



# 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

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

WELCOME...

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**Unleashing Passion, Purpose, and Performance in Younger Generations**

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

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**WARNING**

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**The Shifting Landscape**  
Education & Workforce Development

3

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**The World Has Changed**

4

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**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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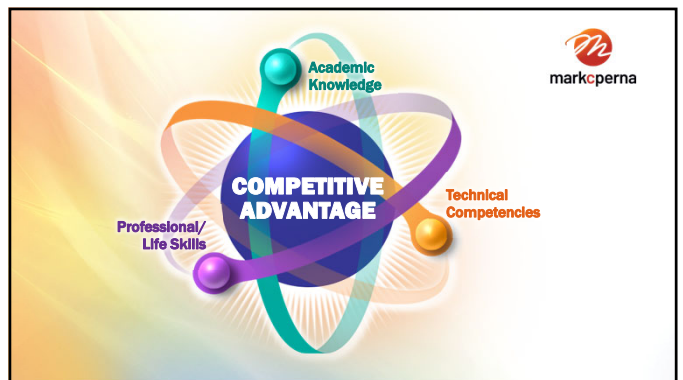
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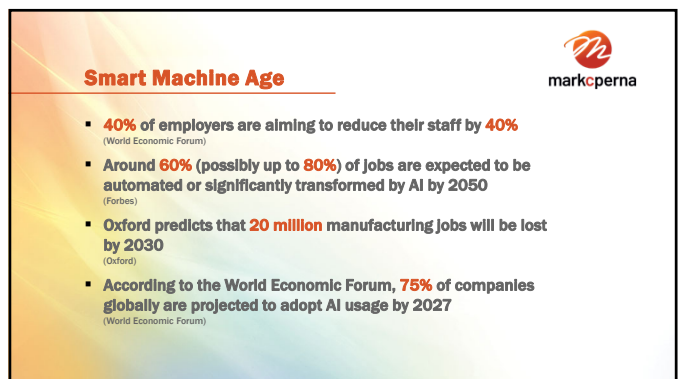
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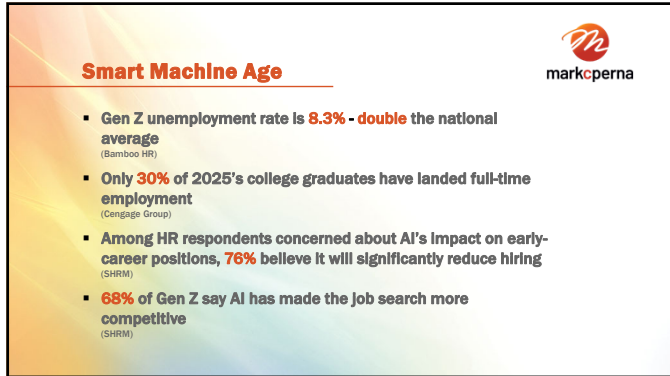


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**Smart Machine Age**

- 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)

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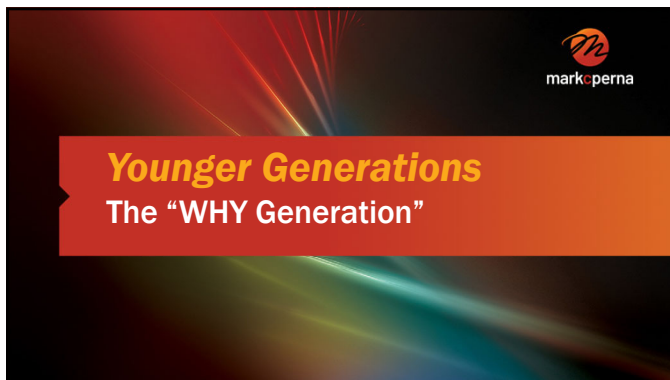


**Gen Z Entrepreneurs**  
Square, Gen Z Study

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

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**Younger Generations**  
The "WHY Generation"

