



# 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 flourish 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](mailto:mark.perna@TFSresults.com) | [TFSresults.com](https://TFSresults.com) | [MarkCPerna.com](https://MarkCPerna.com)

©Mark C. Perna, TFSresults® - All Rights Reserved V17



**MARK C. PERNA**



[TFSresults.com](https://TFSresults.com)

Visit [MarkCPerna.com](http://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*

CONNECT WITH MARK NOW ON SOCIAL MEDIA:  
@MarkCPernaLeadership | @markperna  
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** 

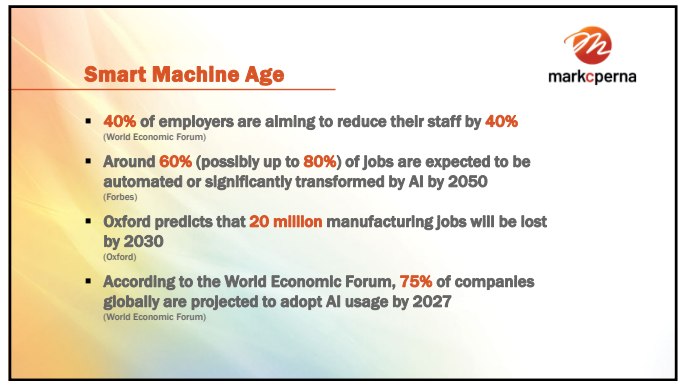
Academic Knowledge  
Professional/ Life Skills  
Technical Competencies

6

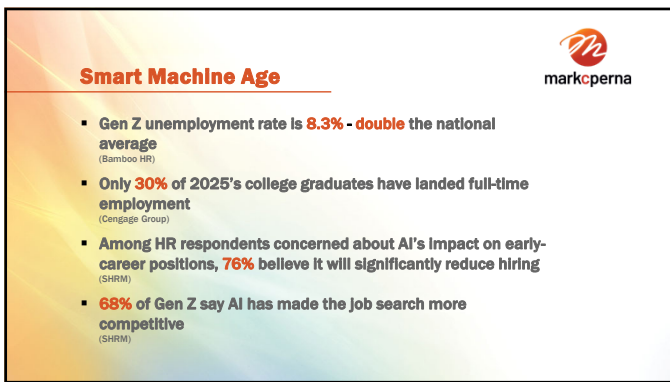
Visit [MarkCPerna.com](http://MarkCPerna.com) for FREE resources and information about Mark's award-winning bestseller  
*Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*



