



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*

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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 

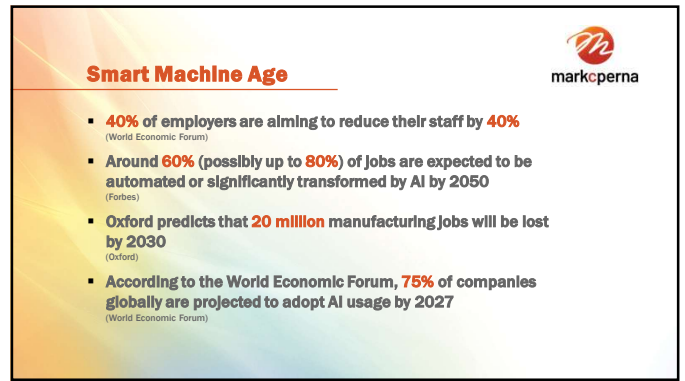
Academic Knowledge
Professional/ Life Skills
Technical Competencies

6

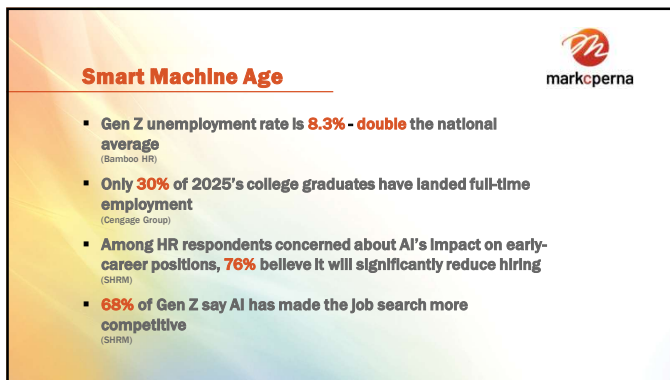
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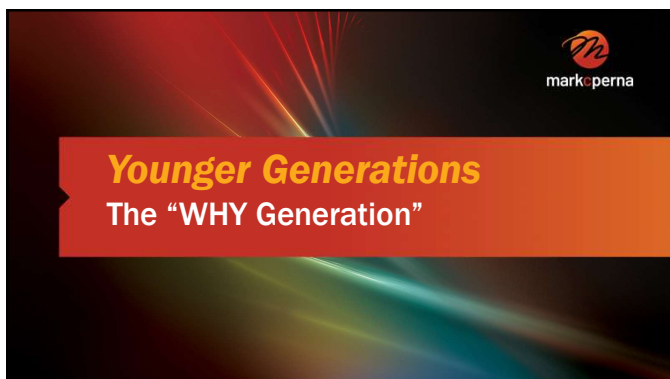
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If The **“WANT TO”**
Is Strong Enough,
The **“HOW TO”**
Will Come!

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**Education
With Purpose**

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**Georgetown University
Center for Education and Workforce**




Estimates **1/3rd** 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

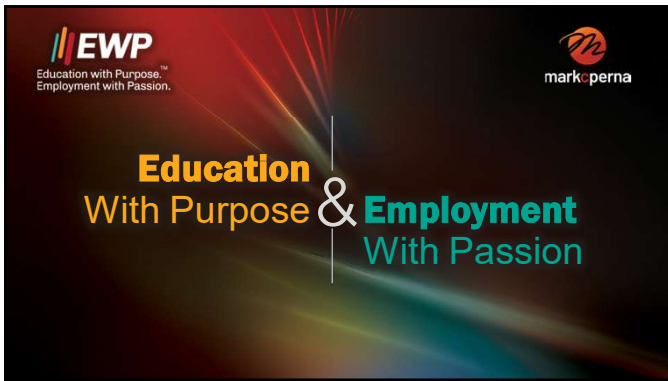


At the Interview:

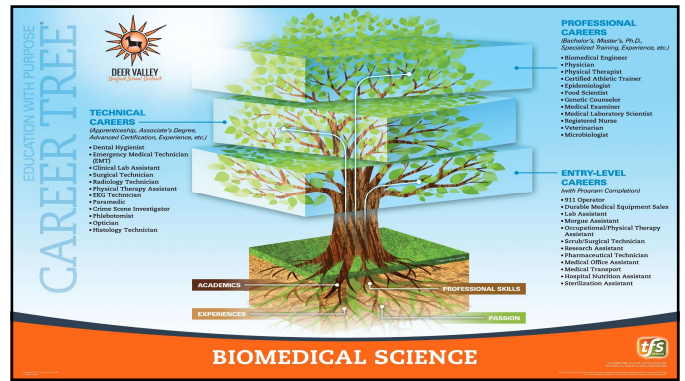
- **53%** Struggled with Good Eye Contact
- **50%** Asked for Unreasonable Compensation
- **47%** Dressed Inappropriately
- **27%** Used Inappropriate Language
- **21%** Refused to Turn On Camera During Virtual Interview
- **19%** Brought a Parent to the Interview