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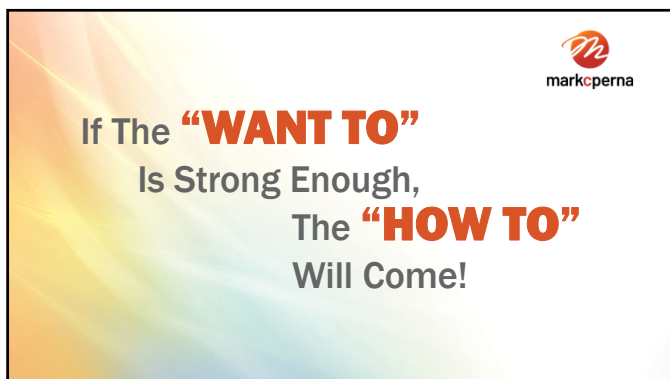
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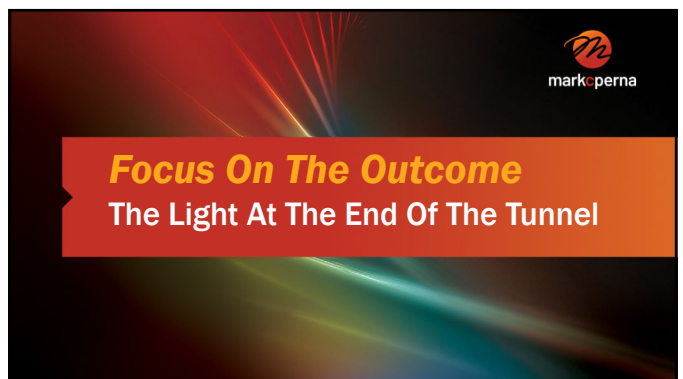
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If The **"WANT TO"**  
Is Strong Enough,  
The **"HOW TO"**  
Will Come!

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**Focus On The Outcome**  
The Light At The End Of The Tunnel

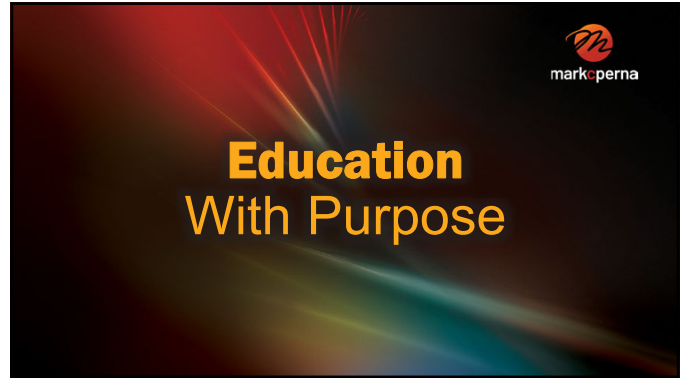
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**Georgetown University Center for Education and Workforce**




