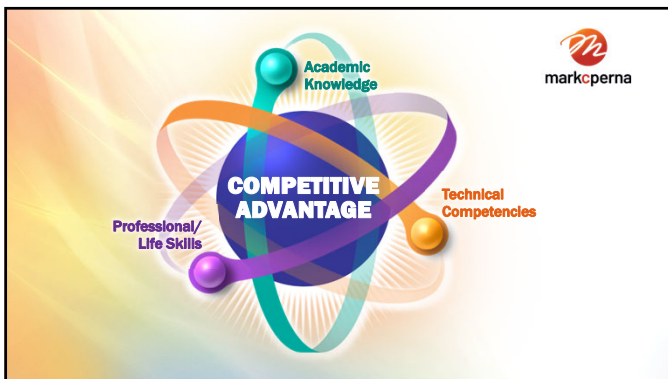
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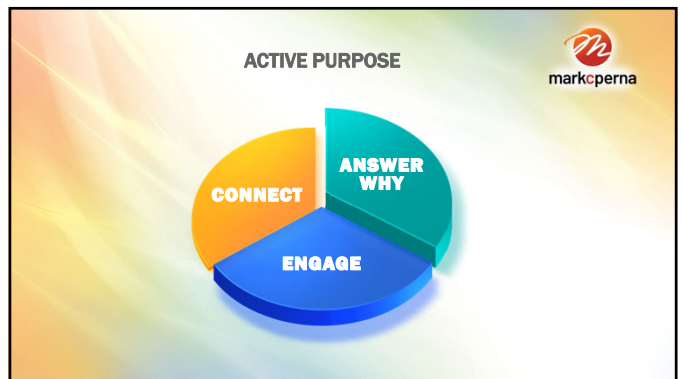
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Do you see me?  
Do you hear me?  
Do I matter?


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# Education With Purpose

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## Georgetown University Center for Education and Workforce

Estimates **1/3<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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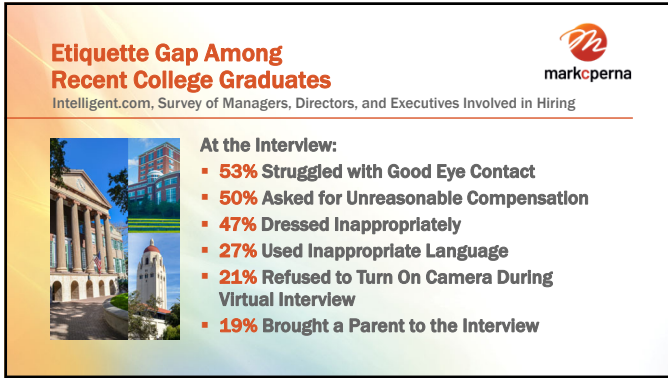
## College Debt in America

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:**

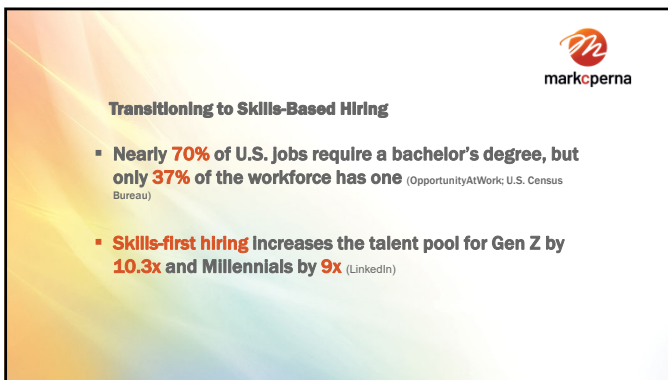
- 53% Struggled with Good Eye Contact
- 50% Asked for Unreasonable Compensation
- 47% Dressed Inappropriately
- 27% Used Inappropriate Language
- 21% Refused to Turn On Camera During Virtual Interview
- 19% Brought a Parent to the Interview

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**Employment With Passion**

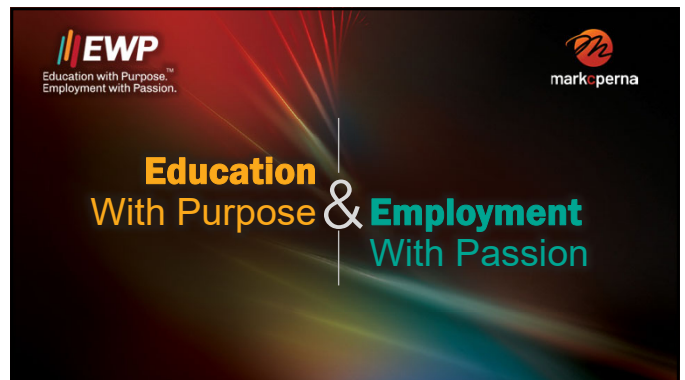
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**Transitioning to Skills-Based Hiring**

