



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 C. PERNA



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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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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 

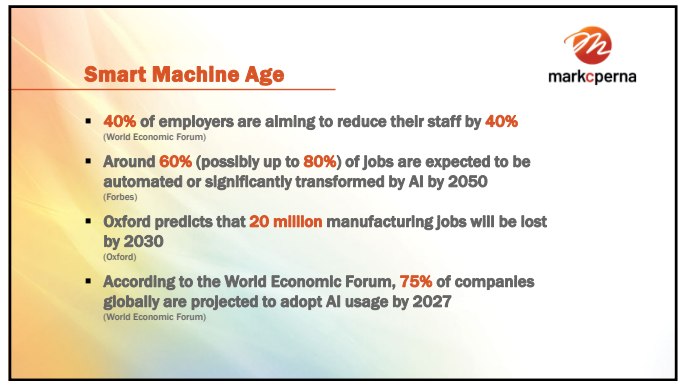
Academic Knowledge
Professional/ Life Skills
Technical Competencies

6

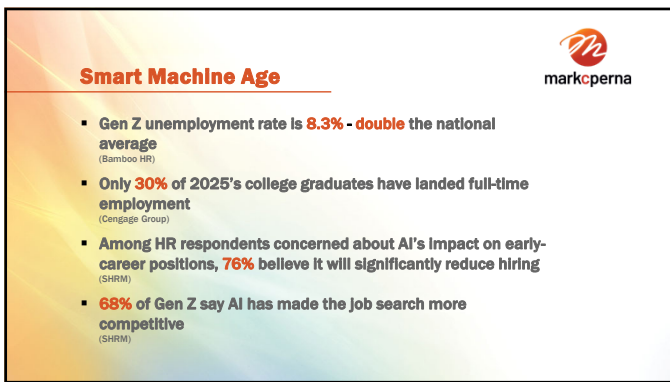
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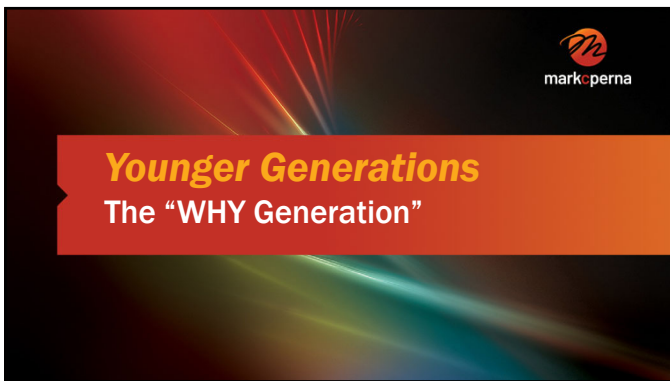
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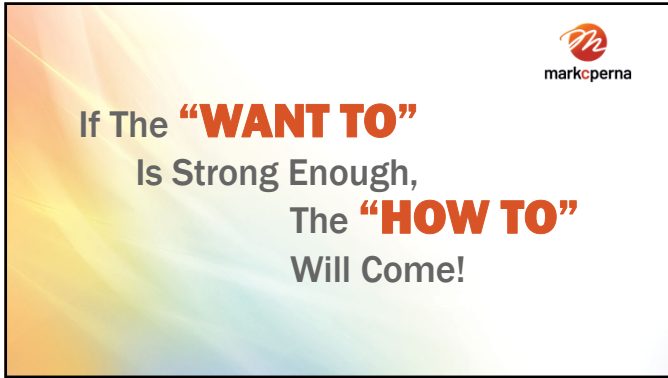