7



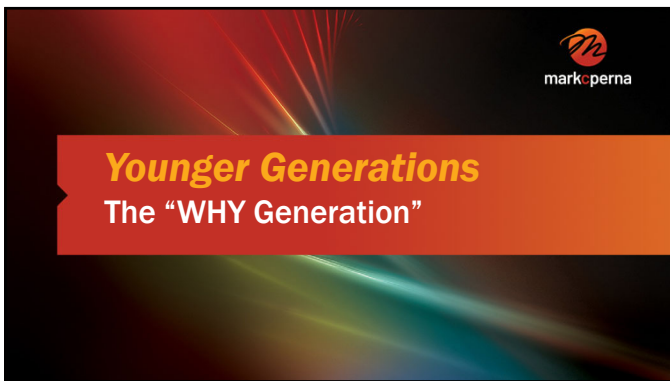
8



9



10

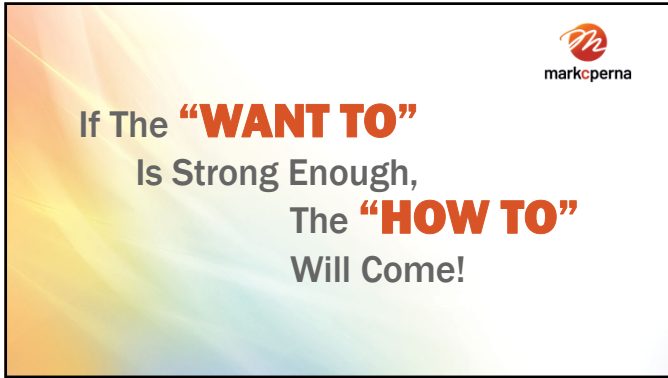


11

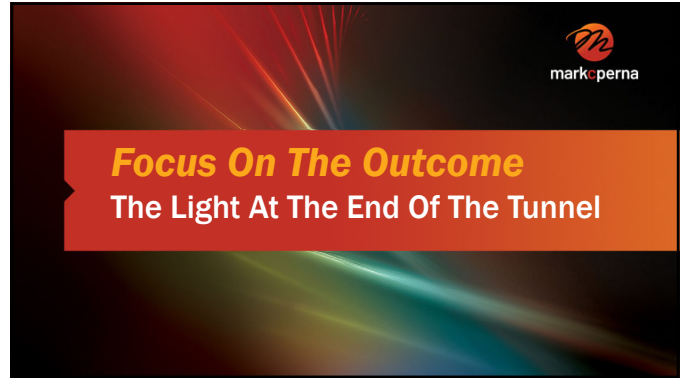


12

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



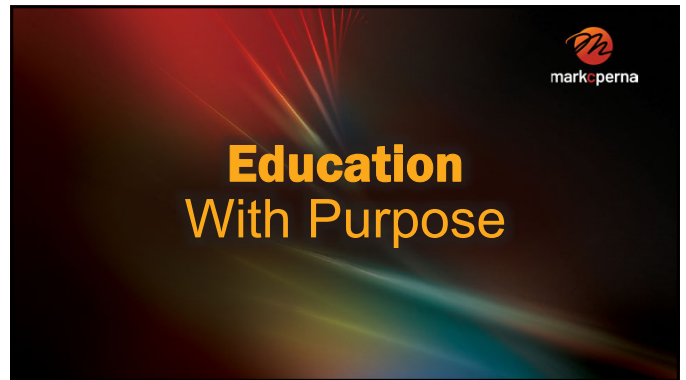
13



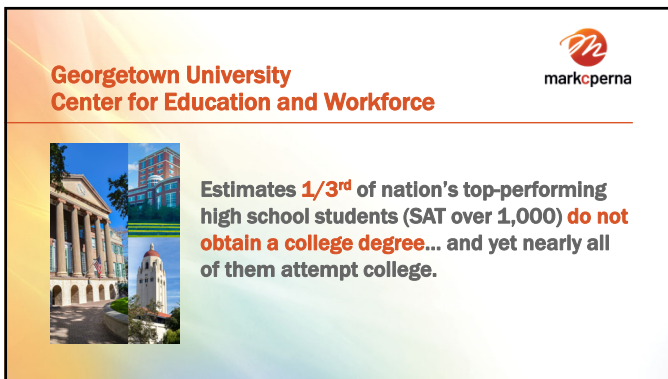
14



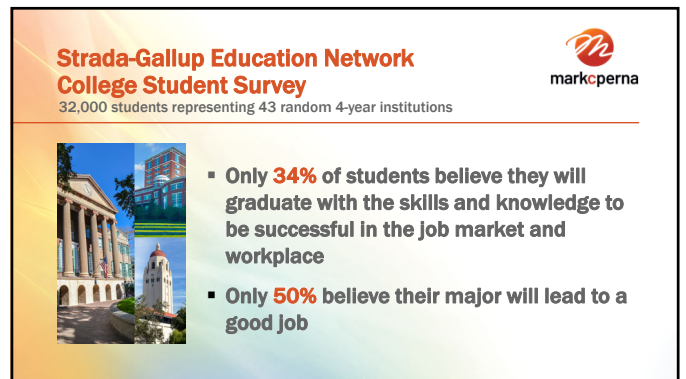
15



16



17



18

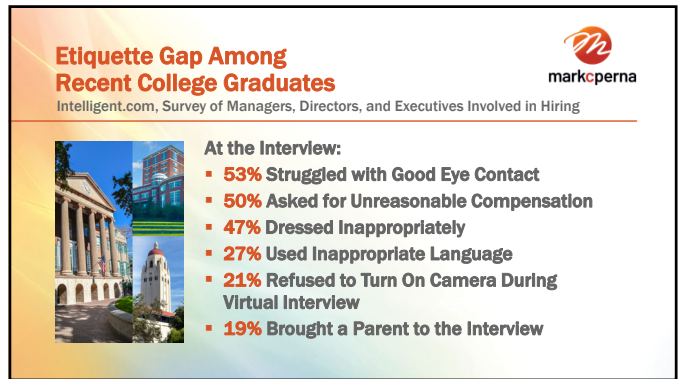
Visit [MarkCPerna.com](http://MarkCPerna.com) for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*



**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

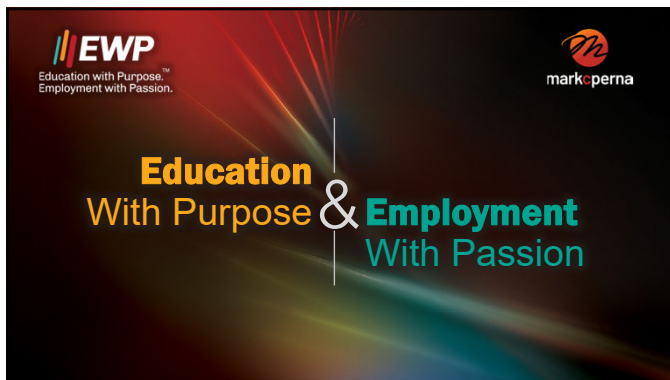


**Etiquette Gap Among Recent College Graduates**  
Intelligent.com, Survey of Managers, Directors, and Executives Involved in Hiring

**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

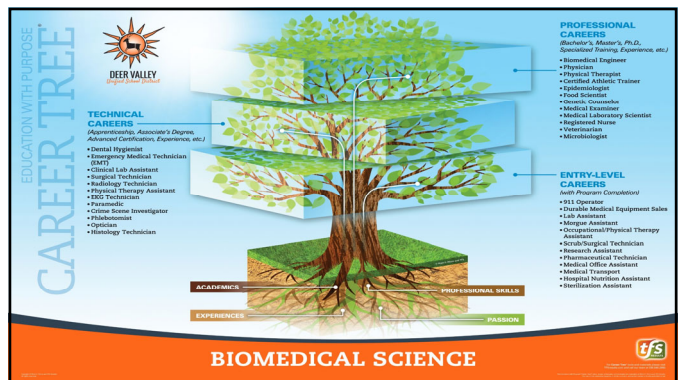
20



**EWP**  
Education With Purpose.  
Employment With Passion.

**Education With Purpose & Employment With Passion**

21



**BIOMEDICAL SCIENCE 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

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

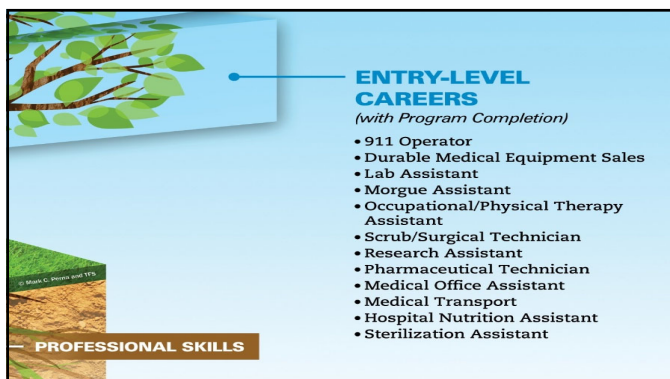
- Biomedical Engineer
- Physician
- Physical Therapist
- Certified Athletic Trainer
- Epidemiologist
- Food Scientist
- Medical Examiner
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

