



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

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



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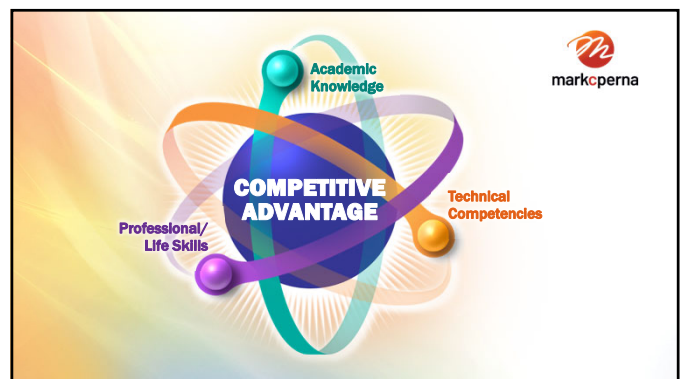
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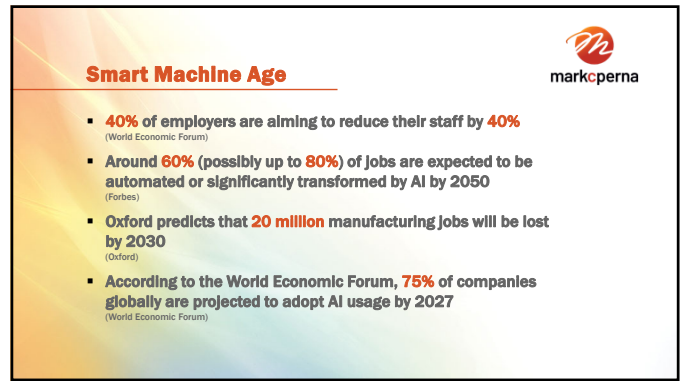


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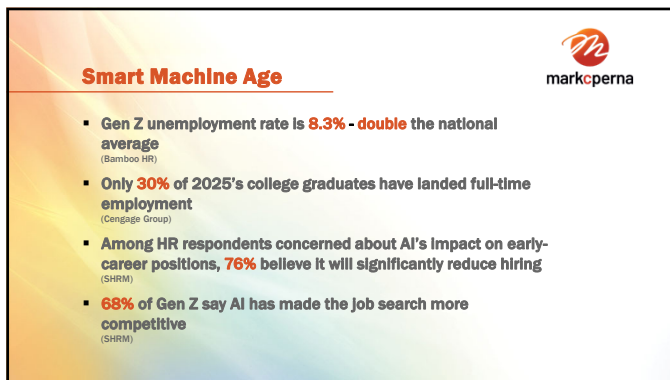
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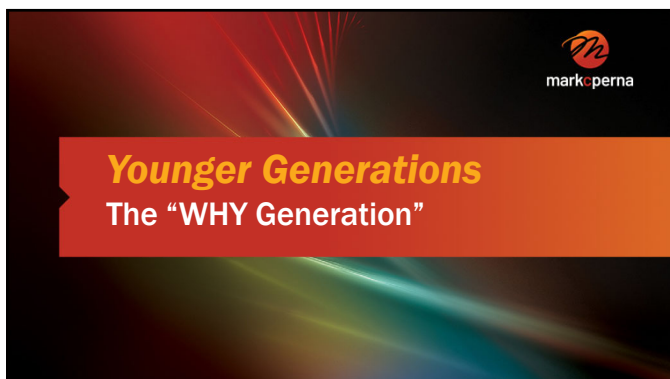
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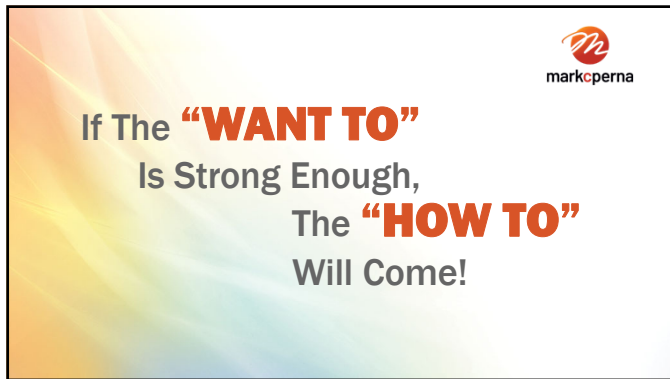