- 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)

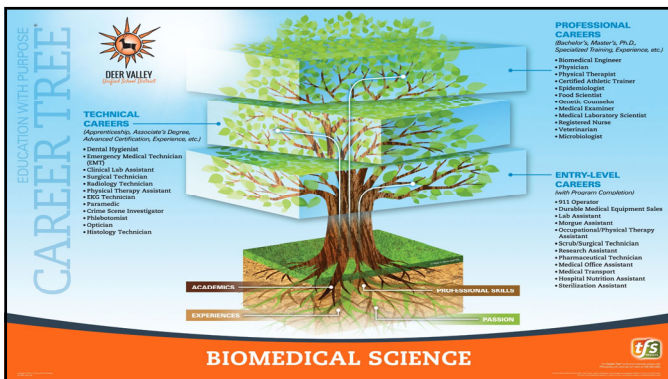
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**EWP**  
Education with Purpose.  
Employment with Passion.

**Education With Purpose & Employment With Passion**

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**CAREER TREE**  
EDUCATION WITH PURPOSE

**DEER VALLEY**  
Applied Science Institute

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

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Radiology Technician
- Physical Therapy Assistant
- EMG Technician
- Pharmacy
- Clinical Science Investigator
- Phlebotomist
- Optician
- Histology Technician

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

- Biomedical Engineer
- Physician
- Physical Therapist
- Epidemiologist
- Food Scientist
- Genetics Counselor
- Medical Laboratory Scientist
- Medical Examiner
- Veterinarian
- Microbiologist

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

- 911 Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Morgue Assistant
- Occupational/Physical Therapy Assistant
- Scrub/Surgical Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transcriptionist
- Hospital Nutrition Assistant
- Sterilization Assistant

**ACADEMICS** | **PROFESSIONAL SKILLS** | **EXPERIENCE** | **PASSION**

**BIOMEDICAL SCIENCE**

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

- 911 Operator
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- Morgue Assistant
- Occupational/Physical Therapy Assistant
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- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transcriptionist
- Hospital Nutrition Assistant
- Sterilization Assistant

**PROFESSIONAL SKILLS**

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EDUCATION WITH PURPOSE  
**CAREER TREE**

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

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

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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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EDUCATION WITH PURPOSE  
**CAREER TREE**

**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)*

- 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

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

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

ACADEMICS | PROFESSIONAL SKILLS | EXPERIENCES | PASSION

**BIOMEDICAL SCIENCE**

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EDUCATION WITH PURPOSE  
**CAREER TREE**

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

- Instructional Designer
- Professor
- 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

**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

ACADEMICS | PROFESSIONAL SKILLS | EXPERIENCES | PASSION

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

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**ENGLISH/LANGUAGE ARTS**

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

- Instructional Designer
- K-12 Teacher
- Professor
- School Administrator
- Librarian
- Graduate Assistant
- Speech Pathologist
- Human Resources Director
- Attorney
- CEO (Chief Executive Officer)
- Educational Consultant

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

- Content Writer
- Head Content Agency
- Building Manager
- Faculty Writer
- Event Coordinator
- Web Content Writer
- Public Relations Coordinator
- Media Researcher
- Paralegal
- Content Writer
- Content Manager
- Social Media Writer

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

- Secretary
- Writing Center Tutor
- Student Peer Mentor
- Customer Service Representative
- Book Teller
- Tour Guide
- Editorial Assistant
- Library Assistant
- Teaching Assistant
- Community Organizer
- Records Manager
- Office Manager

ACADEMICS | PROFESSIONAL SKILLS | EXPERIENCES | PASSION

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**WATER**

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

- Senior/Chief Plant Operator
- Operations Manager, Supervisor, or Superintendent
- Laboratory Supervisor
- Public Works Director
- Civil Engineer
- Senior Facilities Maintenance Technician
- Senior Treatment Plant Operator
- Water Utility Foreman
- Senior Production Operator or Supervisor
- Water Quality Supervisor
- Conservation Supervisor
- Waste Assessment Director

