



# 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...

markperna

**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

markperna

**WARNING**

2

markperna

**The Shifting Landscape**  
Education & Workforce Development

3

markperna

**The World Has Changed**

4

markperna

**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)

5

markperna

**The World Has Changed**

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

### Smart Machine Age

- **40%** of employers are aiming to reduce their staff by **40%** (World Economic Forum)
- Around **60%** (possibly up to **80%**) of jobs are expected to be automated or significantly transformed by AI by 2050 (Forbes)
- Oxford predicts that **20 million** manufacturing jobs will be lost by 2030 (Oxford)
- According to the World Economic Forum, **75%** of companies globally are projected to adopt AI usage by 2027 (World Economic Forum)

9

### Smart Machine Age

- Gen Z unemployment rate is **8.3%** - double the national average (Bamboo HR)
- Only **30%** of 2025's college graduates have landed full-time employment (Cengage Group)
- Among HR respondents concerned about AI's impact on early-career positions, **76%** believe it will significantly reduce hiring (SHRM)
- **68%** of Gen Z say AI has made the job search more competitive (SHRM)

10

### Gen Z Entrepreneurs

Square, Gen Z Study

---

**84%**  
Want To Own Their Own Company In The Future

11

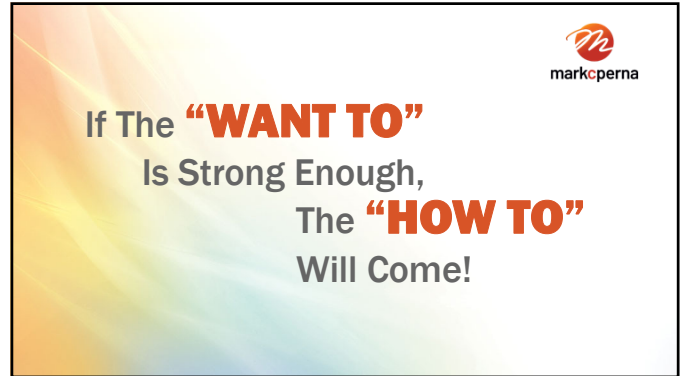
### Younger Generations The "WHY Generation"

12

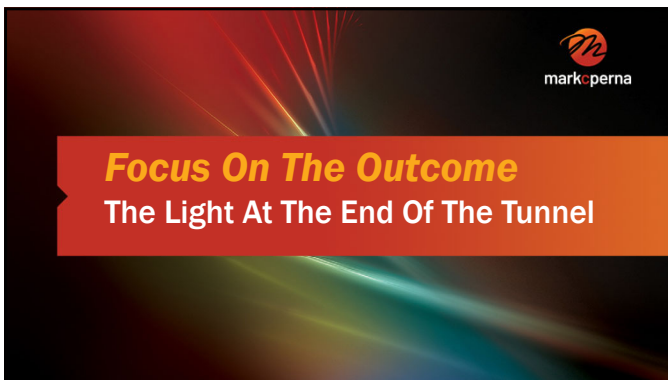
Visit [MarkCPerna.com](http://MarkCPerna.com) for FREE resources and information about Mark's award-winning bestseller  
*Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*



