



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 stylized, handwritten signature of Mark C. Perna in black ink.

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 | TFSresults.com | MarkCPerna.com

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



MARK C. PERNA



TFSresults.com

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



1



2



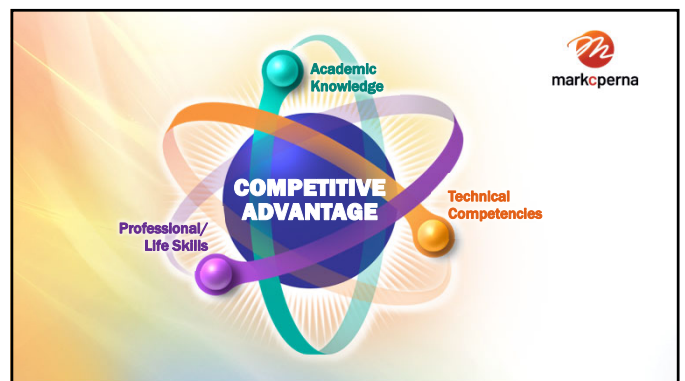
3



4



5

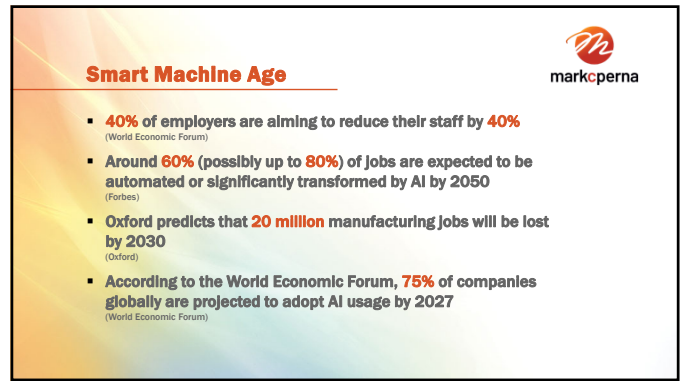


6

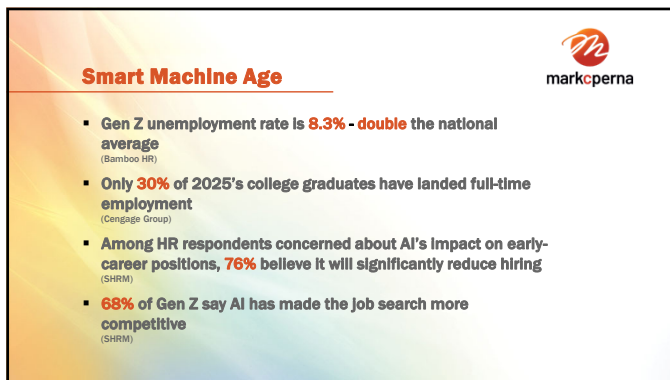
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