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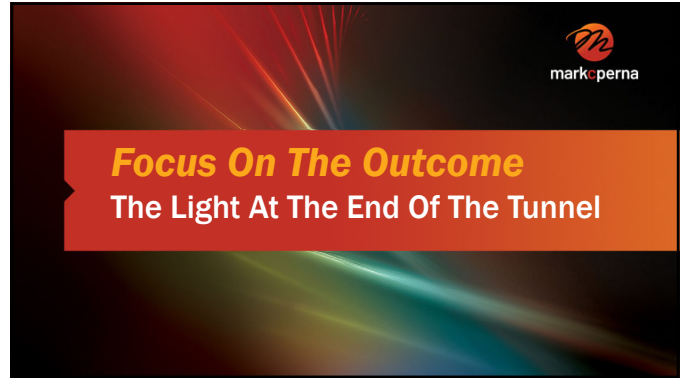


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Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



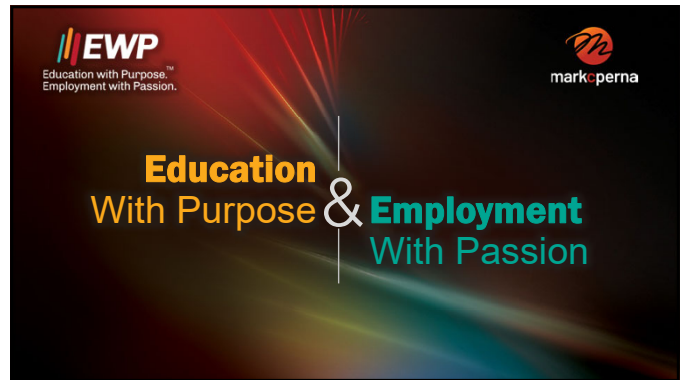
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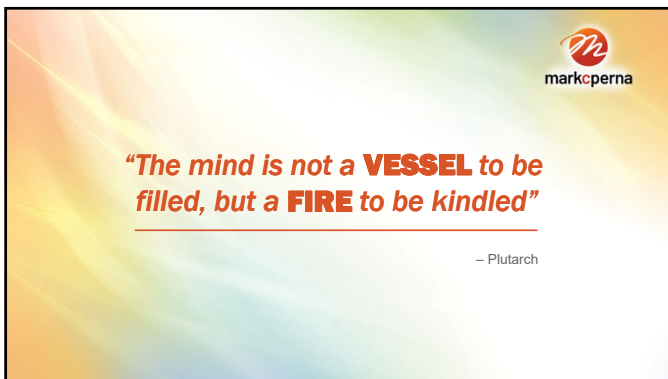
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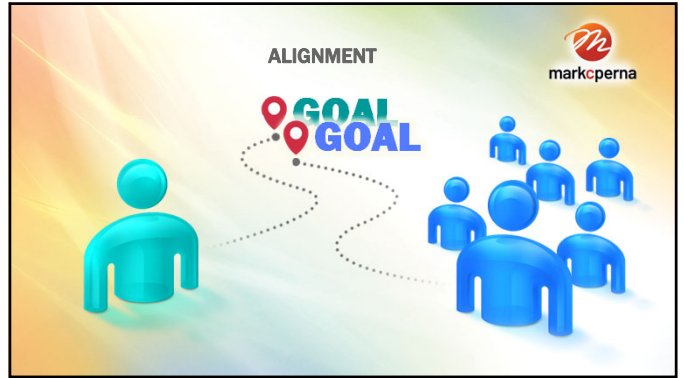


