



# 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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*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:  
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**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)

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**The World Has Changed** 

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**COMPETITIVE ADVANTAGE** 

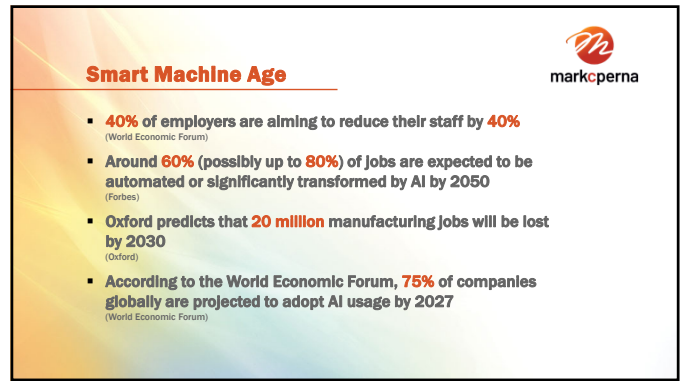
Academic Knowledge  
Professional/ Life Skills  
Technical Competencies

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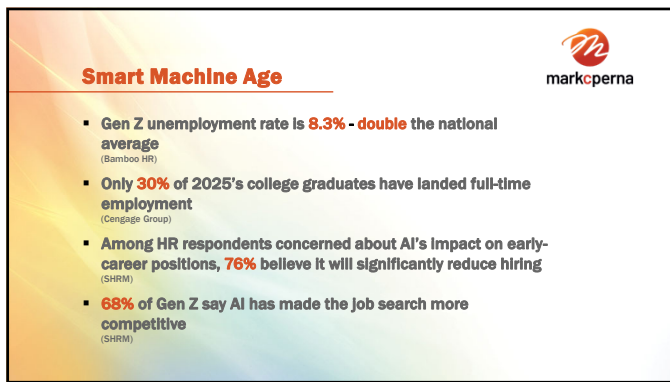
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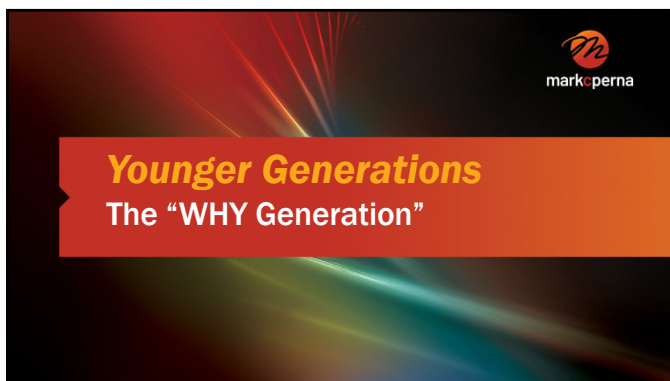
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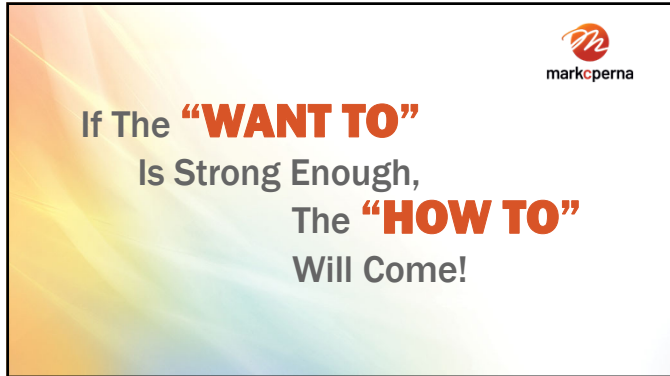