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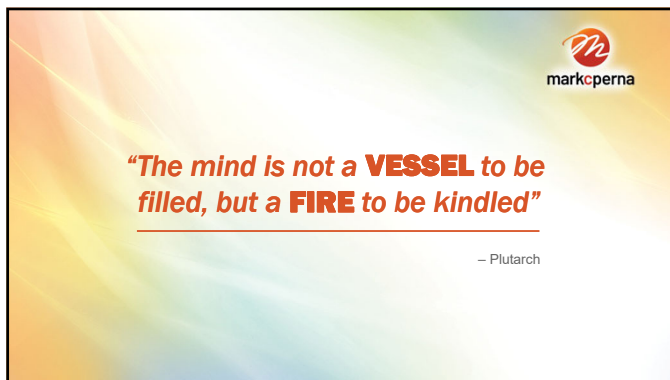
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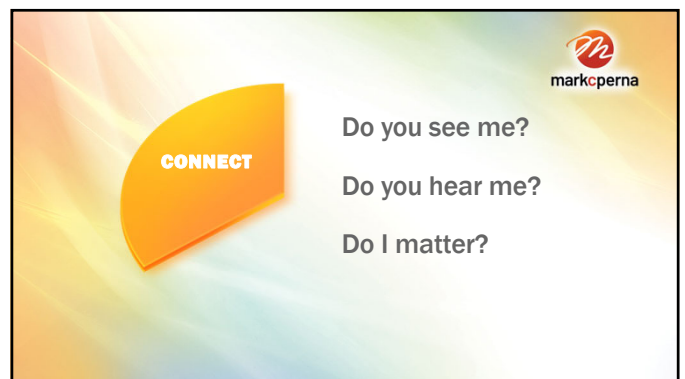
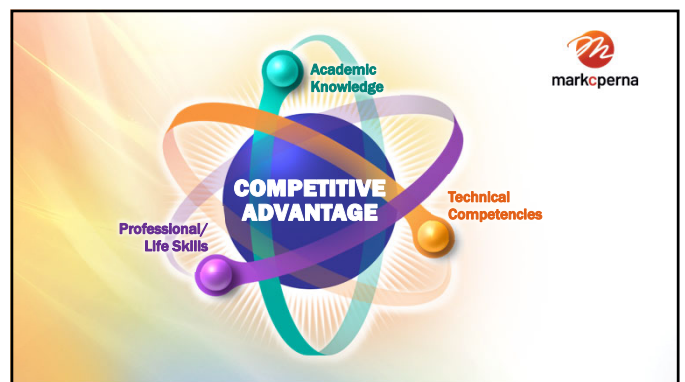
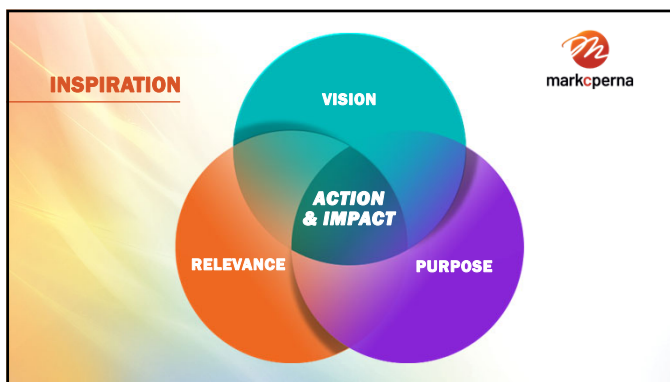
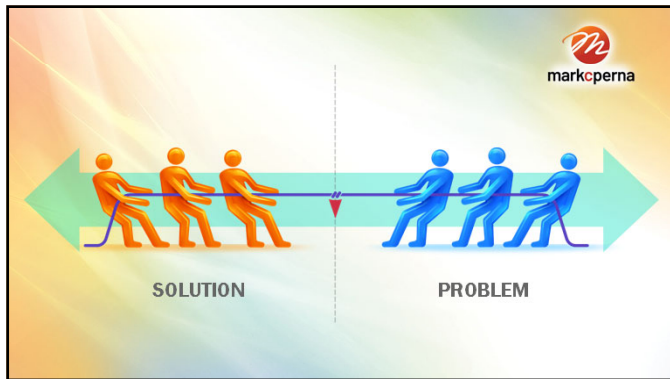


