



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

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MARK C. PERNA



TFSresults.com

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

WELCOME... 

Unleashing Passion, Purpose, and Performance in Younger Generations

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

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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 

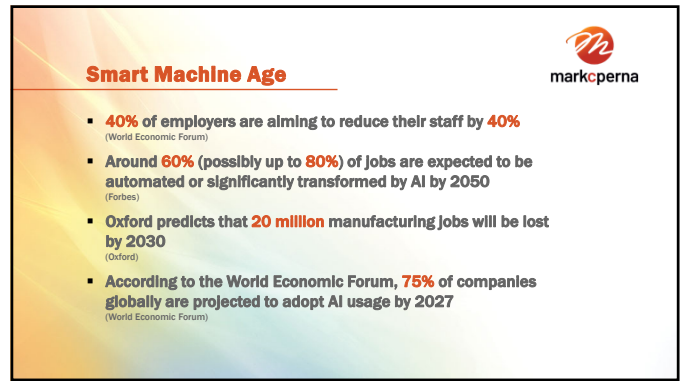
Academic Knowledge
Professional/ Life Skills
Technical Competencies

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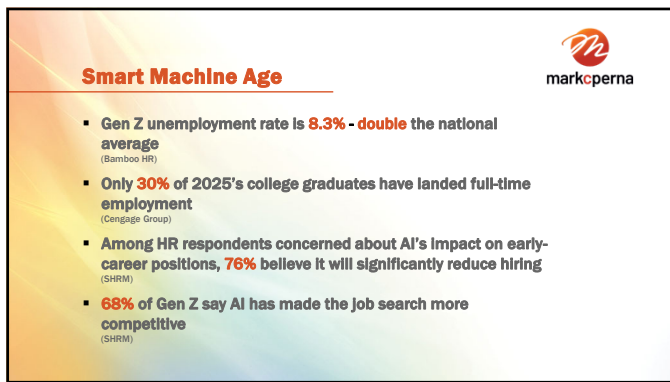
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7



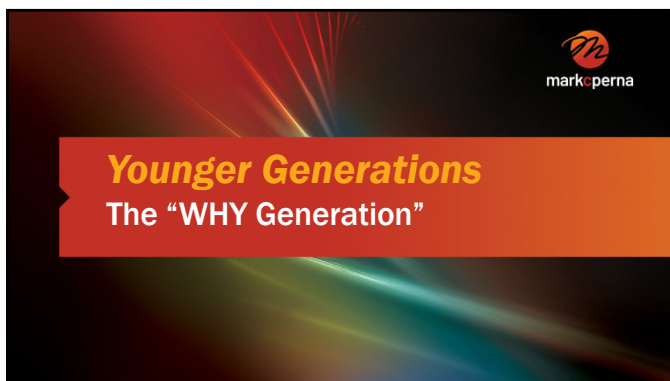
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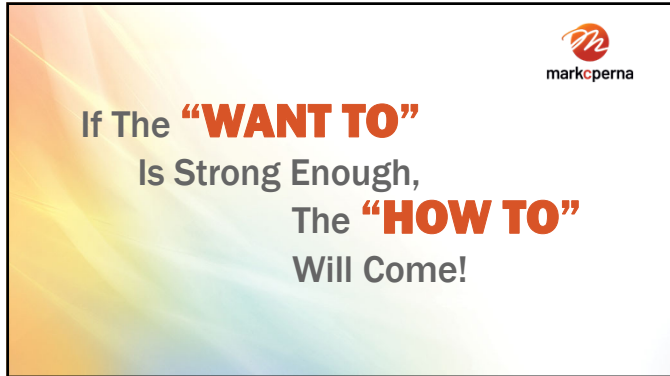