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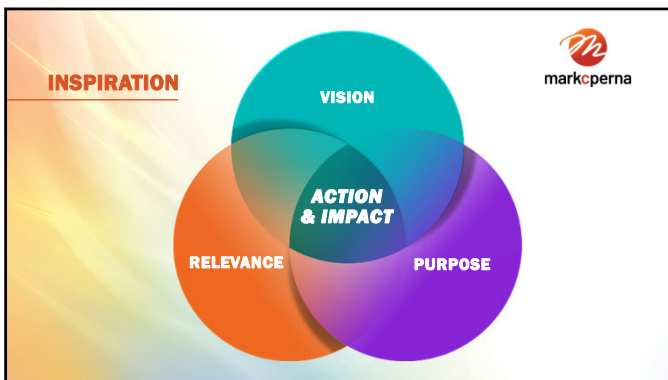
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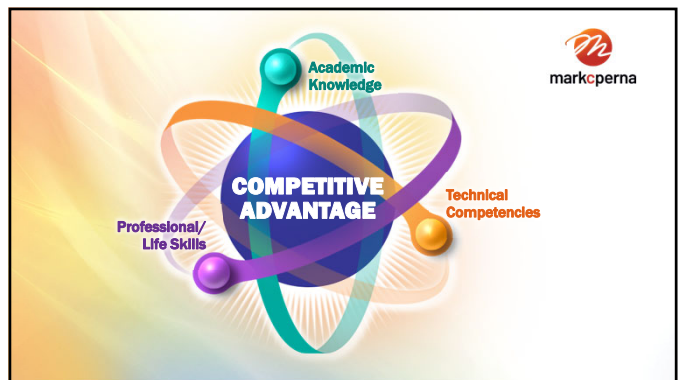
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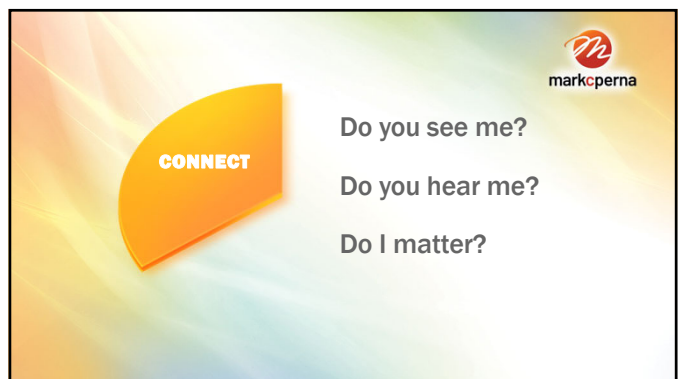
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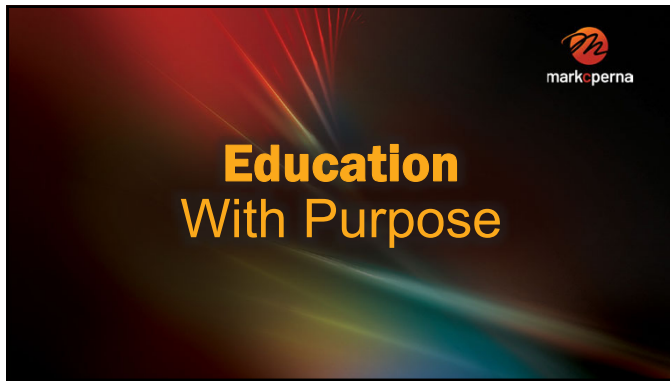


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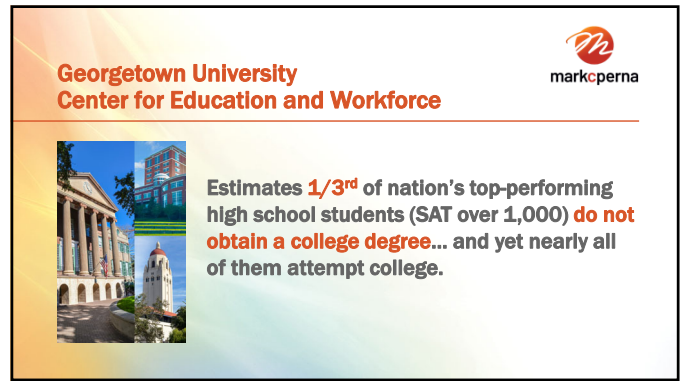