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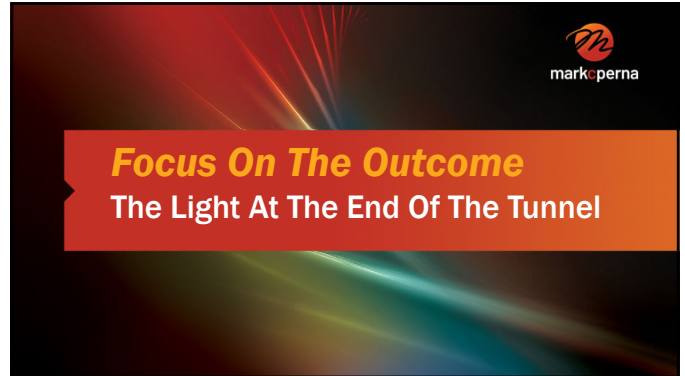


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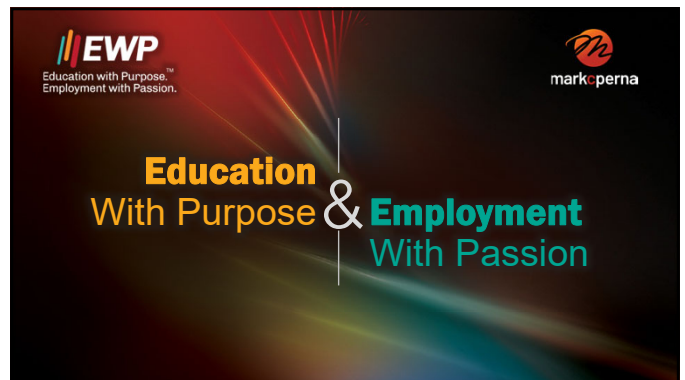
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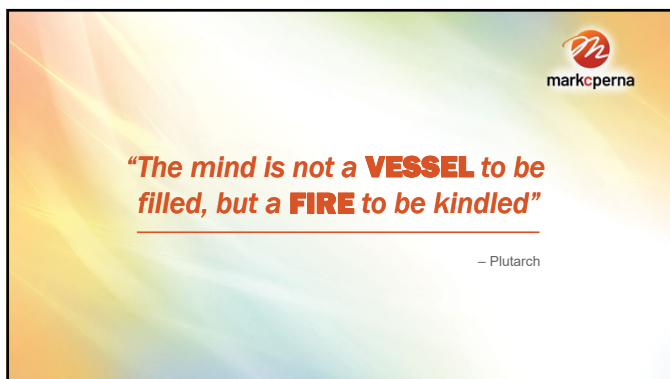
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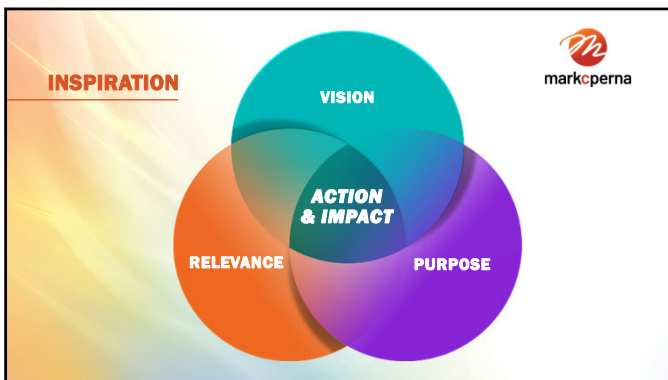
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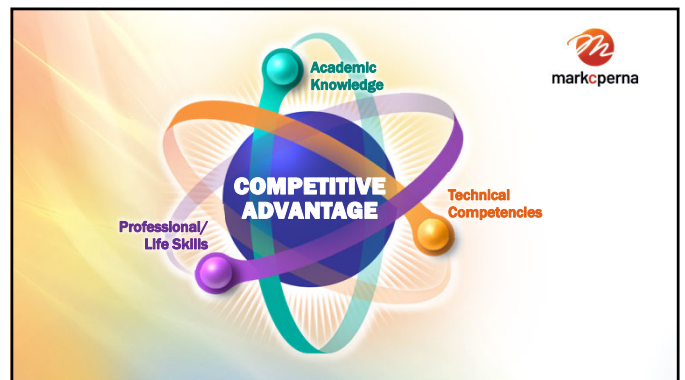
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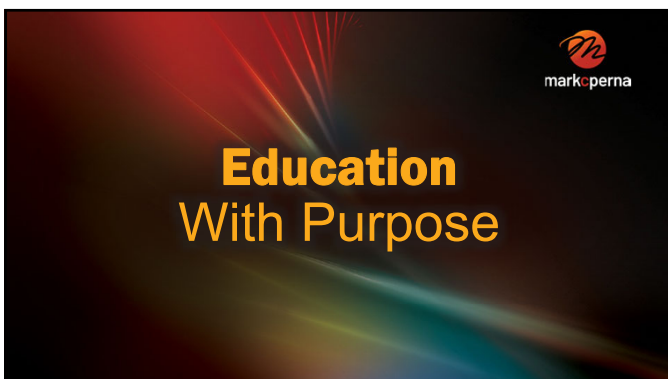
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**Georgetown University  
Center for Education and Workforce**