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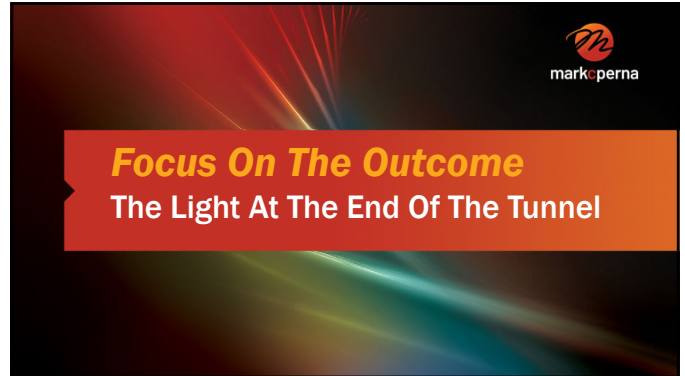


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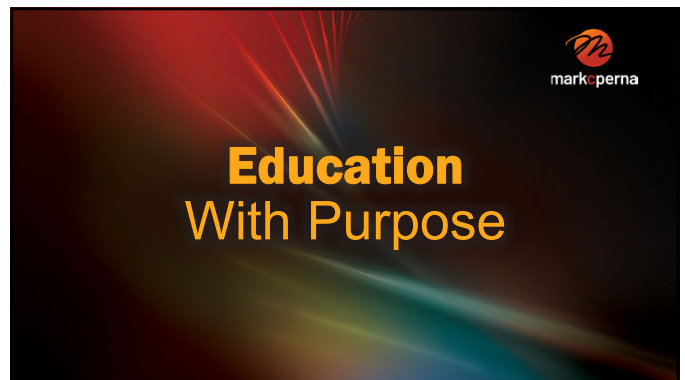
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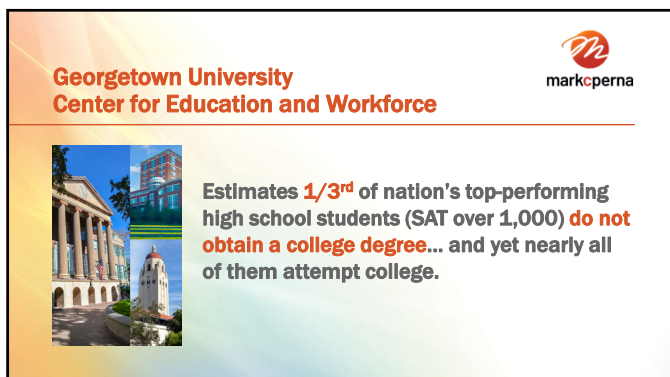
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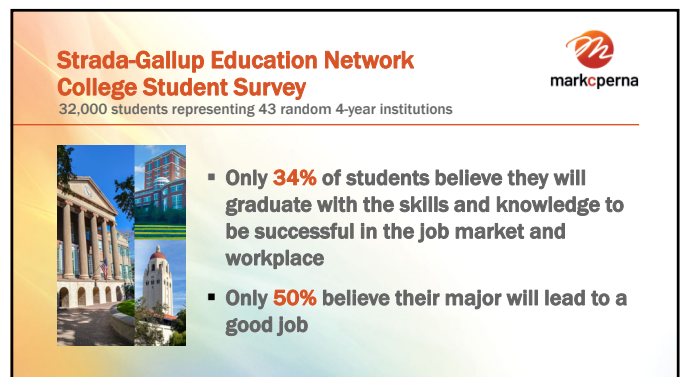
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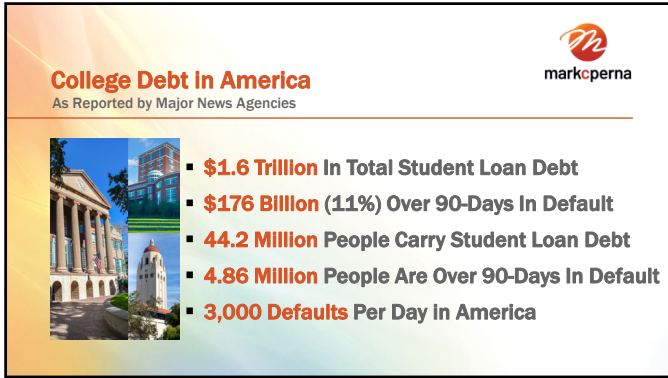