7



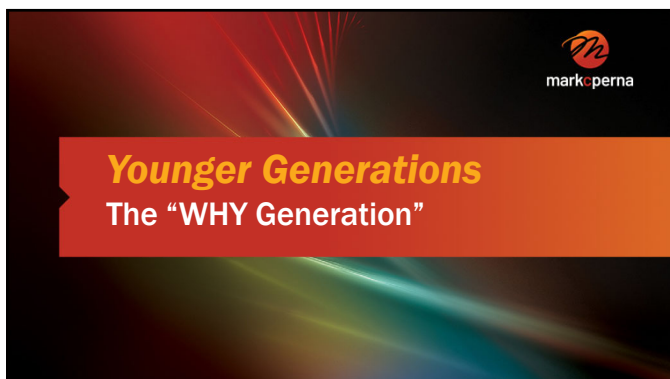
8



9



10

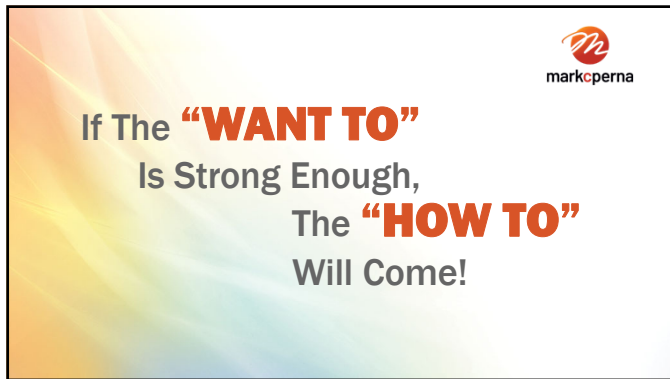


11



12

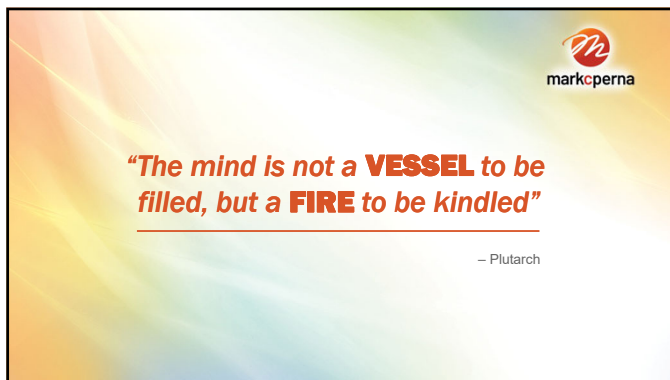
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



13



14



15



16

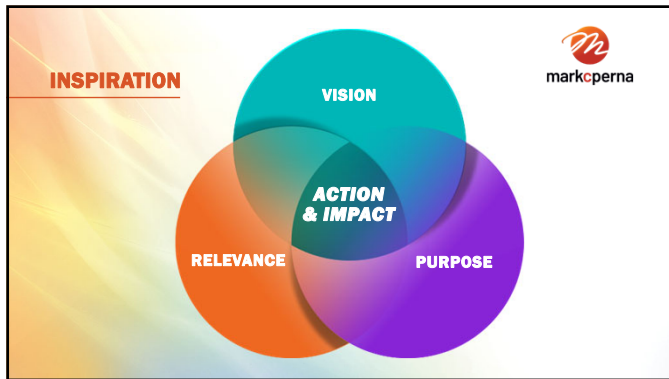


17



18

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



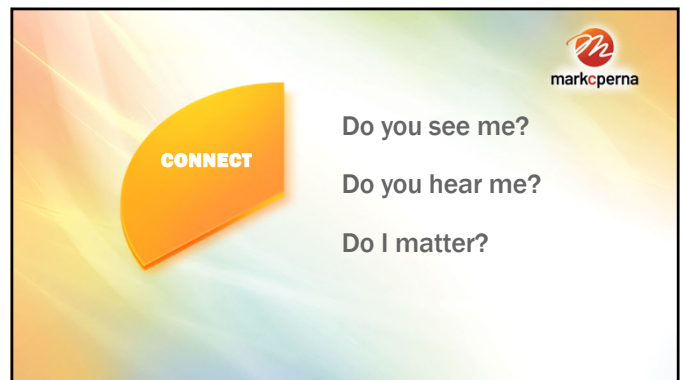
19



20



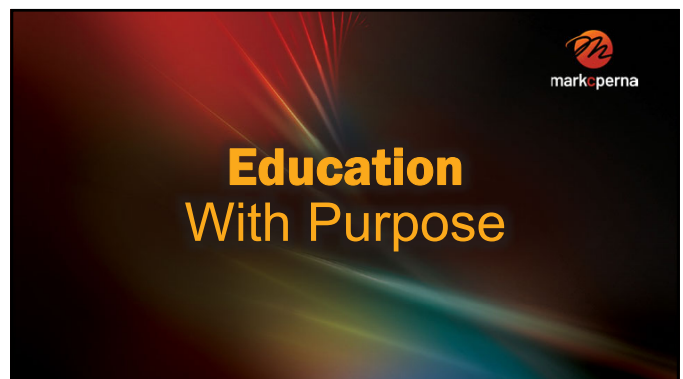
21



22



23



24

Visit MarkCPerna.com 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 **1/3rd** 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.