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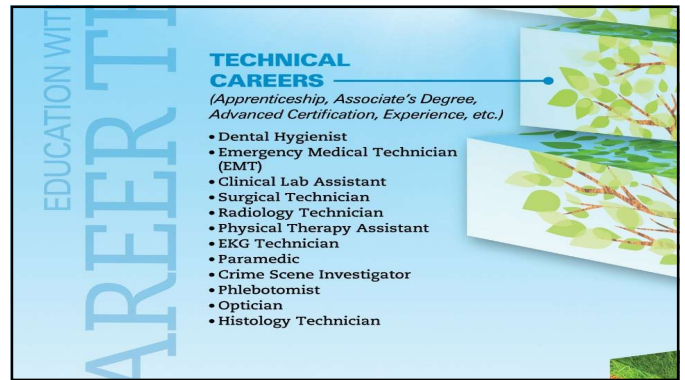
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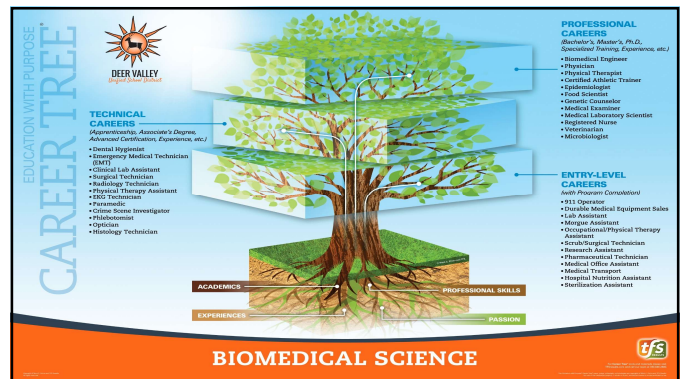
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JEFFCO PUBLIC SCHOOLS

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

- Freelance
- Content Strategist
- Social Media Manager
- Social Media Writer
- Publisher
- Concierge
- Tour Guide
- ESL 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
- 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
- Educational Consultant
- Writer/Author

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

ENGLISH

TFS

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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

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.)

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- Educational Consultant
- Writer/Author

ACADEMICS **PROFESSIONAL SKILLS**

EXPERIENCES **PASSION**

ENGLISH

TFS

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

- Electrical System 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

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
- Master Electrician - Solar and Wind Renewable Energy Installation
- 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
- CAD/Revit System Installer
- Telecommunications Technician
- Customer Service Representative
- System Administrator
- Material and Equipment Manager
- Office Manager
- LIBRARY ASSISTANT
- Manufacturing Representative
- Material and Equipment Manager
- Library Assistant
- 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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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 CAREER TREE

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

- Master Electrician – Residential and Commercial
- Journeyman Electrician – Residential and Commercial
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- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

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- Electrical Inspector
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- Utility System Infrastructure Designer
- Electrical Designer/Architect

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- Home Theater Installer

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

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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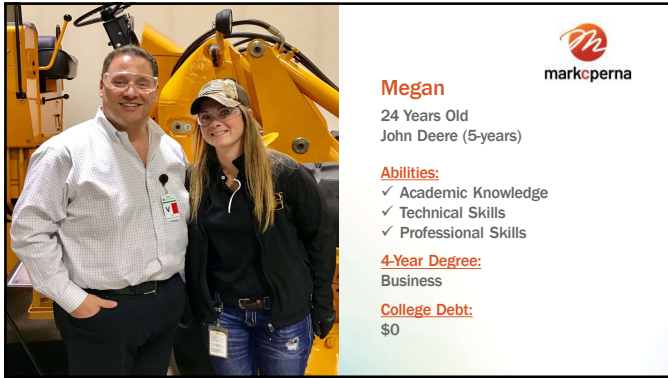
John Deere Davenport Works
Davenport, Iowa

Manufacturing:
Heavy Construction & Agricultural Equipment

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8th Annual
Research
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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Academic Knowledge

Professional/Life Skills

Technical Competencies

COMPETITIVE ADVANTAGE

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COMPETITIVE ADVANTAGE

- 1. SMALL STEPS/CONSISTENCY:**
Building momentum, growing consistency, and owning your future.
- 2. HUMAN CONNECTION:**
Building and maintaining positive relationships with others.
- 3. SELF-MANAGEMENT:**
Effectively regulating emotions, thoughts, and behaviors in various situations.

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COMPETITIVE ADVANTAGE

- 4. EMOTIONAL INTELLIGENCE:**
Understanding and managing your own emotions and those of others.
- 5. COPING:**
Managing stressors and challenges to maintain emotional well-being.
- 6. COMMUNICATION:**
The ability to convey information clearly and effectively.

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COMPETITIVE ADVANTAGE

- 7. ACTIVE LISTENING:**
Fully concentrating and engaging with the speaker.
- 8. EMPATHY:**
Understanding and sharing the feelings of others.
- 9. LEADERSHIP:**
Guiding and inspiring others to work towards a shared vision.

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COMPETITIVE ADVANTAGE


- 10. TEAMWORK:**
Working well with others to achieve a common goal.
- 11. ADAPTABILITY:**
Adjusting to new conditions or changes to plans.
- 12. PROBLEM-SOLVING:**
Analyzing situations and finding solutions to challenges.


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COMPETITIVE ADVANTAGE


 **13. CRITICAL THINKING:**
Evaluating information and arguments logically.


 **14. TIME MANAGEMENT:**
Prioritizing tasks and managing time effectively.


 **15. WORK-LIFE BALANCE:**
Fulfilling school or work responsibilities while also prioritizing personal well-being.

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COMPETITIVE ADVANTAGE


 **16. NETWORKING:**
Building relationships and connections that help both sides.


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


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

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COMPETITIVE ADVANTAGE

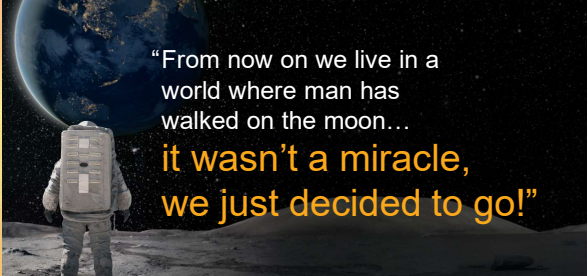

 **19. NEGOTIATION:**
Reaching win-win agreements through respectful dialogue.

 **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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SHARE YOUR THOUGHTS

markperna.com/impact/



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