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

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

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

22



**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**

23



**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

24

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

**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

25

**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**

26

**ABRUSSEN 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
- Mechanical 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**

27

**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**

28

**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

29

**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

30

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

**ADAMS STATE UNIVERSITY MOUNTAIN HOME**

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

- Process Engineer
- Mechanical Engineer
- Automation
- Control Systems Engineer
- Electronics Engineer
- Automation/Robotics Engineer
- Audio/Video Designer
- Mechanical Engineer
- Engineering Manager
- Mechatronics Engineer

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

- Apprentice, Audio/Video Technician/Programmer
- Industrial Sales
- Electronic Mechanical Technician
- Automation/Robotics/PLC Technician
- Industrial Electronics Technician
- Engineering Technician
- Field Service Technician
- Fluid Power Technician
- Hazardous Waste Technician
- Quality Control Technician
- Mechanics Technician

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

- Apprentice Installer
- Facility Audio/Video Operator
- Small Sales
- Machine Operator
- Amusement Park Worker
- Electronics Assembler
- Audio/Video Installer
- Thermal/Cooling Equipment Delivery
- Automation Operator
- Production Worker

**MECHATRONICS**

ACADEMICS | PROFESSIONAL SKILLS | EXPERIENCES | PASSION

tfs

31

**JEFFCO PUBLIC SCHOOLS**

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

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

**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

**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

**ENGLISH**

ACADEMICS | PROFESSIONAL SKILLS | EXPERIENCES | PASSION

tfs

32

**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**

33

**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

34

**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

35

**JEFFCO PUBLIC SCHOOLS**

**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
- Educational Consultant
- Writer/Author

**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

**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

**ENGLISH**

ACADEMICS | PROFESSIONAL SKILLS | EXPERIENCES | PASSION

tfs

36

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

**CAREER TREE**  
EDUCATION WITH PURPOSE

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

- Master Electrician - Residential and Commercial
- 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

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

**ELECTRICAL**

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

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

**ENTRY-LEVEL CAREERS**  
(Self-Program, Compulsory)

- 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

37

**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**

38

**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

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

**ELECTRICAL**

39

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

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

40

**CAREER TREE**  
EDUCATION WITH PURPOSE

**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

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

**ELECTRICAL**

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

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

**ENTRY-LEVEL CAREERS**  
(Self-Program, Compulsory)

- 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

41

**FREE GIFT!**

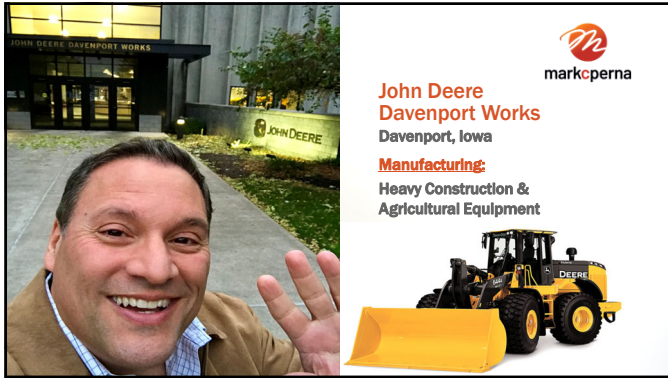
Take the experience further with a special gift from Mark

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

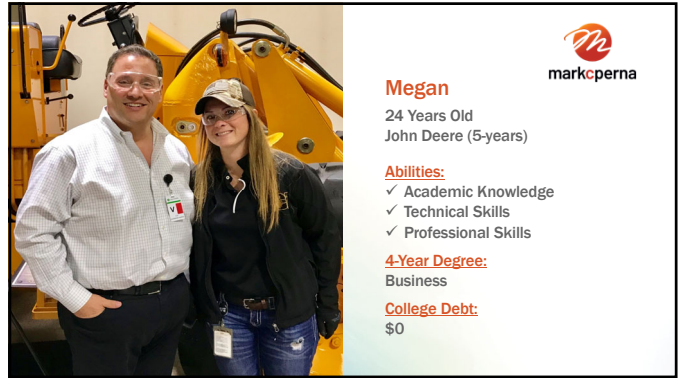
reflective guide on Today's Presentation  
BY MARK C. PERNA

42

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



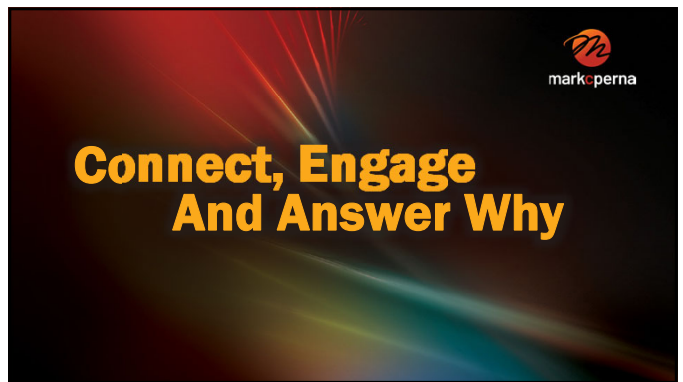
43



44



45



46



47



48

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



49



markcperna.com

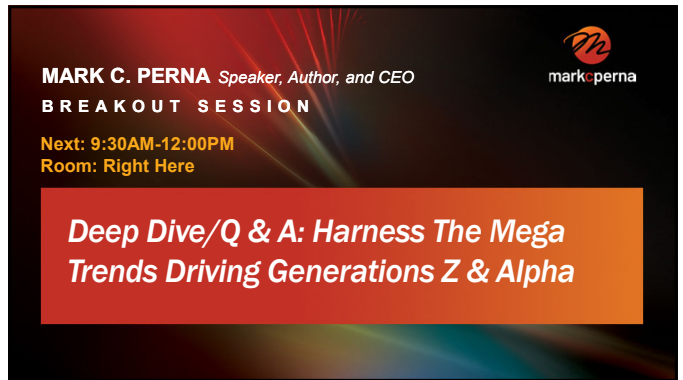
Bestselling Winner of National Book Awards