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 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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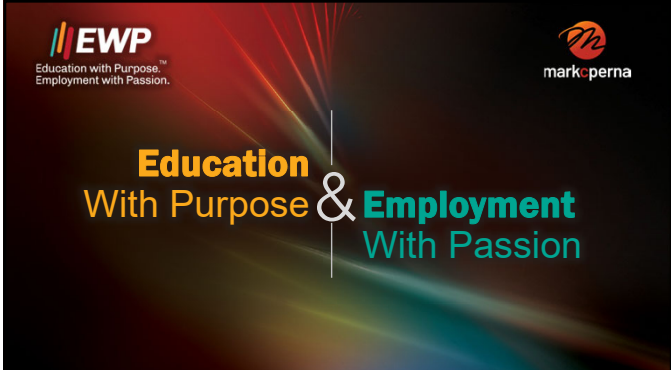


**Transitioning to Skills-Based Hiring**

- 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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**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
- Optician
- Histology Technician

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

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

**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

**ACADEMICS**      **PROFESSIONAL SKILLS**

**EXPERIENCES**      **PASSION**

**BIOMEDICAL SCIENCE**

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**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 Transport
- Hospital Nutrition Assistant
- Sterilization Assistant

**PROFESSIONAL SKILLS**

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**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 Technicians
- Automotive Technicians
- Electronics Technician
- Electro-Mechanical Technician
- Industrial Technician
- Instrumentation Technician
- Quality Control Technician
- Mechanics Technician

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

- Appliance Installer
- Facility Audio/Video Operator
- Health Sales
- Healthcare Operator
- Automotive Park Worker
- Electronic Assembler
- Robotics/Instrumentation Operator
- Audio/Video Installer
- Hospital Custodian
- Home Medical Equipment Service
- Automation Operator
- Production Worker

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

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

**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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**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
- Fluid Power Technician
- Biomedical Technician
- Quality Control Technician
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- Home Medical Equipment Delivery
- Automation Operator
- Production Worker

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

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**ENGLISH**

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

- Script Doctor
- Therapist
- English Language Arts
- Client Writer
- College Professor
- Technical Writer
- Lawyer
- Editor
- Educational Consultant
- Writer/Auditor

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

- Gaming Writer
- Freelancer
- Content Strategist
- Social Media Manager
- Social Media Writer
- Blogger
- Travel Guide
- EBook Writer
- Web Content Manager
- Multi 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

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

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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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**Education REERTree**

**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**

**Education REERTree**

**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

**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

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

- Community Organizer
- Fundraiser
- Social Media Coordinator
- Office Clerk
- Content Creator
- Desk Clerk/Receptionist
- Copywriter
- Reporter
- Printer/Editor
- Office Manager
- Library Assistant