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

- Conveyance and Distribution Specialist
- Laboratory Analyst
- Source Control Inspector
- Water Resource Analyst
- Backflow Technician/Inspector
- Engineering Technician
- Treatment Plant Operator
- Assistant Limnologist
- Cross-Connection Control Specialist
- Production Operator II
- Water Quality Scientist
- Water Conservation Specialist II

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

- Operation In-Training
- Wastewater Collection Worker
- Maintenance Laborer
- Water Systems Technician
- Equipment Operator
- Water Conservation Specialist I
- Utility Worker I
- Field Customer Service Representative
- Facilities Maintenance Technician
- Production Operator I
- Water Quality Distribution Technician
- Distribution Operator

ACADEMICS | PROFESSIONAL SKILLS | EXPERIENCES | PASSION

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

- Operator-In-Training
- Wastewater Collection Worker
- Maintenance Laborer
- Water Systems Technician
- Equipment Operator
- Water Conservation Specialist I
- Utility Worker I
- Field Customer Service Representative
- Facilities Maintenance Technician
- Production Operator I
- Water Quality Distribution Technician
- Distribution Operator

PROFESSIONAL SKILLS

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

- Conveyance and Distribution Specialist
- Laboratory Analyst
- Source Control Inspector
- Water Resource Analyst
- Backflow Technician/Inspector
- Engineering Technician
- Treatment Plant Operator
- Assistant Limnologist
- Cross-Connection Control Specialist
- Production Operator II
- Water Quality Scientist
- Water Conservation Specialist II

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

- Senior/Chief Plant Operator
- Operations Manager, Supervisor, or Superintendent
- Laboratory Supervisor
- Public Works Director
- Civil Engineer
- Senior Facilities Maintenance Technician
- Senior Treatment Plant Operator
- Water Utility Foreman
- Senior Production Operator or Supervisor
- Water Quality Supervisor
- Conservation Supervisor
- Water Resources Planner

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**CAREER TREE**  
COLLEGE OF THE CANYONS

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

- Water Resource Analyst
- Water Resource Engineer
- Water Resource Inspector
- Water Resource Specialist
- Water Resource Technician
- Water Resource Supervisor
- Water Resource Specialist II

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

- Senior/Chief Plant Operator
- Operations Manager, Supervisor, or Representative
- Laboratory Supervisor
- Public Works Director
- Civil Engineer
- Senior Facilities Maintenance Technician
- Senior Treatment Plant Operator
- Senior Utility Foreman
- Senior Production Operator or Supervisor
- Water Quality Supervisor
- Construction Supervisor
- Water Resource Planner

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

- Operation Training
- Wastewater Collection Worker
- Maintenance Laborer
- Water Systems Technician
- Equipment Operator
- Water Conservation Specialist I
- Utility Worker I
- Field Customer Service Representative
- Production Operator I
- Water Quality Distribution Technician
- Distribution Operator

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

**WATER**

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**CAREER TREE**

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

- Master 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
- 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** | **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
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- Electrical Instructor
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- Home Automation Installer
- Systems Integrator
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- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

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**CAREER TREE**

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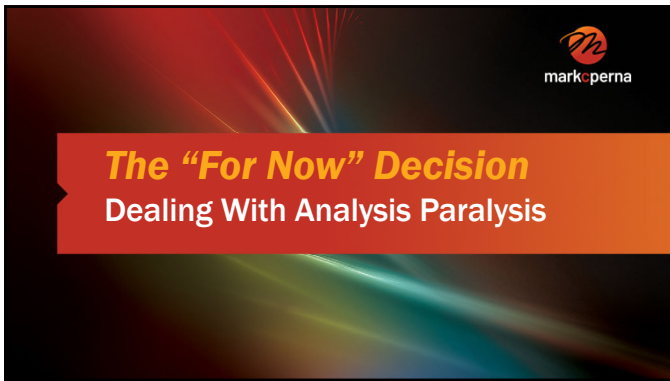
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- Home Theater Installer