- Independent Press Award Winner: **Education**
- Independent Press Award Winner: **Career**
- National Indie Excellence Awards Winner: **Business**
- National Indie Excellence Awards Winner: **Parenting & Family**
- National Indie Excellence Awards Winner: **Career**
- IPPY Silver Award Winner: **Parenting**
- Axiom Business Book Awards: **Human Resources**
- Nautilus Award Winner: **Relationships/Communication**

50



51



markcperna

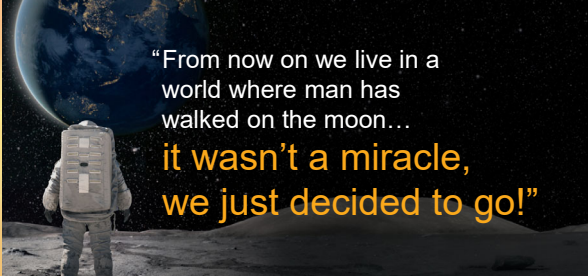
**MARK C. PERNA** *Speaker, Author, and CEO*

**BREAKOUT SESSION**

Next: 9:30AM-12:00PM  
Room: Right Here

*Deep Dive/Q & A: Harness The Mega Trends Driving Generations Z & Alpha*

52



Jim Lovell  
*Apollo 13 Commander*

markcperna

"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!"**

53



markcperna

**SHARE YOUR THOUGHTS**

[markcperna.com/impact/](http://markcperna.com/impact/)



54

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

WELCOME... 

**Deep Dive/Q & A: Harness The Mega Trends Driving Generations Z & Alpha**

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

CONNECT WITH MARK NOW ON SOCIAL MEDIA:  
@MarkCPernaLeadership | @markperna  
linkedin.com/in/markperna | @mark\_c\_perna

TFSresults.com | mark.perna@tfsresults.com | 330.840.2680


55

**DISTRACTIONS**

56

**PURPOSE**


57



**COMPETITIVE ADVANTAGE**


Academic Knowledge  
Professional/ Life Skills  
Technical Competencies


58



If The **“WANT TO”**  
Is Strong Enough,  
The **“HOW TO”**  
Will Come!

59

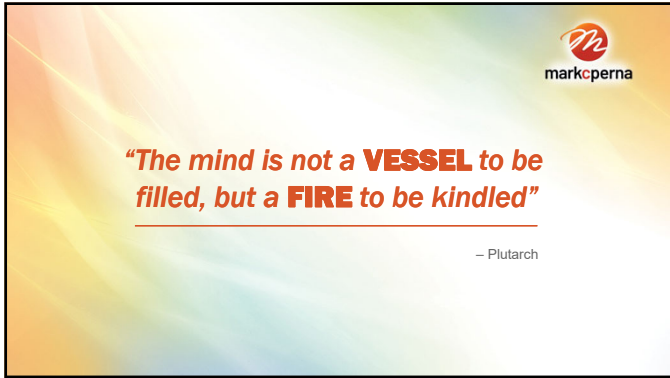
 Education with Purpose.  
Employment with Passion.