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18

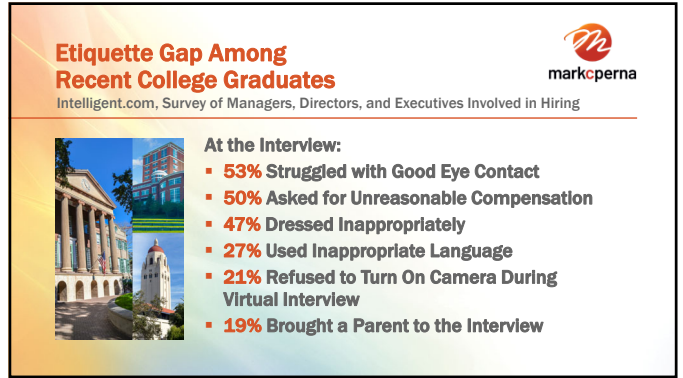
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College Debt in America
As Reported by Major News Agencies

- **\$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

19

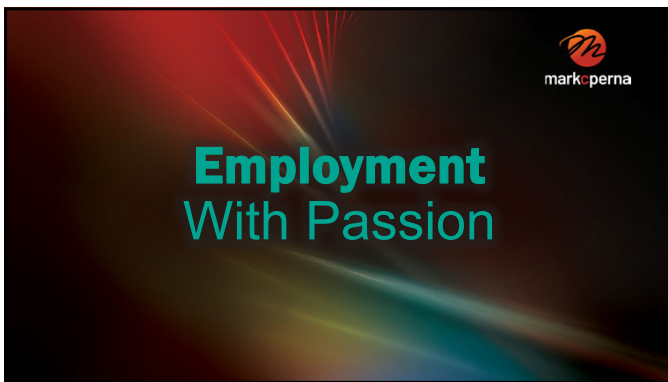


Etiquette Gap Among Recent College Graduates
Intelligent.com, Survey of Managers, Directors, and Executives Involved in Hiring

At the Interview:

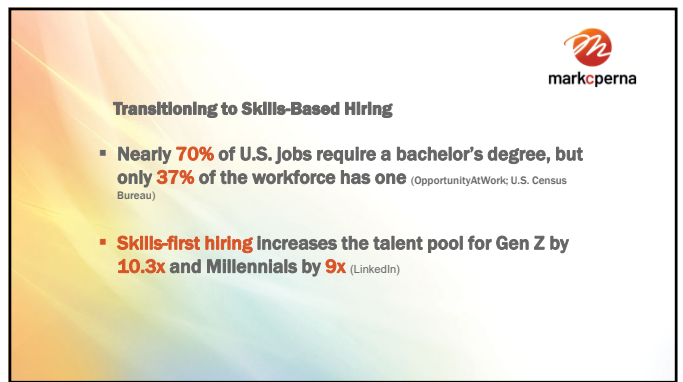
- **53%** Struggled with Good Eye Contact
- **50%** Asked for Unreasonable Compensation
- **47%** Dressed Inappropriately
- **27%** Used Inappropriate Language
- **21%** Refused to Turn On Camera During Virtual Interview
- **19%** Brought a Parent to the Interview