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

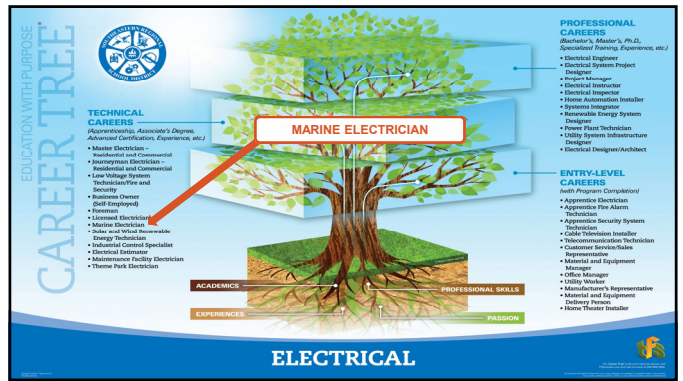
**ELECTRICAL**

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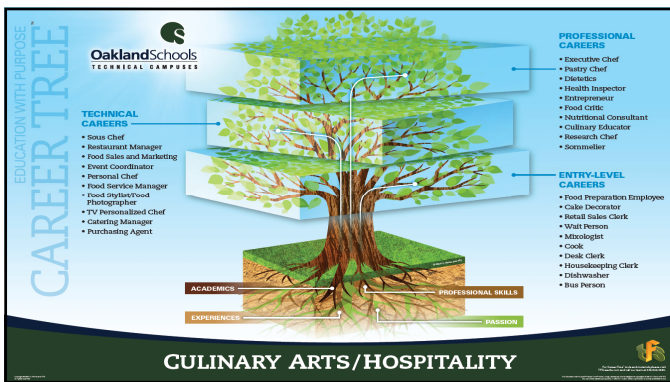
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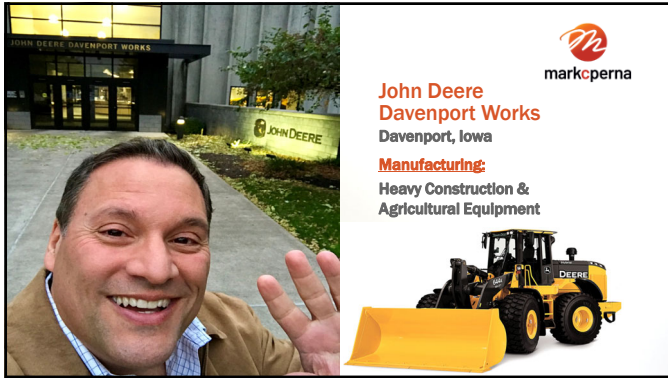


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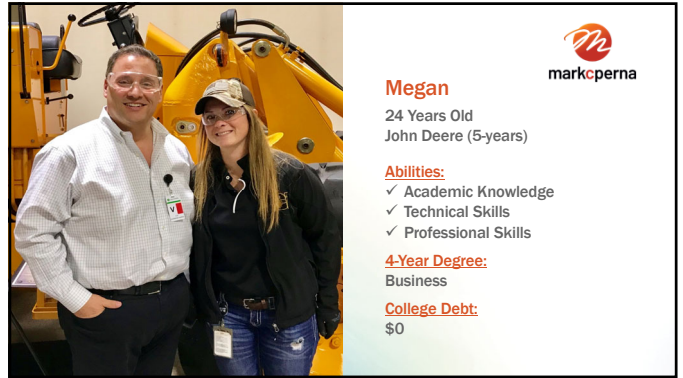


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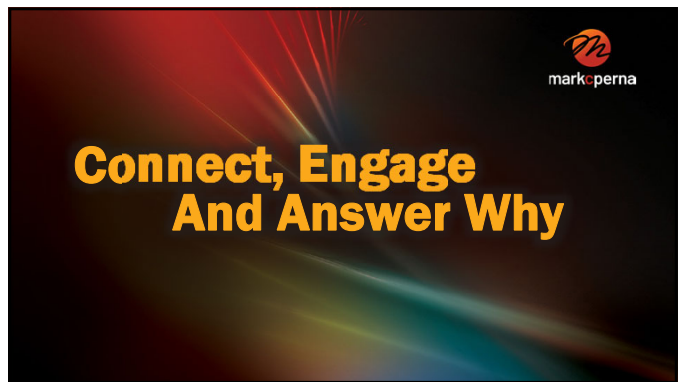
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- IPPY Silver Award Winner: **Parenting**
- Axiom Business Book Awards: **Human Resources**
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**COMPETITIVE ADVANTAGE**

- 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.

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

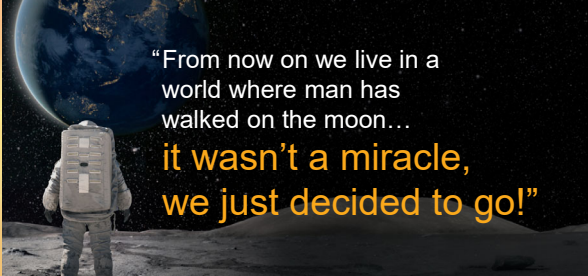
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 **21. BULLY-PROOF:**  
Resisting, avoiding, or responding to bullying with resilience and confidence.

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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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