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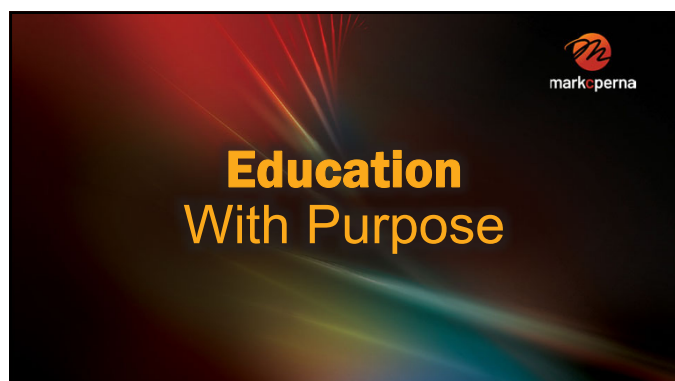


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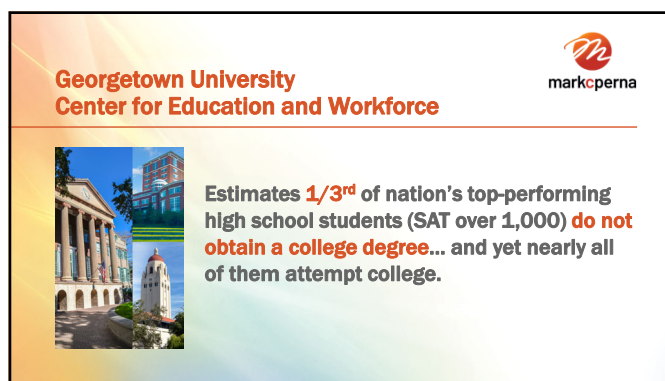
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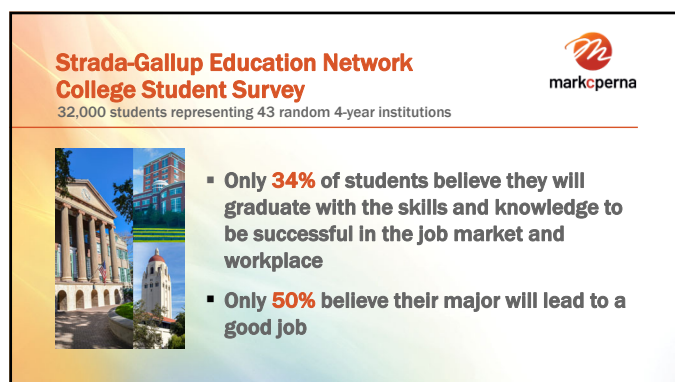
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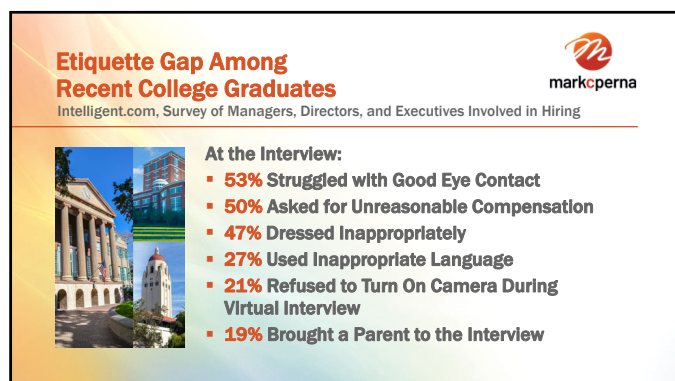
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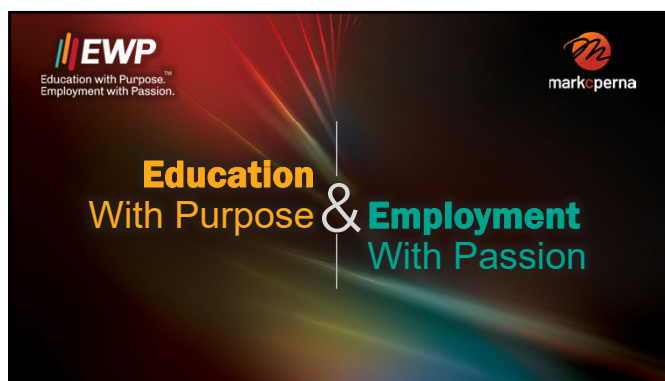
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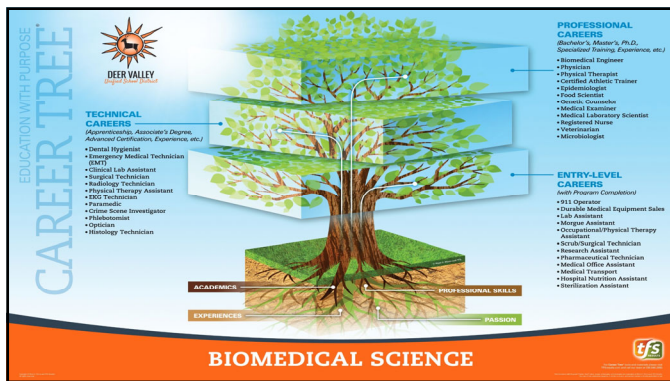