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** (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

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

EWP
Education with Purpose.
Employment with Passion.



**Education
With Purpose & Employment
With Passion**

29

DEER VALLEY
College of Health Sciences



**EDUCATION WITH PURPOSE
CAREER TREE**

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

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Biological Technician
- Radiology Technician
- Physical Therapy Assistant
- EMS Technician
- Paralegal
- Criminology Investigator
- Phlebotomist
- Optician
- Hematology Technician

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

- Biomedical Engineer
- Physician
- Physical Therapist
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Examiner
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

ENTRY-LEVEL CAREERS
(Entry-Point, Consultant, etc.)

- Cell Operator
- Biomedical Equipment Repair
- Lab Assistant
- Medical Assistant
- Occupational/Physical Therapy Assistant
- Scrubs/Surgical Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transcriptionist
- Hospital Nutrition Assistant
- Sterilization Assistant

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

BIOMEDICAL SCIENCE



30

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



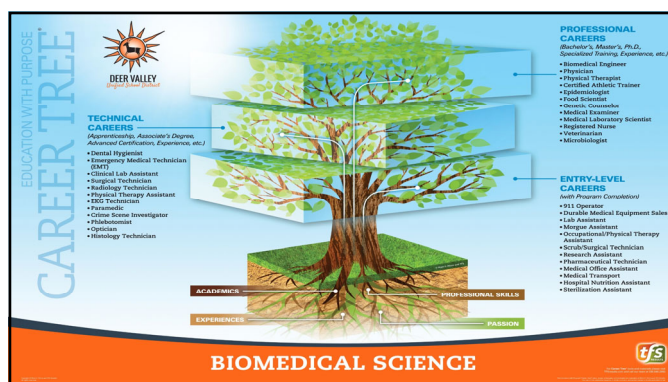
31



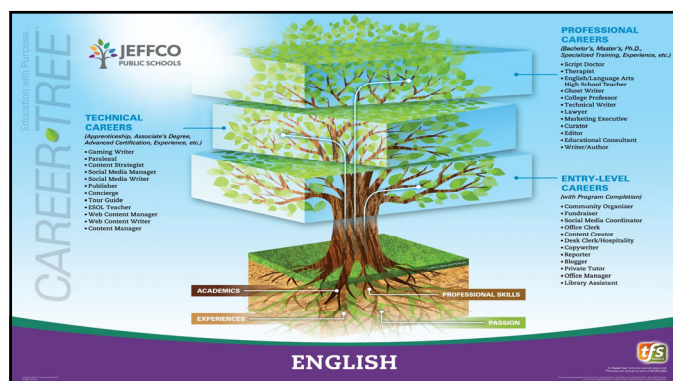
32



33



34



35



36

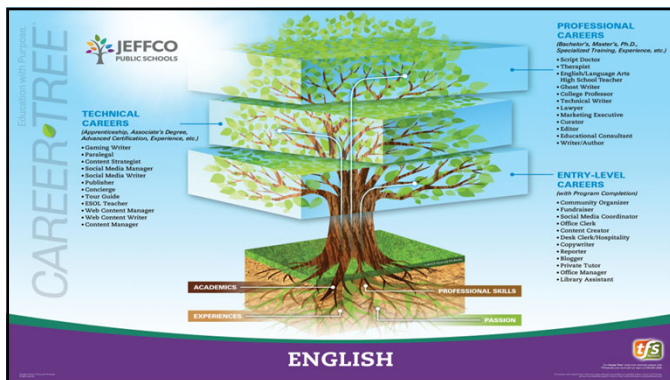
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