13



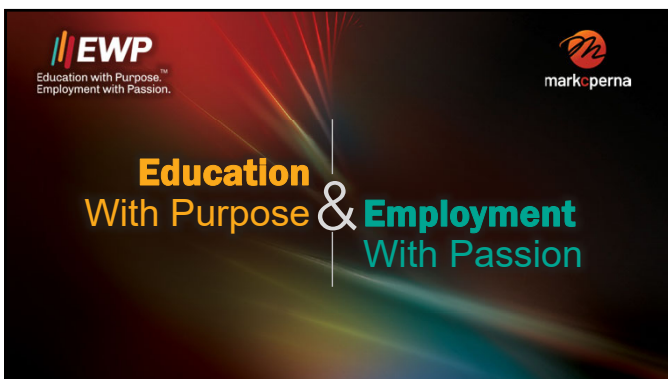
14



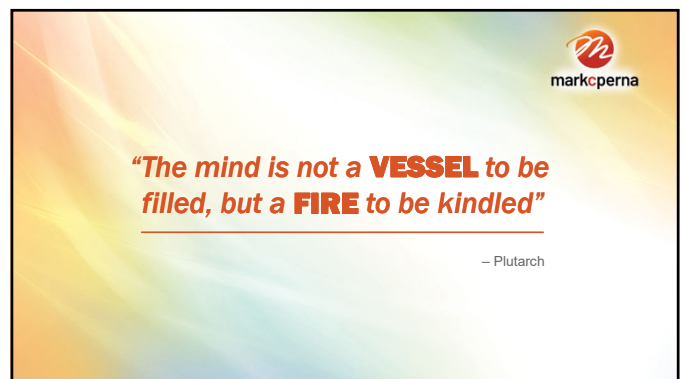
15



16



17

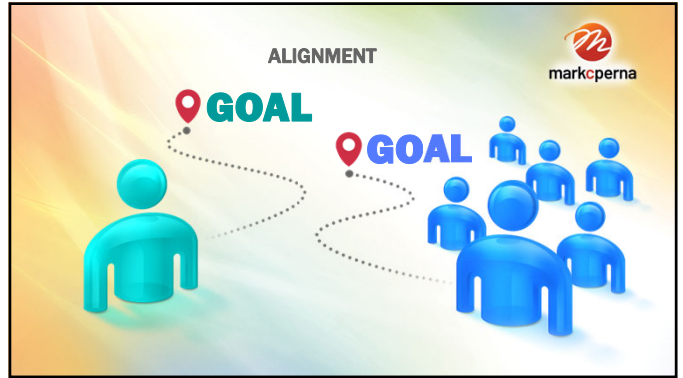


18

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*



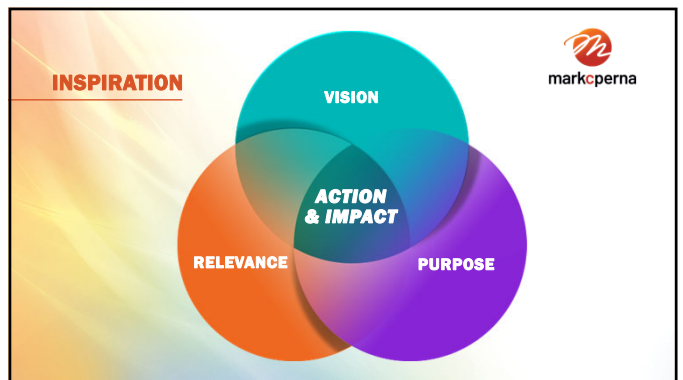
19



20



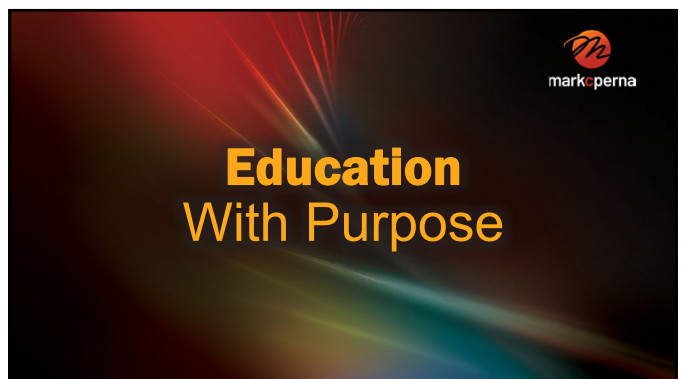
21



22




23




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*




### 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.

25



### 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

26



### College Debt in America

As Reported by Major News Agencies



- **\$1.6 Trillion** In Total Student Loan Debt
- **\$176 Billion** (1.1%) 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