20



Employment With Passion

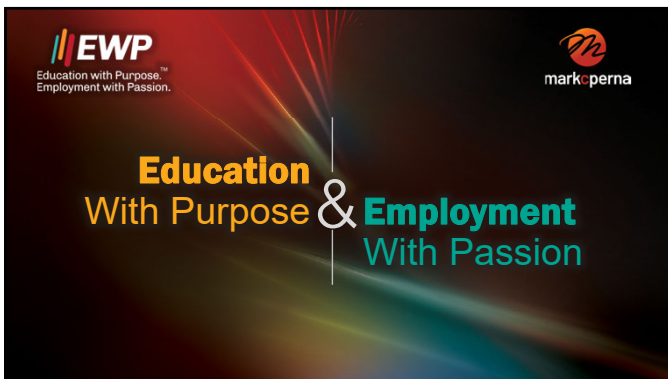
21



Transitioning to Skills-Based Hiring

- Nearly **70%** of U.S. jobs require a bachelor's degree, but only **37%** of the workforce has one (Opportunity@Work; U.S. Census Bureau)
- **Skills-first hiring** increases the talent pool for Gen Z by **10.3x** and Millennials by **9x** (LinkedIn)

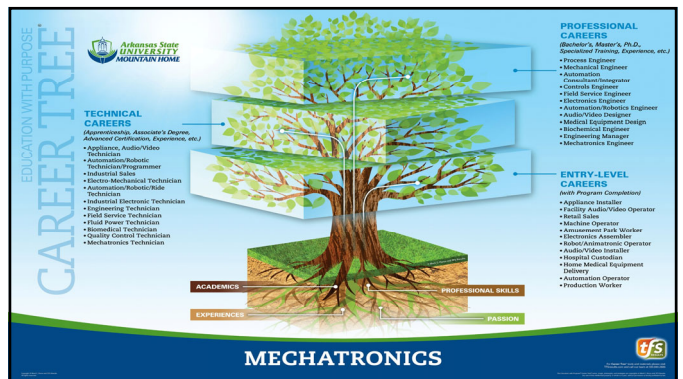
22



EWP
Education with Purpose.
Employment with Passion.

Education With Purpose & Employment With Passion

23



MECHATRONICS CAREER TREE

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

- Automation/Robotics Technician
- Appliance, Audio/Video Technicians
- Industrial Electronics Technician
- Field Service Technician
- Quality Control Technician
- Mechanical Technician
- Robotics Technician
- Electrical/Electronic Technician
- Industrial/Electronic Technician
- Field Service Technician
- Quality Control Technician
- Mechanical Technician

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

- Process Engineer
- Mechanical Engineer
- Automation Engineer
- Controls Engineer
- Field Service Engineer
- Electronics Engineer
- Automation/Robotics Engineer
- Audio/Video Designer
- Medical Equipment Design
- Biomedical Engineer
- Engineering Manager
- Mechatronics Engineer

ENTRY-LEVEL CAREERS
(With Program Completion)

- Appliance Installer
- Facility Audio/Video Operator
- Retail Sales
- Robotics Operator
- Amusement Park Worker
- Electronic Assembler
- Robot/Automation Operator
- Audio/Video Installer
- Hospital Custodian
- Home Medical Equipment Installer
- Automation Operator
- Production Worker

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

MECHATRONICS

24

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ENTRY-LEVEL CAREERS
(with Program Completion)

- Appliance Installer
- Facility Audio/Video Operator
- Retail Sales
- Machine Operator
- Amusement Park Worker
- Electronics Assembler
- Robot/Animatronic Operator
- Audio/Video Installer
- Hospital Custodian
- Home Medical Equipment Delivery
- Automation Operator
- Production Worker

PROFESSIONAL SKILLS

25

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

- Appliance, Audio/Video Technician
- Automation/Robotic Technician/Programmer
- Industrial Sales
- Electro-Mechanical Technician
- Automation/Robotic/Ride Technician
- Industrial Electronic Technician
- Engineering Technician
- Field Service Technician
- Fluid Power Technician
- Biomedical Technician
- Quality Control Technician
- Mechatronics Technician

26

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

- Process Engineer
- Mechanical Engineer
- Automation Consultant/Integrator
- Controls Engineer
- Field Service Engineer
- Electronics Engineer
- Automation/Robotics Engineer
- Audio/Video Designer
- Medical Equipment Design
- Biochemical Engineer
- Engineering Manager
- Mechatronics Engineer