**Education**  
With Purpose & **Employment**  
With Passion

60

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



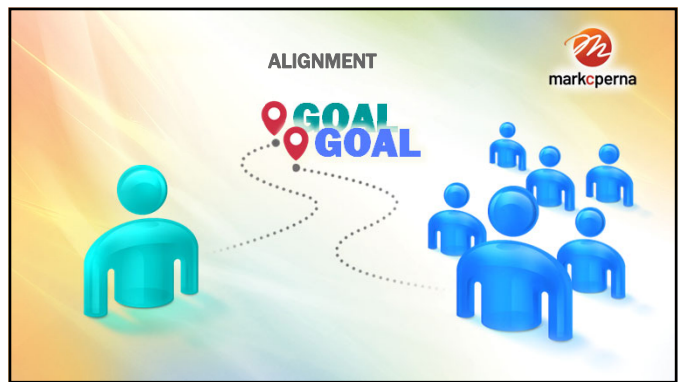
61



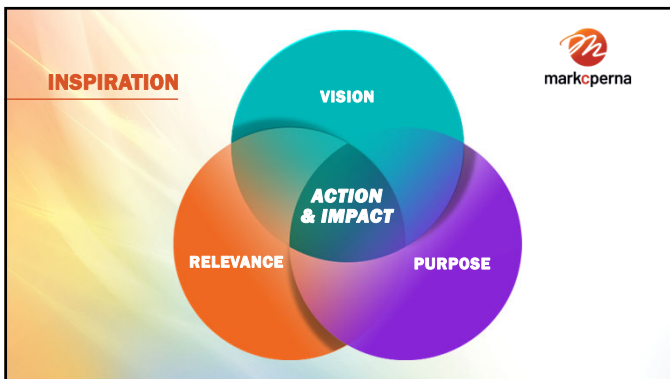
62



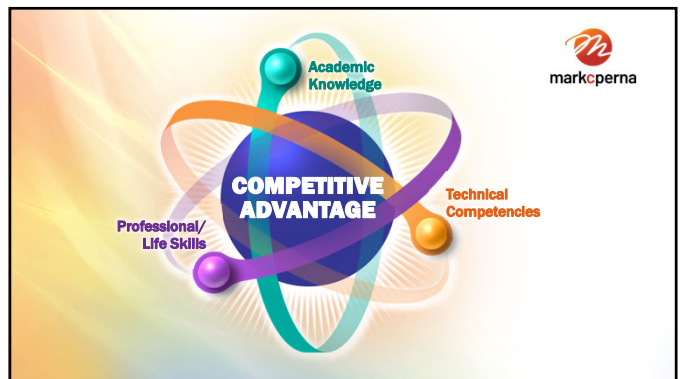
63



64

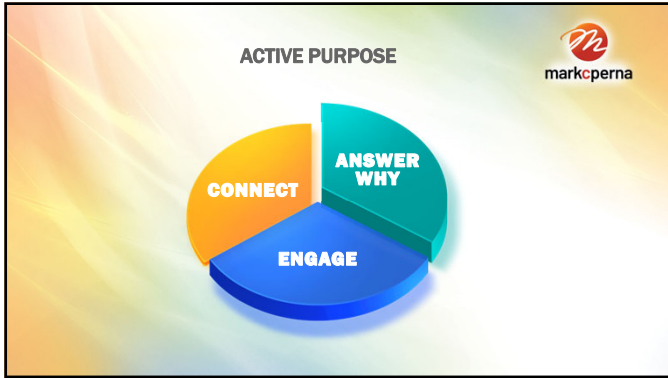


65



66

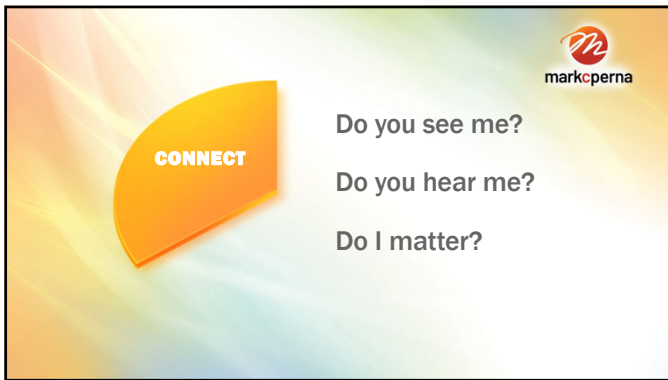
Visit [MarkCPerna.com](http://MarkCPerna.com) for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*



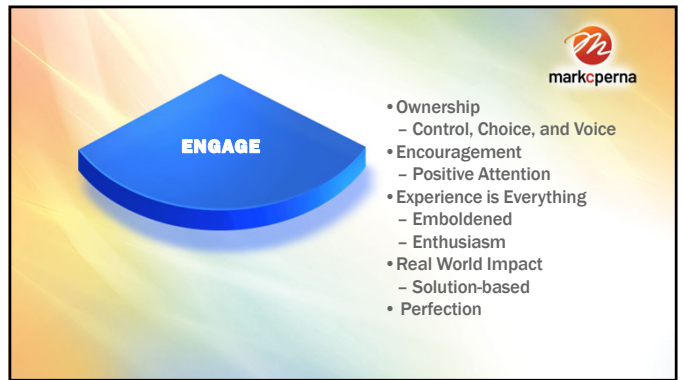
67



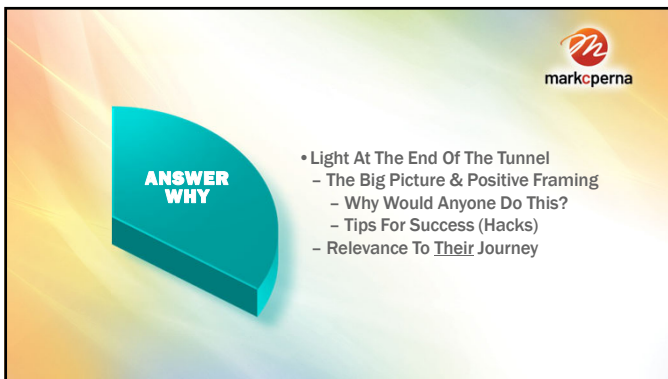
68



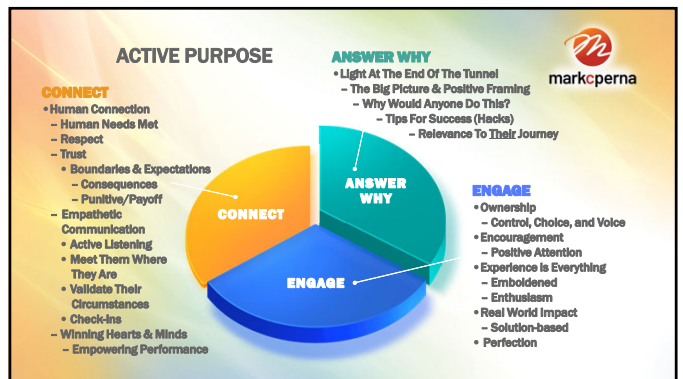
69



70

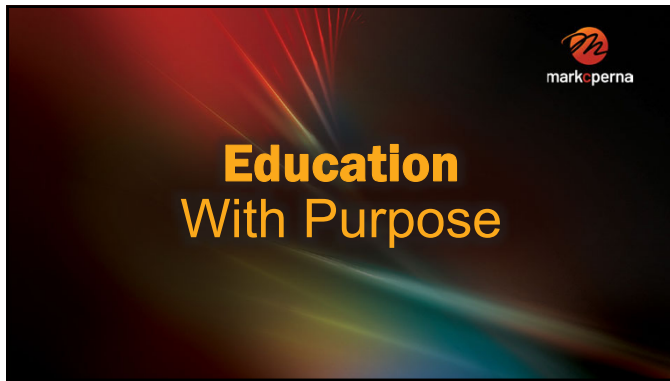


71



72

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



73

A slide with a light background and a sunburst effect in the top left. The title "College Completion" is in bold orange, with "Wall Street Journal" below it. On the left is a small image of a college building. On the right is a bulleted list of statistics. The "markperna" logo is in the top right corner.