27



### 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

28



## Employment With Passion

29

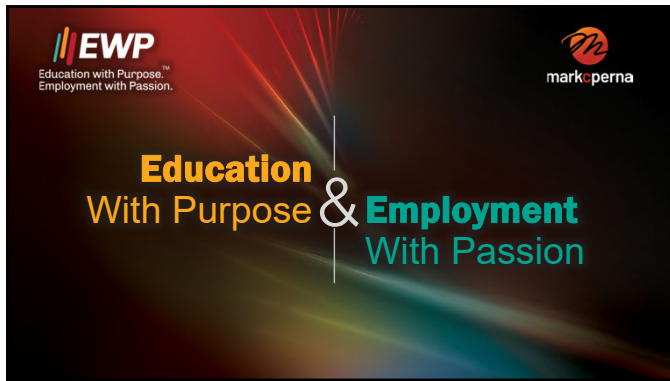


### Transitioning to Skills-Based Hiring

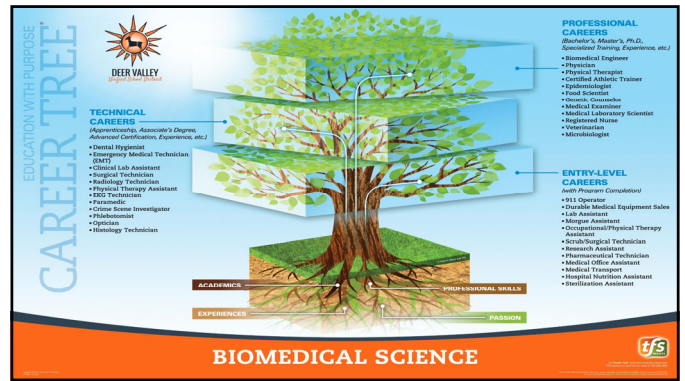
- Nearly **70%** of U.S. jobs require a bachelor's degree, but only **37%** of the workforce has one (OpportunityAtWork: U.S. Census Bureau)
- **Skills-first hiring** increases the talent pool for Gen Z by **10.3x** and Millennials by **9x** (LinkedIn)

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*



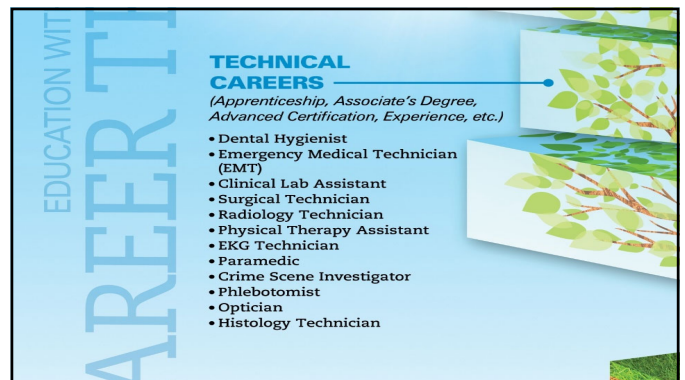
31



32



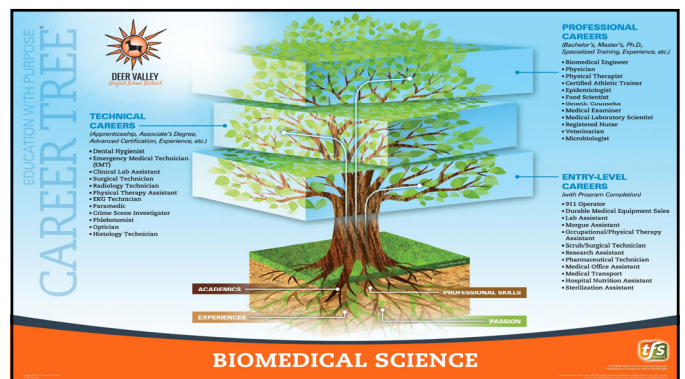
33



34



35



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**  
Arkansas State University  
MOUNTAIN HOME

**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

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

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

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

**MECHATRONICS**

TFS

37

**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**

38

**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

39

**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

40

**CAREER TREE**  
Arkansas State University  
MOUNTAIN HOME

**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

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

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

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

**MECHATRONICS**

TFS

41

**CAREER TREE**  
JEFFCO PUBLIC SCHOOLS

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

- Granting Writer
- Translator
- Content Strategist
- Social Media Manager
- Social Media Writer
- Campaign
- Tour Guide
- Web Content Manager
- Web Content Writer
- Content Manager

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

- Community Organizer
- Frontliner
- Social Media Coordinator
- Office Clerk
- Content Creator
- Desk Clerk/Hospitality
- Copywriter
- Reporter
- Program
- Project Tutor
- Event Manager
- Library Assistant