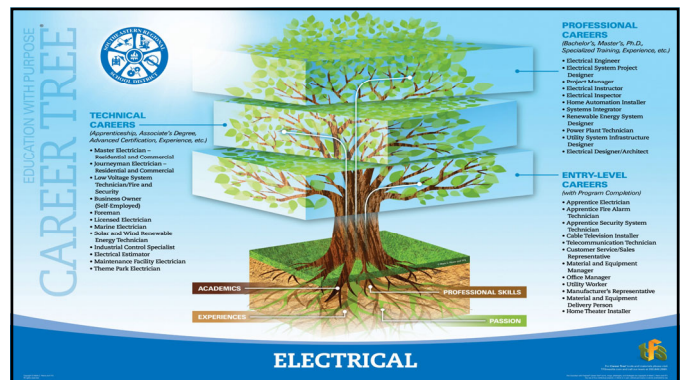
37



38



39



40



41



42

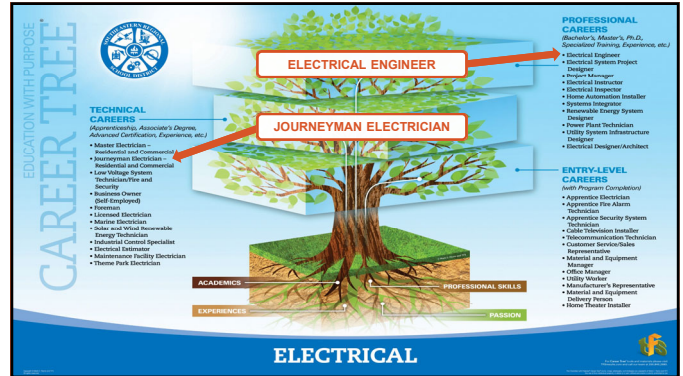
Visit MarkCPerna.com for **FREE** resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



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

- 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

43



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

- Electrical Engineer
- Electrical System Project Designer
- Project Manager
- Electrical Inspector
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Electrical Designer/Architect

ENTRY-LEVEL CAREERS
(High School Program Completion)

- Apprentice Electrician
- Apprentice Technician
- Cable Television Installer
- Telecommunications Technician
- Customer Service Representative
- Office Manager
- Utility Worker
- Manufacturing Representative
- Material and Equipment
- Delivery Person
- Home Theater Installer

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

- Master Electrician
- Residential and Commercial
- Low Voltage Systems
- Renewable Energy and Security
- Business Owner (Self Employed)
- Foreman
- Licensed Electrician
- Machine Electrician
- Field and Office Renewable Energy Technician
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

ACADEMICS
EXPERIENCES

PROFESSIONAL SKILLS
PASSION

ELECTRICAL

44



FREE GIFT!

Take the experience further with a special gift from Mark

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

45

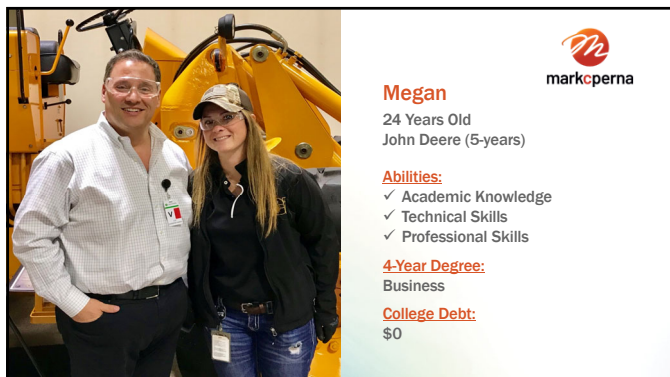


John Deere Davenport Works
Davenport, Iowa

Manufacturing:
Heavy Construction & Agricultural Equipment

markcperna

46



Megan
24 Years Old
John Deere (5-years)

Abilities:

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

4-Year Degree:
Business

College Debt:
\$0

markcperna

47



Sam (Steak)
7th Grader
Summer Career Enrichment Program

Abilities:

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

Goal:
Chef - Culinary Entrepreneur

College/Program/Pathway:
Building Competitive Advantage

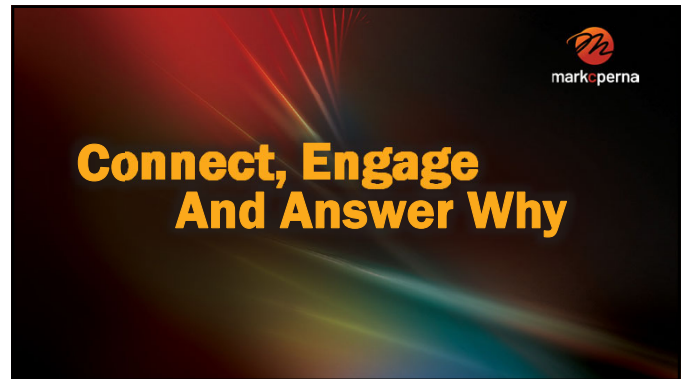
markcperna

48

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



49



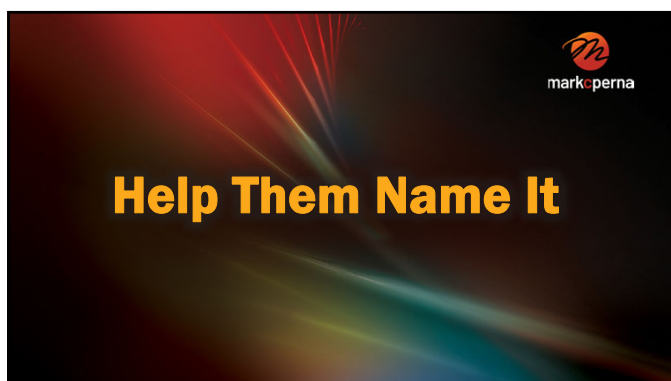
50



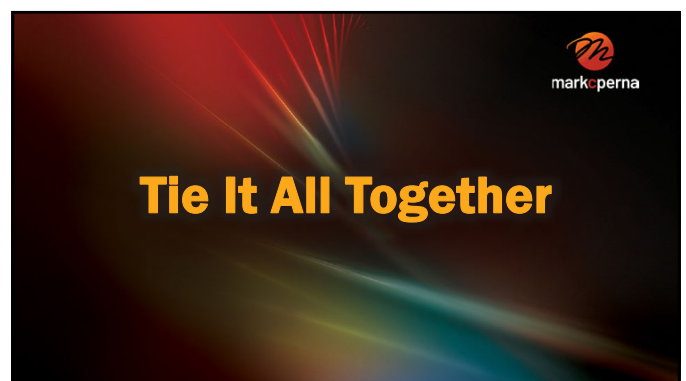
51



52



53



54

Visit 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

- Slice 1: "Why We All Need a Personal Competitive Advantage (Part 1)"
- Slice 2: "Why We All Need a Personal Competitive Advantage (Part 2)"
- Slice 3: "Leveraging The Human Connection"
- Slice 4: "Building Your Dream"
- Slice 5: "The Power of Failure"
- Slice 6: "Be Comfortable Being Uncomfortable"

59

- Facilitator Reflection
- Discussion Starters
- Supersize Suggestions (Activities)
- Big Picture View

MarkCPerna.com/cat

60

Visit 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

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.

63

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.

64

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.

65

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.

66

Visit 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



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.

67

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.

68

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.

69

3 TRACKS

PK-6

21 Lessons

7-12

21 Lessons

13-16

21 Lessons

Each Lesson Includes:

- Social Stories (K-6) or Real-Life Scenarios (7-12, 13-16)
- 8 Discussion Questions with Follow Up Questions
- 8 Journal Prompts
- 10 Activities
- Student Worksheet or Action Plan