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

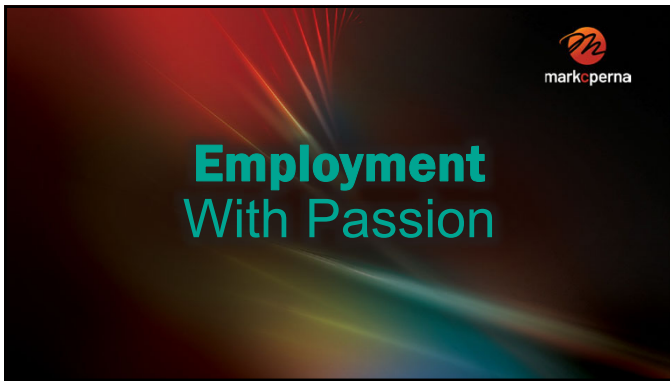
**At the Interview:**

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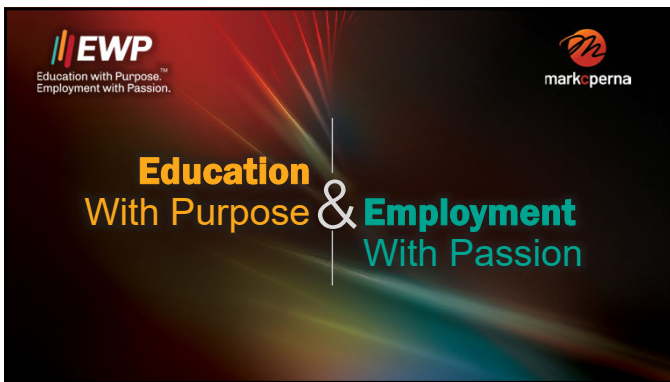
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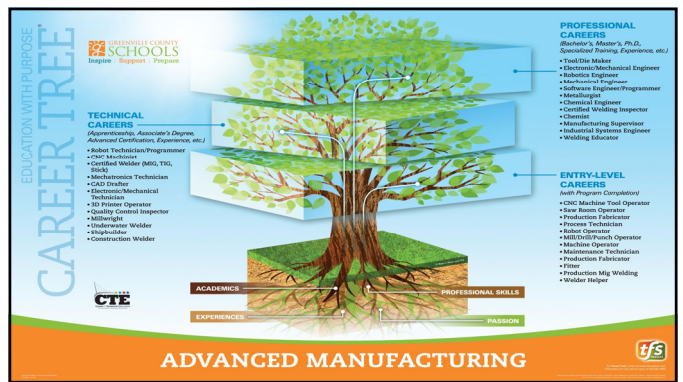
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**PROFESSIONAL CAREERS**  
*(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)*

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

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**CAREER TREE**  
EDUCATION WITH PURPOSE

**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
- Chemical Engineer
- Certified Welding Inspector
- Chemist
- Manufacturing Supervisor
- Industrial Systems Engineer
- Welding Educator

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

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

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

- CNC Machine Tool Operator
- Saw Beam Operator
- Production Technician
- Process Technician
- Labor Operator
- Milling/Planing Operator
- Machine Operator
- Maintenance Technician
- Production Fabricator
- Production Mig Welding
- Welder Helper

**ACADEMICS**      **PROFESSIONAL SKILLS**

**EXPERIENCES**      **PASSION**

**ADVANCED MANUFACTURING**

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**CAREER TREE**  
EDUCATION WITH PURPOSE

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

- Process Engineer
- Mechanical Engineer
- Automation/Robotics Engineer
- Controls Engineer
- Field Service Engineer
- Robotics Engineer
- Automation/Robotics Engineer
- Medical Equipment Design
- Mechanical Engineer
- Engineering Manager
- Mechatronics Engineer

**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

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

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

**ACADEMICS**      **PROFESSIONAL SKILLS**

**EXPERIENCES**      **PASSION**

**MECHATRONICS**

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

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

**PROFESSIONAL SKILLS**

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

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

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

- Process Engineer
- Mechanical Engineer
- Automation Consultant/Integrator
- Controls Engineer
- Field Service Engineer
- Electronics Engineer
- Automation/Robotics Engineer
- Audio/Video Designer
- Medical Equipment Design
- Biochemical Engineer
- Engineering Manager
- Mechatronics Engineer

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**EDUCATION WITH PURPOSE**  
**CAREERTREE™**

Adrian State UNIVERSITY MOUNTAIN HOME

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

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

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

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

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

- Agribusiness Specialist
- Facility Audio/Video Operator
- Animal Sales
- Machine Operator
- Amusement Park Worker
- Electronics Assembler
- Audio/Video Installer
- Specialty Consultant
- Special Medical Equipment Delivery
- Automation Operator
- Production Worker

ACADEMICS | EXPERIENCES | PASSION

**MECHATRONICS**

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**EDUCATION WITH PURPOSE**  
**CAREERTREE™**

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

- Structural Engineer
- Software Engineer
- Robotics Engineer
- Project Manager
- Mechanical Engineer
- Chemical Engineer
- Civil/Architectural Engineer
- Aerospace Engineer
- Electrical Engineer

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

- Advanced Manufacturing Technician
- Automation/Robotics Technician
- Chemical Engineering Technician
- Electrical Engineering Technician
- Factory Repair Technician
- Industrial Maintenance Technician
- Marine Robot Programmer
- PLC Programmer
- Robot Programmer
- Precision Agriculture Technician
- Oil & Gas Field Service Technician
- CNC Machine Tool Programmer/Technician