**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

74

A slide with a light background and a sunburst effect in the top left. The title "College Enrollment" is in bold orange, with "Wall Street Journal" below it. On the left is a small image of a college building. On the right is a bulleted list of statistics. The "markperna" logo is in the top right corner.

**College Enrollment**  
Wall Street Journal

- Percentage of students who enrolled in college after high school has fallen to **62%**
- **3 million** fewer students in college annually
- **2/3** of high school students think they will be just fine without a college degree

75

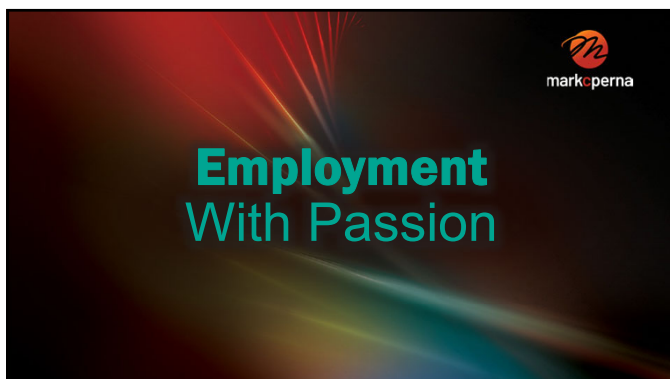
A slide with a light background and a sunburst effect in the top left. The title "Recent College Graduates Workforce Integration" is in bold orange, with "Intelligent.com, Nationwide Business Leaders Involved in Hiring" below it. On the left is a small image of a college building. On the right is a bulleted list of statistics. The "markperna" logo is in the top right corner.

**Recent College Graduates Workforce Integration**  
Intelligent.com, Nationwide Business Leaders Involved in Hiring

Businesses Who Recently Hired College Graduates:

- **75%** Some Or All Were Unsatisfactory
- **60%** Fired A College Graduate They Hired This Year
- **90%** Say College Graduates Need Etiquette Training
- **1 in 7** May Refrain From Hiring College Graduates
- **Overall** "Hiring managers say recent college graduates are unprepared for the workforce, can't handle the workload, and are unprofessional"

76



77

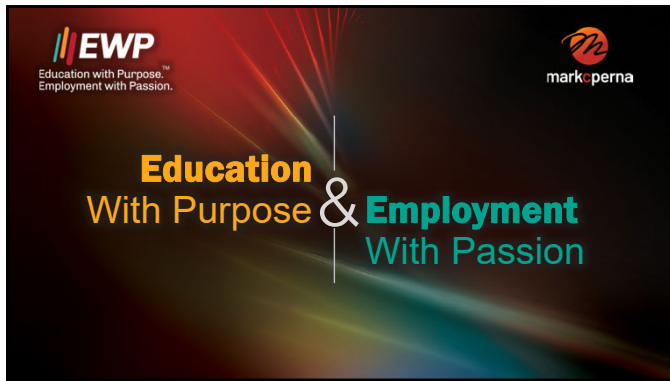
A slide with a light background and a sunburst effect in the top left. The title "Transitioning to Skills-Based Hiring" is in bold black. On the right is a bulleted list of statistics. The "markperna" logo is in the top right corner.

**Transitioning to Skills-Based Hiring**

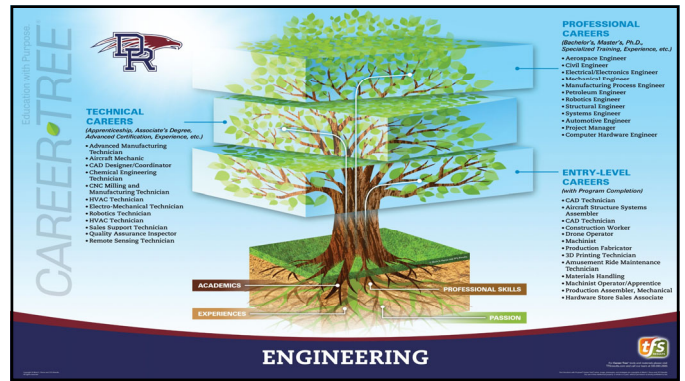
- Nearly **70%** of U.S. jobs require a bachelor's degree, but **only 37%** of the workforce has one (OpportunityAtWork: U.S. Census Bureau)
- **Skills-first hiring** increases the talent pool for Gen Z by **10.3x** and Millennials by **9x** (LinkedIn)

78

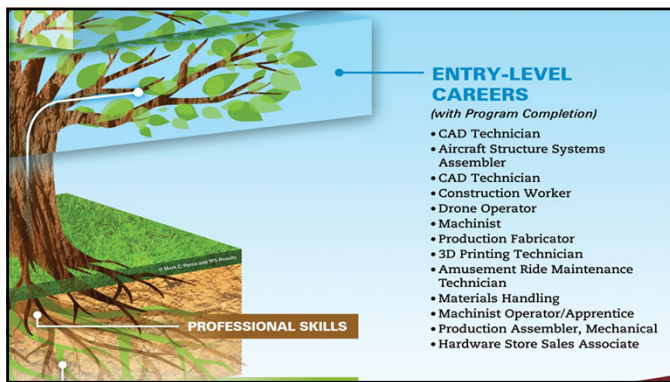
Visit [MarkCPerna.com](http://MarkCPerna.com) for FREE resources and information about Mark's award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*