27

MECHATRONICS

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

- Process Engineer
- Mechanical Engineer
- Automation Consultant/Integrator
- Controls Engineer
- Field Service Engineer
- Electronics Engineer
- Automation/Robotics Engineer
- Medical Equipment Design
- Biochemical Engineer
- Engineering Manager
- Mechatronics Engineer

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

- Appliance, Audio/Video Technician
- Automation/Robotic Technician/Programmer
- Industrial Sales
- Electro-Mechanical Technician
- Automation/Robotic/Ride Technician
- Industrial Electronic Technician
- Engineering Technician
- Field Service Technician
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- Home Medical Equipment Delivery
- Automation Operator
- Production Worker

ACADEMICS

EXPERIENCES

PASSION

PROFESSIONAL SKILLS

28

WATER

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

- Senior Chief Plant Operator
- Operations Manager, Supervisor, or Superintendent
- Maintenance Supervisor
- Public Works Director
- Civil Engineer
- Senior Facilities Maintenance Technician

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

- Conveyance and Distribution Purveyor
- Laboratory Analyst
- Waste Control Inspector
- Water Resource Analyst
- Backflow Technician/Inspector
- Engineering Technician
- Treatment Plant Operator
- Assistant Lineman
- Dams Connection Control Specialist
- Production Operator II
- Water Quality Specialist
- Water Conservation Specialist II

ENTRY-LEVEL CAREERS (with Program Completion)

- Operator-In-Training
- Wastewater Collection Worker
- Maintenance Laborer
- Senior System 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

EXPERIENCES

PASSION

PROFESSIONAL SKILLS

29

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

30

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EDUCATION WITH PURPOSE
CAREER TREE

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 Specialist
- Water Conservation Specialist II

31

EDUCATION WITH PURPOSE
CAREER TREE

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

32

EDUCATION WITH PURPOSE
CAREER TREE

COLLEGE OF THE CANYONS

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 Specialist
- Water Conservation Specialist II

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

ENTRY-LEVEL CAREERS
(with Program Completion)

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

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

WATER

33

EDUCATION WITH PURPOSE
CAREER TREE

UACCB

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

- CAD Drafter
- CAD Technician
- Certified Welder (MIG, TIG, Stick)
- CNC Operator
- CNC Programmer
- First-Line Supervisor
- Machinist
- Millwright
- Robotic Technician
- CNC Machinist
- Design Intern
- Laser Cutter Technician

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

- Aerospace Engineer
- CNC Manufacturing Engineer
- General Contractor
- Mechanical Engineer
- Machine Shop Owner
- Machinist
- Product Design Engineer
- Research & Development Specialist
- Safety Engineer
- Computer Automated Manufacturing Engineer

ENTRY-LEVEL CAREERS
(with Program Completion)

- Apprentice
- Boring Machine Tool Operator
- CNC Machine Tool Operator
- CNC Setup Handler/Technician
- Delivery Driver/Parts Runner
- Stock Cutter/Handler
- Forklift Operator
- Tool Maker Apprentice
- Press Operator
- Packager/Shipping Specialist
- Paint Prep & Painting

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

MANUFACTURING

34

EDUCATION WITH PURPOSE
CAREER TREE

ENTRY-LEVEL CAREERS
(with Program Completion)

- Apprentice
- Assembler
- Boring Machine Tool Operator
- CNC Machine Tool Operator
- CNC Setup Handler/Technician
- Delivery Driver/Parts Runner
- Stock Cutter/Handler
- Forklift Operator
- Tool Maker Apprentice
- Press Operator
- Packager/Shipping Specialist
- Paint Prep & Painting

PROFESSIONAL SKILLS

35

EDUCATION WITH PURPOSE
CAREER TREE

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

- CAD Drafter
- CAD Technician
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- CNC Programmer
- First-Line Supervisor
- Machinist
- Millwright
- Robotic Technician
- CNC Machinist
- Design Intern
- Laser Cutter Technician