70

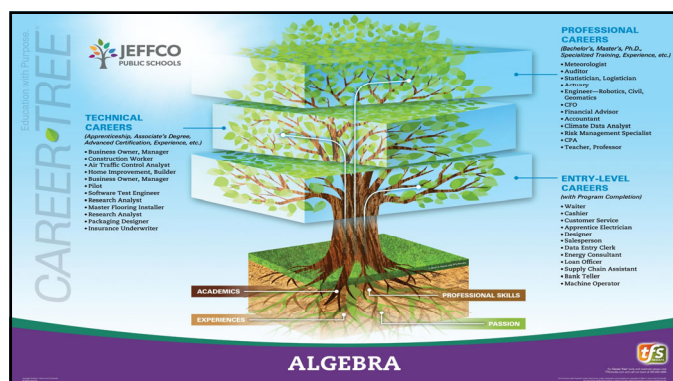


71



72

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



73



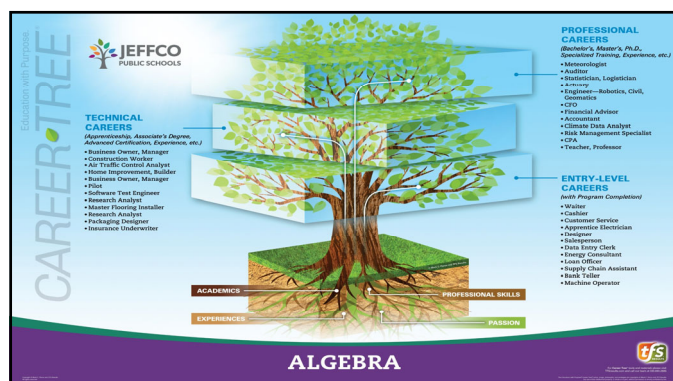
74



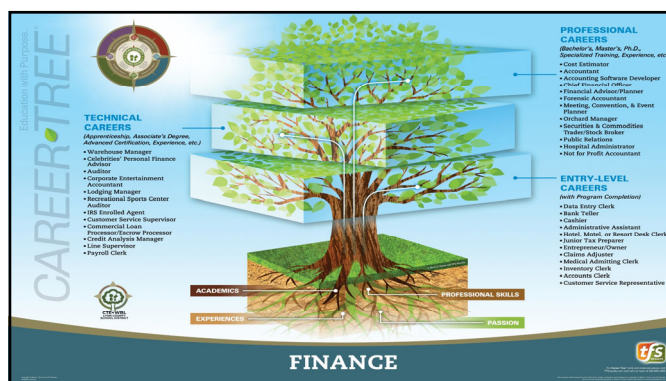
75



76



77



78

Visit 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)

- Data Entry Clerk
- Bank Teller
- Cashier
- Administrative Assistant
- Hotel, Motel, or Resort Desk Clerk
- Junior Tax Preparer
- Entrepreneur/Owner
- Claims Adjuster
- Medical Admitting Clerk
- Inventory Clerk
- Accounts Clerk
- Customer Service Representative

PROFESSIONAL SKILLS

79

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

- Warehouse Manager
- Celebrities' Personal Finance Advisor
- Auditor
- Corporate Entertainment Accountant
- Lodging Manager
- Recreational Sports Center Auditor
- IRS Enrolled Agent
- Customer Service Supervisor
- Commercial Loan Processor/Escrow Processor
- Credit Analysis Manager
- Line Supervisor
- Payroll Clerk

PROFESSIONAL SKILLS

80

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

- Cost Estimator
- Accountant
- Accounting Software Developer
- Chief Financial Officer
- Financial Advisor/Planner
- Forensic Accountant
- Meeting, Convention, & Event Planner
- Orchard Manager
- Securities & Commodities Trader/Stock Broker
- Public Relations
- Hospital Administrator
- Not for Profit Accountant

PROFESSIONAL SKILLS

81

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

- Cost Estimator
- Accountant
- Accounting Software Developer
- Financial Advisor/Planner
- Forensic Accountant
- Meeting, Convention, & Event Planner
- Orchard Manager
- Securities & Commodities Trader/Stock Broker
- Public Relations
- Hospital Administrator
- Not for Profit Accountant

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

- Warehouse Manager
- Celebrities' Personal Finance Advisor
- Auditor
- Corporate Entertainment Accountant
- Lodging Manager
- Recreational Sports Center Auditor
- IRS Enrolled Agent
- Customer Service Supervisor
- Commercial Loan Processor/Escrow Processor
- Credit Analysis Manager
- Line Supervisor
- Payroll Clerk

ENTRY-LEVEL CAREERS
(with Program Completion)