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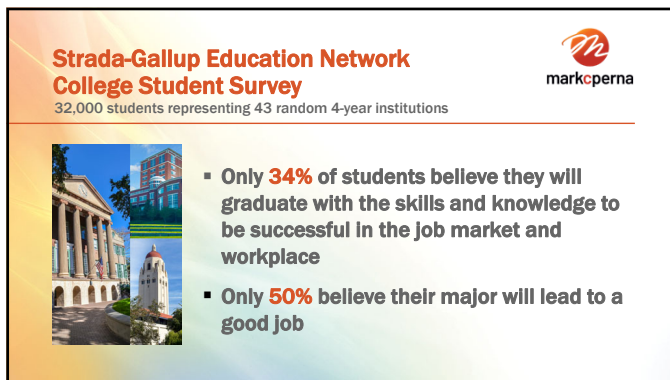
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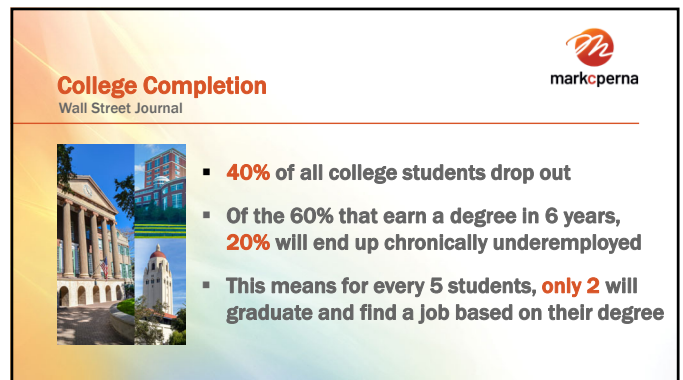
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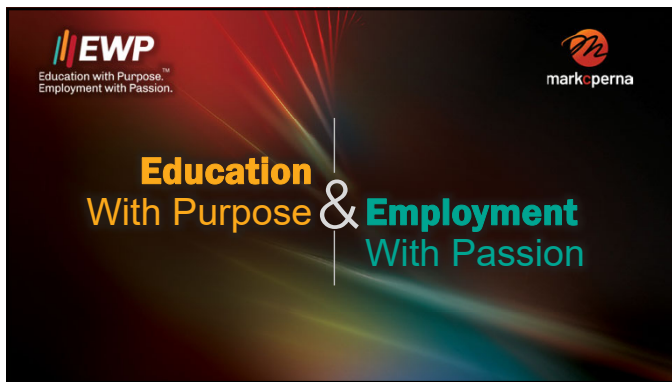
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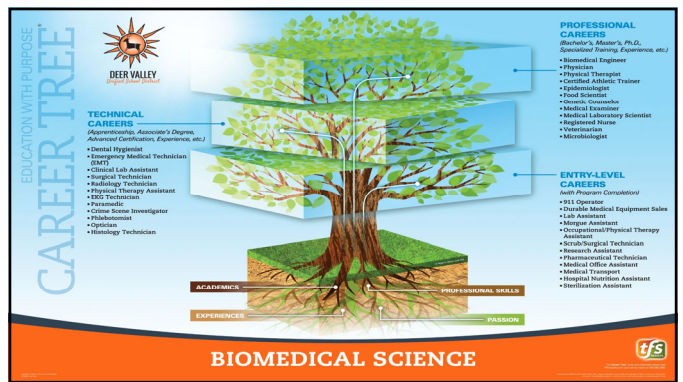
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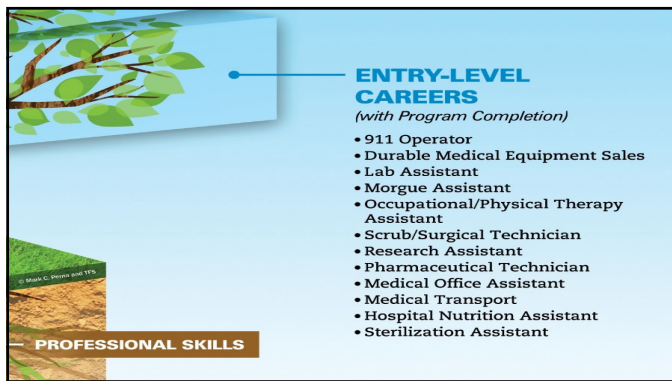
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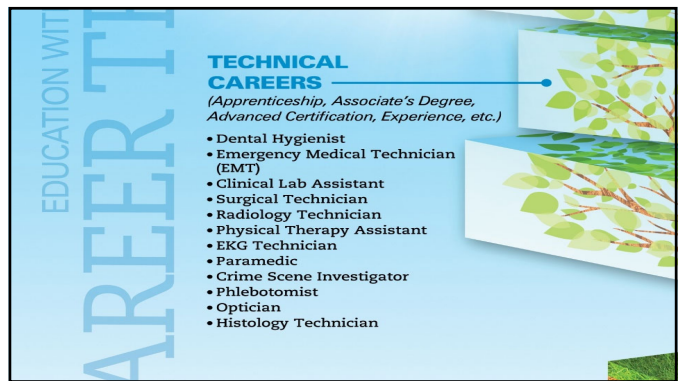
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- 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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DEER VALLEY