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

- 3D Printing Technician
- Assembly Line Operator
- CNC Operator
- Drone Operator
- Surveyor Assistant
- Test Engineer
- Installation Technician
- Electrical/Mechanical Equipment Assembler
- Amusement Ride Maintenance Technician
- Construction Worker
- Equipment Sales
- PLC Maintenance Technician

ACADEMICS | EXPERIENCES | PASSION

**ENGINEERING AND ROBOTICS**

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(with Program Completion)

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PROFESSIONAL SKILLS

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- Oil & Gas Field Service Technician
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PROFESSIONAL SKILLS

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

- Structural Engineer
- Software Engineer
- Robotics Engineer
- Project Engineer
- Project Manager
- Nuclear Engineer
- Mechanical Engineer
- Environmental Engineer
- Chemical Engineer
- Civil/Architectural Engineer
- Aerospace Engineer
- Electrical Engineer

PROFESSIONAL SKILLS

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**EDUCATION WITH PURPOSE**  
**CAREERTREE™**

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

- Structural Engineer
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- PLC Maintenance Technician

ACADEMICS | EXPERIENCES | PASSION

**ENGINEERING AND ROBOTICS**

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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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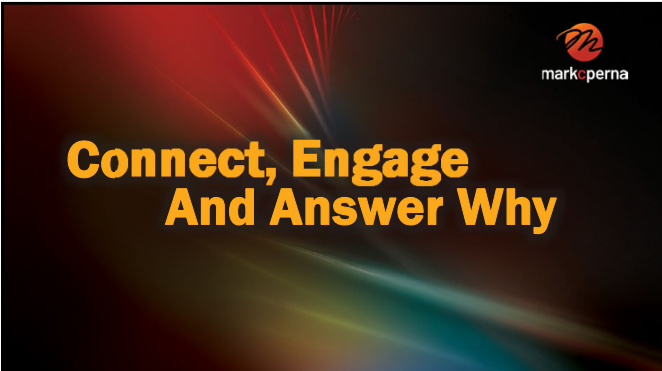


**Shifting The Paradigm**  
The CALL TO ACTION




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**Connect, Engage  
And Answer Why**



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**Create A Strong  
Message Of Purpose**



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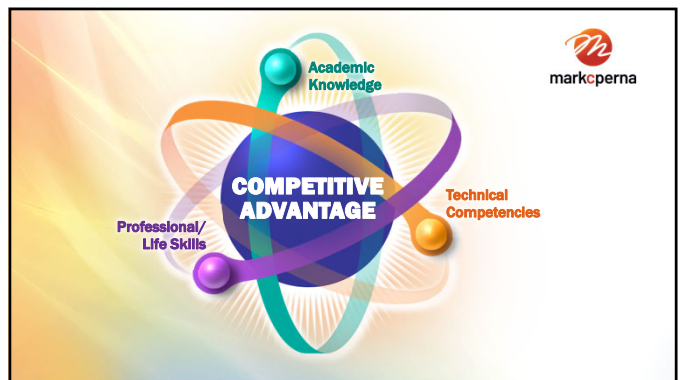
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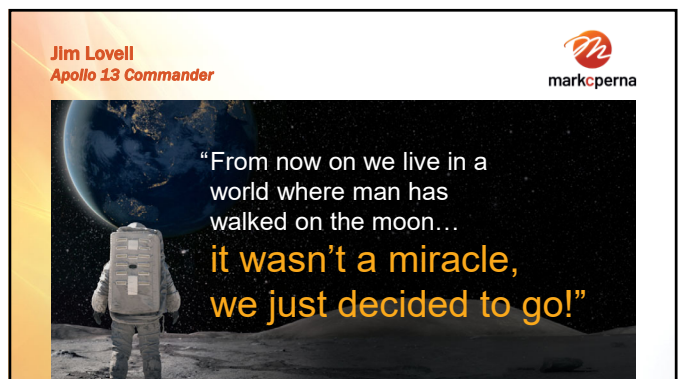
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