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

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

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

**ENGLISH**

TFS

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*

**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

43

**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

44

**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

45

**JEFFCO PUBLIC SCHOOLS**

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

- Psychiatrist
- English/Language Arts High School Teacher
- Ghost Writer
- College Professor
- Freelance Writer
- Marketing Executive
- Curator
- Editor
- 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
- Reporter
- Blogger
- Private Tutor
- Office Manager
- Library Assistant

ACADEMICS | PROFESSIONAL SKILLS | EXPERIENCES | PASSION

**ENGLISH**

46

**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
- Master 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
- Electrical Inspector
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Invert 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
- 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

ACADEMICS | PROFESSIONAL SKILLS | EXPERIENCES | PASSION

**ELECTRICAL**

47

**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

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*

**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

49

**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

50

**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
- 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

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

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunications Technician
- Customer Service/Sales Representative
- Material and Equipment Manager
- Utility Worker
- Manufacturer's Representative
- Material and Equipment Delivery Driver
- Home Theater Installer

**ACADEMICS**      **PROFESSIONAL SKILLS**

**EXPERIENCES**      **PASSION**

**ELECTRICAL**

51

**FREE GIFT!**

Take the experience further with a special gift from Mark

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

52

**John Deere Davenport Works**  
Davenport, Iowa

**Manufacturing:**  
Heavy Construction & Agricultural Equipment

markperna

53

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

**Abilities:**

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

**4-Year Degree:**  
Business

**College Debt:**  
\$0

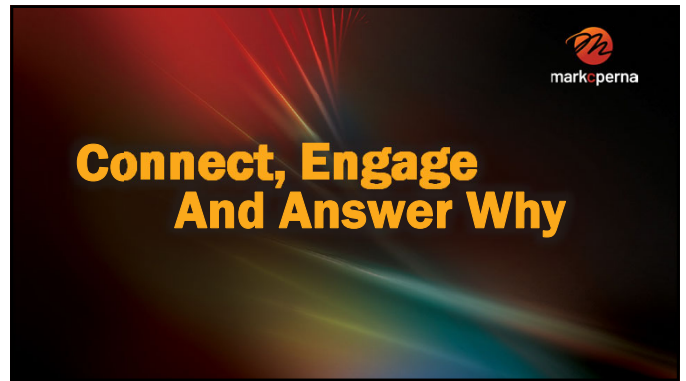
markperna

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*



55



56



57



58



59



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

**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.

62

**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.




63

**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.



64

**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.

65


**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.


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*


**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.

67

**COMPETITIVE ADVANTAGE**

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

---

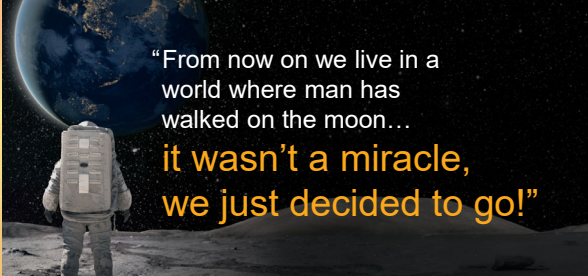
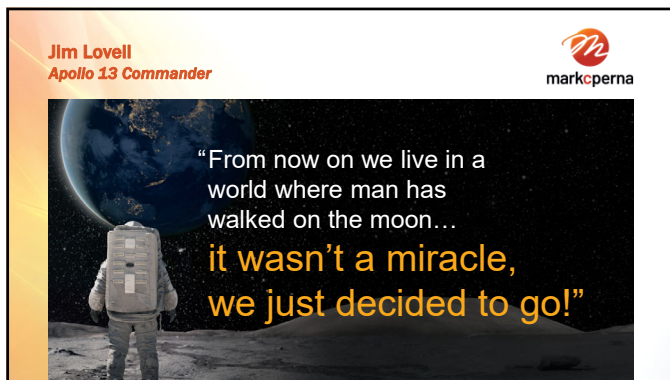
 **20. CONFLICT RESOLUTION:**  
Navigating and resolving disagreements constructively.

---

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

68

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!”**

69

**SHARE YOUR THOUGHTS**

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



70