- Data Entry Clerk
- Bank Teller
- Cashier
- Administrative Assistant
- Hotel, Motel, or Resort Desk Clerk
- Junior Tax Preparer
- Claims Adjuster
- Medical Admitting Clerk
- Inventory Clerk
- Customer Service Representative

ACADEMICS **EXPERIENCES** **PASSION**

FINANCE

PROFESSIONAL SKILLS

82

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

- Cost Estimator
- Accountant
- Accounting Software Developer
- Financial Advisor/Planner
- Forensic Accountant
- Meeting, Convention, & Event Planner
- Orchard Manager
- Securities & Commodities Trader/Stock Broker
- Public Relations
- Hospital Administrator
- Not for Profit Accountant

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

- Warehouse Manager
- Celebrities' Personal Finance Advisor
- Auditor
- Corporate Entertainment Accountant
- Lodging Manager
- Recreational Sports Center Auditor
- IRS Enrolled Agent
- Customer Service Supervisor
- Commercial Loan Processor/Escrow Processor
- Credit Analysis Manager
- Line Supervisor
- Payroll Clerk

ENTRY-LEVEL CAREERS
(with Program Completion)

- Data Entry Clerk
- Bank Teller
- Cashier
- Administrative Assistant
- Hotel, Motel, or Resort Desk Clerk
- Junior Tax Preparer
- Claims Adjuster
- Medical Admitting Clerk
- Inventory Clerk
- Customer Service Representative

ACADEMICS **EXPERIENCES** **PASSION**

PHYSICAL EDUCATION

PROFESSIONAL SKILLS

83

ENTRY-LEVEL CAREERS
(with Program Completion)

- Lifeguard
- Home Health Aide
- X-Ray Technician
- Wellness Coach
- Occupational Therapy Aide
- Nutrition Associate
- Strength & Conditioning Coordinator
- Personal Trainer
- Assistant Athletic Trainer
- Fitness Instructor
- Sports Medicine Sales Associate
- Rehabilitation Aide

PROFESSIONAL SKILLS

84

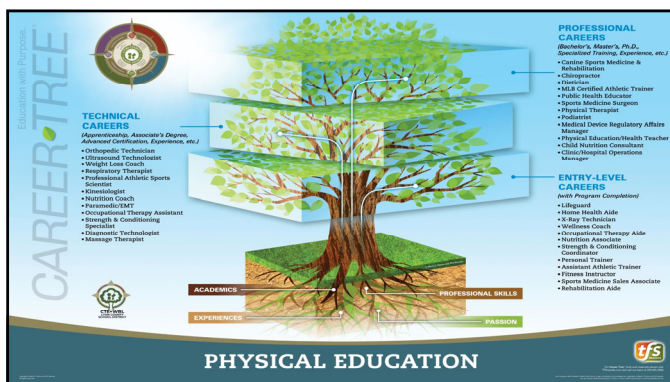
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