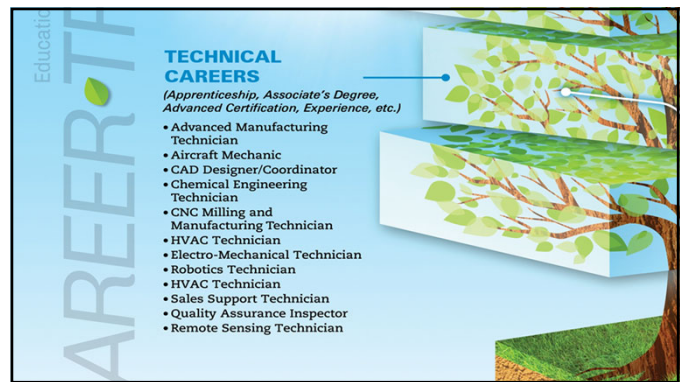
79



80



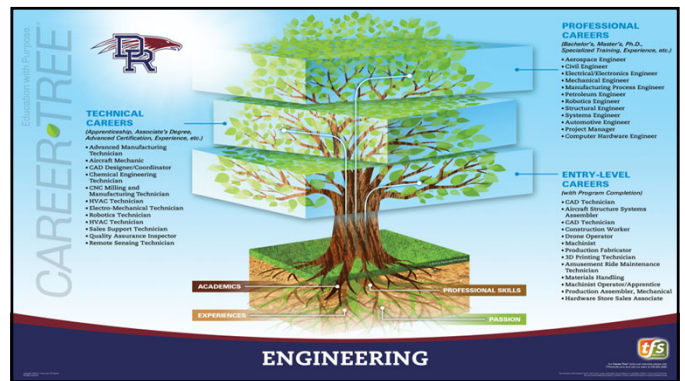
81



82



83



84

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

**EDUCATION WITH PURPOSE**  
**CAREER TREE**  
GREENHILL COUNTY SCHOOLS  
Inspire Support Progress

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

- Robot Technician/Programmer
- CNC Machinist
- Certified Welder (MIG, TIG, Stick)
- Mechatronics Technician
- CAD Drafter
- Electronic/Mechanical Technician
- 3D Printer Operator
- Quality Control Inspector
- Millwright
- Underwater Welder
- Shipbuilder
- Construction Welder

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

- CNC Machine Tool Operator
- Saw Room Operator
- Process Technician
- Robot Operator
- Mill/Drill/Punch Operator
- Machine Operator
- MIG/Drill/Punch Operator
- Maintenance Technician
- Production Fabricator
- Fitter
- Production Mig Welding
- Welder Helper

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

- Tool/Die Maker
- Electronic/Mechanical Engineer
- Robotics Engineer
- Mechanical Engineer
- Software Engineer/Programmer
- Metallurgist
- Certified Welding Inspector
- Chemist
- Manufacturing Supervisor
- Industrial Systems Engineer
- Welding Educator

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

**ADVANCED MANUFACTURING**

CTE TFS

85

**EDUCATION WITH PURPOSE**  
**CAREER TREE**

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

- CNC Machine Tool Operator
- Saw Room Operator
- Production Fabricator
- Process Technician
- Robot Operator
- Mill/Drill/Punch Operator
- Machine Operator
- Maintenance Technician
- Production Fabricator
- Fitter
- Production Mig Welding
- Welder Helper

**PROFESSIONAL SKILLS**

Mark C. Perna, PhD TFS

86

**EDUCATION WITH PURPOSE**  
**CAREER TREE**  
GREENHILL COUNTY SCHOOLS

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

- Robot Technician/Programmer
- CNC Machinist
- Certified Welder (MIG, TIG, Stick)
- Mechatronics Technician
- CAD Drafter
- Electronic/Mechanical Technician
- 3D Printer Operator
- Quality Control Inspector
- Millwright
- Underwater Welder
- Shipbuilder
- Construction Welder

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

87

**EDUCATION WITH PURPOSE**  
**CAREER TREE**

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

- Tool/Die Maker
- Electronic/Mechanical Engineer
- Robotics Engineer
- Mechanical Engineer
- Software Engineer/Programmer
- Metallurgist
- Certified Welding Inspector
- Chemist
- Manufacturing Supervisor
- Industrial Systems Engineer
- Welding Educator

**PROFESSIONAL SKILLS**

Mark C. Perna, PhD TFS

88

**EDUCATION WITH PURPOSE**  
**CAREER TREE**  
GREENHILL COUNTY SCHOOLS  
Inspire Support Progress

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

- Robot Technician/Programmer
- CNC Machinist
- Certified Welder (MIG, TIG, Stick)
- Mechatronics Technician
- CAD Drafter
- Electronic/Mechanical Technician
- 3D Printer Operator
- Quality Control Inspector
- Millwright
- Underwater Welder
- Shipbuilder
- Construction Welder

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

- CNC Machine Tool Operator
- Saw Room Operator
- Process Technician
- Robot Operator
- Mill/Drill/Punch Operator
- Machine Operator
- MIG/Drill/Punch Operator
- Maintenance Technician
- Production Fabricator
- Fitter
- Production Mig Welding
- Welder Helper

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

- Tool/Die Maker
- Electronic/Mechanical Engineer
- Robotics Engineer
- Software Engineer/Programmer
- Metallurgist
- Certified Welding Inspector
- Chemist
- Manufacturing Supervisor
- Industrial Systems Engineer
- Welding Educator

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

**ADVANCED MANUFACTURING**

CTE TFS

89

**EDUCATION WITH PURPOSE**  
**CAREER TREE**  
JEFFCO PUBLIC SCHOOLS

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

- Business Chemist, Manager
- Construction Welder
- Home Improvement, Builder
- Business Chemist, Manager
- Pilot
- Software Test Engineer
- Research Analyst
- Marketing Designer
- Insurance Underwriter

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

- Chemist
- Customer Service
- Apprentice Electrician
- Salesperson
- Data Entry Clerk
- Energy Consultant
- Supply Chain Assistant
- Bank Teller
- Machine Operator

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

- Auditor
- Microbiologist
- Engineer—Robotics, Civil, Genetics
- CEO
- Financial Advisor
- Accountant
- Client Data Analyst
- Risk Management Specialist
- CPA
- Teacher, Professor