36

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

- Aerospace Engineer
- CNC Manufacturing Engineer
- General Contractor
- Industrial Engineer
- Machine Shop Owner
- Metallurgist
- Quality Manager
- Product Design Engineer
- Research & Development Specialist
- Safety Engineer
- Machining/Tech Ed Instructor
- Computer Automated Manufacturing Engineer

37

UACCB

EDUCATION WITH PURPOSE
CAREER TREE

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

- CAD Drafter
- CNC Machinist
- Certified Milling (MG, TG, B&B)
- CNC Operator
- CNC Programmer
- First Line Supervisor
- Machinist
- Millwright
- Mechatronic Technician
- CNC Maintenance
- Design Teams
- Laser Cutter/Engraver

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

- Aerospace Engineer
- CNC Manufacturing Engineer
- General Contractor
- Industrial Engineer
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- Tool Crib/Handler
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- Tool Maker/Agreement
- Press Operator
- Package/Shipping Specialist
- Paint Prep & Painting

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

MANUFACTURING

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38

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

39

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John Deere Davenport Works
Davenport, Iowa

Manufacturing:
Heavy Construction & Agricultural Equipment

40

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Megan
24 Years Old
John Deere (5-years)

Abilities:

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

4-Year Degree:
Business

College Debt:
\$0

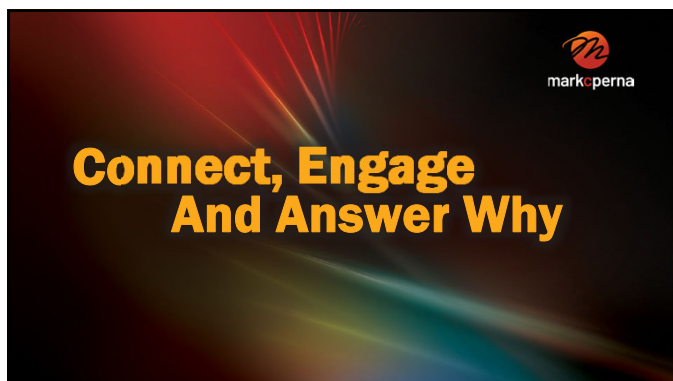
41

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Shifting The Paradigm
The CALL TO ACTION

42

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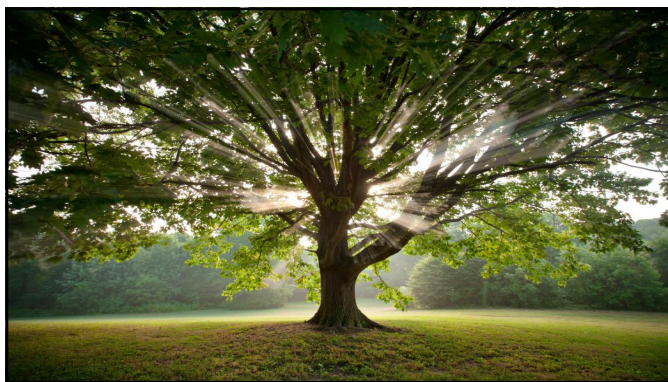
43



44



45



46



47



48

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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.

49

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.

50

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.

51

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.

52

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.

53

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.


54

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COMPETITIVE ADVANTAGE

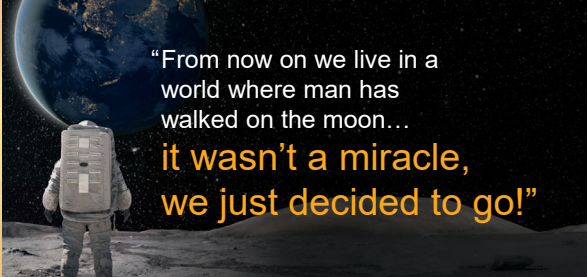

 **19. NEGOTIATION:**
Reaching win-win agreements through respectful dialogue.

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

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

55

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!”**

56

SHARE YOUR THOUGHTS

markcperna.com/impact/



57