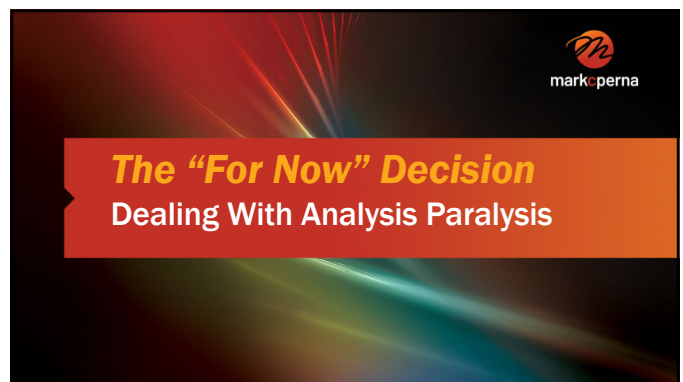
85



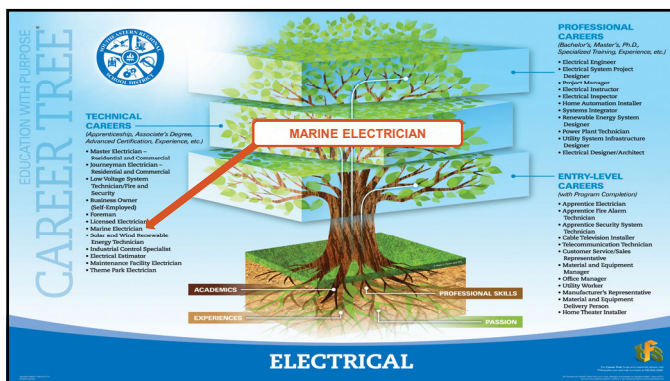
86



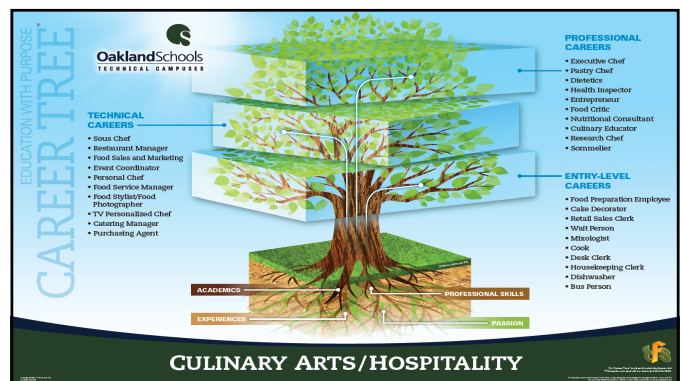
87



88



89

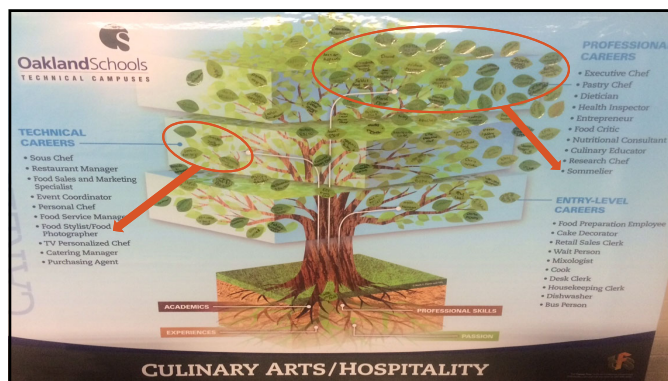


90

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



91



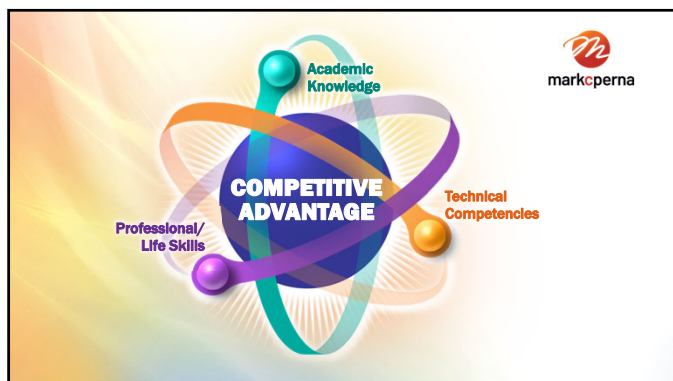
92



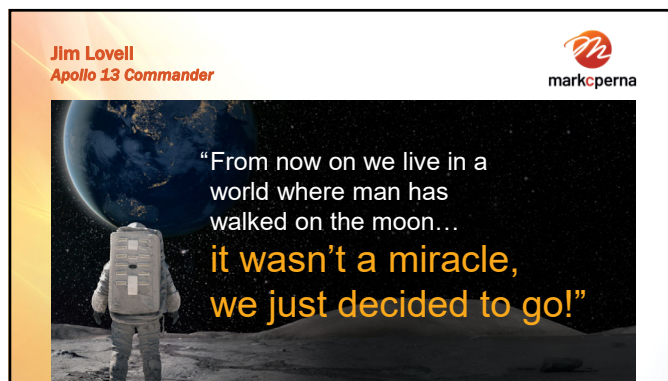
93



94



95



96

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



97