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
- Histology Technician

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)

- MRI Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Manager Assistant
- Occupational/Physical Therapy Assistant
- Orthopedical Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transport
- Hospital Variation Assistant
- Sterilization Assistant

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

BIOMEDICAL SCIENCE

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Arkansas State UNIVERSITY MOUNTAIN HOME

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

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

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

ENTRY-LEVEL CAREERS
(with Program Completion)

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

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

MECHATRONICS

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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

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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

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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

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EDUCATION WITH PURPOSE
CAREERTREE

Adrian State UNIVERSITY MOUNTAIN HOME

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

- Agriculture, Audio/Video Technician/Programmer
- Industrial Sales
- Electronic/Mechanical Technician
- Automation/Robotic Technician
- Industrial Electronics Technician
- Engineering Technician
- Field Service Technician
- Fluid Power Technician
- Homebased Technician
- Quality Control Technician
- Mechanics Technician

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

- Process Engineer
- Mechanical Engineer
- Automation
- Construction/Inspection
- Controls Engineer
- Electronics Engineer
- Automation/Robotics Engineer
- Audio/Video Designer
- Mechanical Engineer
- Engineering Manager
- Mechatronics Engineer

ENTRY-LEVEL CAREERS
(With Program Completion)

- Agriculture Installer
- Facility Audio/Video Operator
- Small Sales
- Machine Operator
- Assessment Park Worker
- Electronics Assembler
- Audio/Video Installer
- Electrical Coordinator
- Small Industrial Equipment Delivery
- Automation Operator
- Production Worker

ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

MECHATRONICS

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EDUCATION WITH PURPOSE
CAREERTREE

JEFFCO PUBLIC SCHOOLS

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

- Construction Worker
- Air Traffic Control Analyst
- Home Improvement, Builder
- Business Owner, Manager
- Pilot
- Software Test Engineer
- Research Analyst
- Master Flooring Installer
- Packaging Designer
- Insurance Underwriter

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

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

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

ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

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

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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

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EDUCATION WITH PURPOSE
CAREERTREE

JEFFCO PUBLIC SCHOOLS

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

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

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- Auditor
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- Financial Advisor
- Accountant
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(With Program Completion)

- Waiter
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- Loan Officer
- Supply Chain Assistant
- Bank Teller
- Machine Operator

ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

ALGEBRA

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

- Gaming Writer
- Freelancer
- Content Strategist
- Social Media Manager
- Social Media Writer
- Publisher
- Concierge
- Tour Guide
- ESOL Teacher
- Web Content Manager
- Web 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