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

**EXPERIENCES** | **PASSION**

**ENGLISH**

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**Education REERTree**

**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

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

- Electrical Engineer
- Electrical System Project Designer
- Design Manager
- Electrical Instructor
- Electrical Inspector
- 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
- Telecommunication Technician
- Cable Television Installer
- 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**

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

- Electrical Engineer
- Electrical System Project Designer
- Project Manager
- Electrical Inspector
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

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

- Master Electrician
- Residential and Commercial Electricians
- Low Voltage Systems Technicians
- Business Owner (Self Employed)
- Electrician
- Licensed Electrician
- Machine Electrician
- Skills and Critical Assessment Energy Technicians
- 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
- Communications Technician
- Customer Service Representative
- Electrical Equipment Manager
- Utility Worker
- Manufacturer's Representative
- Inventory and Equipment Delivery Person
- Home Theater Installer

**ELECTRICAL**

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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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**Megan**  
24 Years Old  
John Deere (5-years)

**Abilities:**

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

**4-Year Degree:**  
Business

**College Debt:**  
\$0

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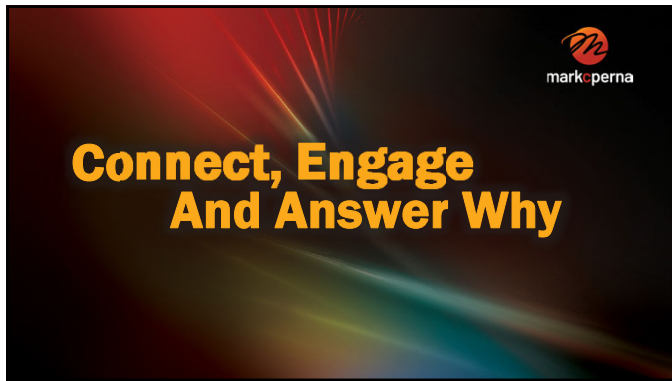
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**Shifting The Paradigm**  
The CALL TO ACTION

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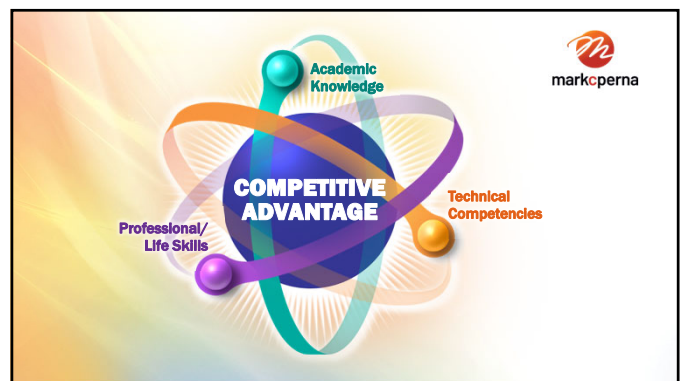
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**COMPETITIVE ADVANTAGE**

 **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.

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
 **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.

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 **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.

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 **17. CREATIVITY:**  
Thinking outside the box to generate new ideas.

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 **18. PUNCTUALITY:**  
Respecting self and others by consistently being on time.

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

**COMPETITIVE ADVANTAGE**

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

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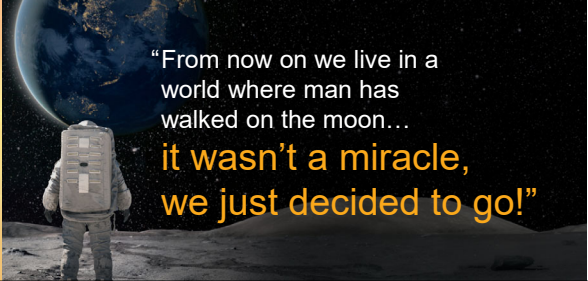
 **20. CONFLICT RESOLUTION:**  
Navigating and resolving disagreements constructively.

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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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