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

**ALGEBRA**

TFS

90

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

**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

91

**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

PROFESSIONAL SKILLS

92

**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

PROFESSIONAL SKILLS

93

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

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

**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

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

- Waiter
- Cashier
- Customer Service
- Apprentice Electrician
- Designer
- Salesperson
- Data Entry Clerk
- Energy Consultant
- Supply Chain Assistant
- Bank Teller
- Machine Operator

ACADEMICS

EXPERIENCES

PROFESSIONAL SKILLS

PASSION

ALGEBRA

JEFFCO PUBLIC SCHOOLS

CAREERTREE

94

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

- Lawyer/Attorney
- Historian
- Governmental Employee
- Market Research Analyst
- Genealogist
- History Professor
- Elementary Teacher
- Museum Curator
- Anthropologist
- Geographer

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

- Police Officer
- Forensic Scientist
- Editor
- Court Stenographer
- Traveling Assistant
- Social Media Marketing Coordinator
- Flight Attendant
- Journalist
- Writer

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

- Military
- Museum Assistant
- Public Works Employee
- Park Ranger
- Library Assistant
- Intern
- Tour Guide
- Tutor
- Academic Researcher
- Program Assistant
- Freelance Writer

ACADEMICS

EXPERIENCES

PROFESSIONAL SKILLS

PASSION

U.S. HISTORY

JEFFCO PUBLIC SCHOOLS

CAREERTREE

95

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

- Military
- Museum Assistant
- Public Works Employee
- Park Ranger
- Library Assistant
- Intern
- Tour Guide
- Tutor
- Academic Researcher
- Program Assistant
- Freelance Writer

PROFESSIONAL SKILLS

96

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

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

- Police Officer
- Paralegal
- Museum Technician
- Editor
- Court Stenographer
- Teaching Assistant
- Social Media Marketing Coordinator
- Firefighter
- Realtor
- Journalist
- Writer

97

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

- Lawyer/Attorney
- Historian
- Government Employee
- Political Scientist
- Market Research Analyst
- Economist
- History Professor
- Postsecondary Teacher
- Museum Curator
- Anthropologist
- Geographer

98

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

- Police Officer
- Paralegal
- Museum Technician
- Editor
- Court Stenographer
- Teaching Assistant
- Social Media Marketing Coordinator
- Firefighter
- Realtor
- Journalist
- Writer

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

- Lawyer/Attorney
- Historian
- Government Employee
- Political Scientist
- Market Research Analyst
- Economist
- History Professor
- Postsecondary Teacher
- Museum Curator
- Anthropologist
- Geographer

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

- Military
- Museum Assistant
- Public Works Employee
- Park Ranger
- Library Assistant
- Entry-Level
- Tutor
- Academic Researcher
- Program Assistant
- Freelance Writer

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

**U.S. HISTORY**

99

**The "For Now" Decision**  
Dealing With Analysis Paralysis

markperna

100

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

- Master Electrician - Residential and Commercial
- Journeyman Electrician - Residential and Commercial
- Line Voltage Systems Technician (Fire and Security)
- Business Owner (Self-Employed)
- Foreman Electrician
- Licensed Electrician
- Marine Electrician
- Data and Voice Network Cabling 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 Inspector
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Smart Plant Technician
- Utility System Infrastructure Designer
- Electrical Design/Architect

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

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunications Technician
- Customer Service/Support
- Material and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Laboratory Aide
- Home Theater Installer

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

**MARINE ELECTRICIAN**

**ELECTRICAL**

101

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

- Sous Chef
- Restaurant Manager
- Food Sales and Marketing
- Event Coordinator
- Personal Chef
- Food Service Manager
- Food Stylist/Food Photographer
- TV Personalized Chef
- Catering Manager
- Purchasing Agent

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

- Executive Chef
- Pastry Chef
- Dietician
- Health Inspector
- Entrepreneur
- Food Critic
- Nutritional Consultant
- Culinary Educator
- Research Chef
- Sommelier

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

- Food Preparation Employee
- Cake Decorator
- Retail Sales Clerk
- Wait Person
- Microbiologist
- Cook
- Dish Clerk
- Housekeeping Clerk
- Bus Person

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

**CULINARY ARTS/HOSPITALITY**

102

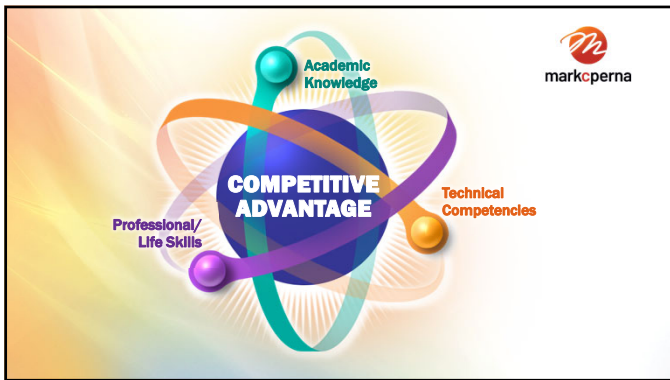
Visit [MarkCPerna.com](http://MarkCPerna.com) for FREE resources and information about Mark's award-winning bestseller  
*Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*



103



104






105

**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.

106

**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.

107


**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.


108

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


**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.

109

**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.

110


**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.

111

**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.

112


"THE MAGIC I BUILD" CHILDREN'S BOOK SERIES 



**Coming 2027**

- 21 Books featuring 21 Life Skills for Young Learners
- Discussion Questions
- Journal Prompts
- Activities

113



**SKILL TREE™**

**Flexible Lesson Framework**

**21 Professional/Life Skills**  
(PK-16 into Workforce)

114

**Mark C. Perna**  
Speaker, Author, and CEO

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



115