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

- Surge Doctor
- Therapist
- English/Language Arts High School Teacher
- Ghost Writer
- College Professor
- Technical Writer
- Curator
- Marketing Executive
- Lawyer
- Educational Consultant
- Writer/Author

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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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

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

- Gaming Writer
- Freelancer
- 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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- Reporter
- Blogger
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- Library Assistant

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

- Surge Doctor
- Therapist
- English/Language Arts High School Teacher
- Ghost Writer
- College Professor
- Technical Writer
- Curator
- Marketing Executive
- Lawyer
- Educational Consultant
- Writer/Author

ACADEMICS | PROFESSIONAL SKILLS

EXPERIENCES | PASSION

ENGLISH

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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 Systems
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Marine Electrician
- Data and Voice Networks
- Energy Management
- Industrial Control Specialist
- Electrical Instructor
- Maintenance Facility Electrician
- Theme Park Electrician

ENTRY-LEVEL CAREERS
(With Program Completion)

- Apprentice Electrician
- Apprentice for Alarm Technician
- Apprentice Security System Technician
- Remote Plant Technician
- Customer Service/Sales
- Material and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Electrical and Equipment Safety Officer
- Home Theater Installer

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

- Electrical System 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

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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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 ENGINEER

- Electrical Engineer (Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)
- 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

JOURNEYMAN ELECTRICIAN

- 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

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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FREE GIFT!

Take the experience further with a special gift from Mark

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

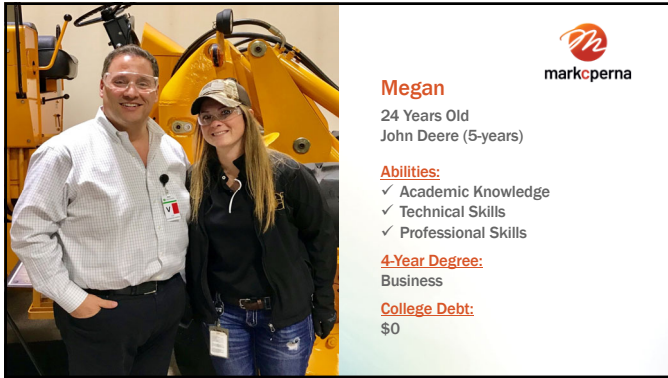
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John Deere Davenport Works
Davenport, Iowa

Manufacturing:
Heavy Construction & Agricultural Equipment

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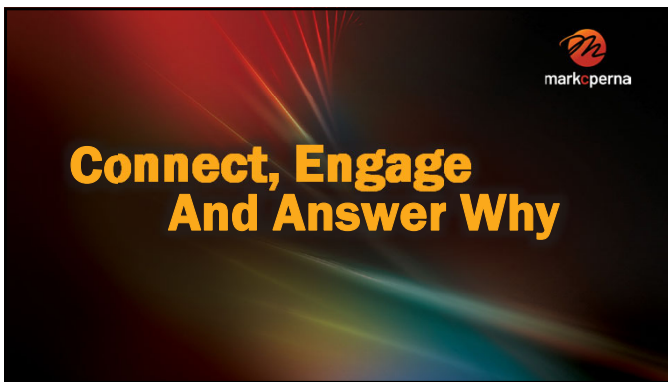
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8th Annual Book Awards

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

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

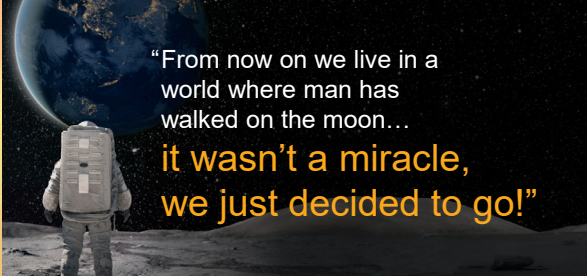

 **19. NEGOTIATION:**
Reaching win-win agreements through respectful dialogue.

 **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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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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