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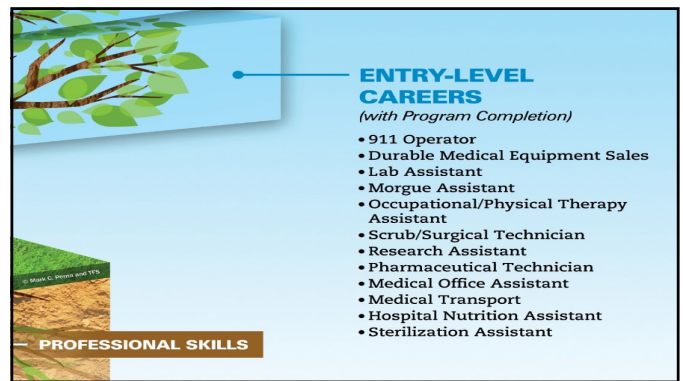


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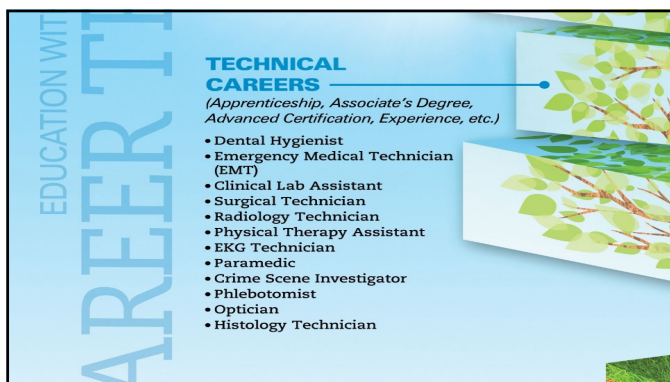
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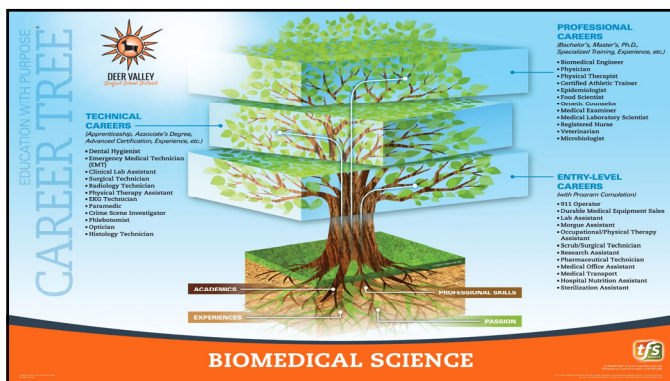
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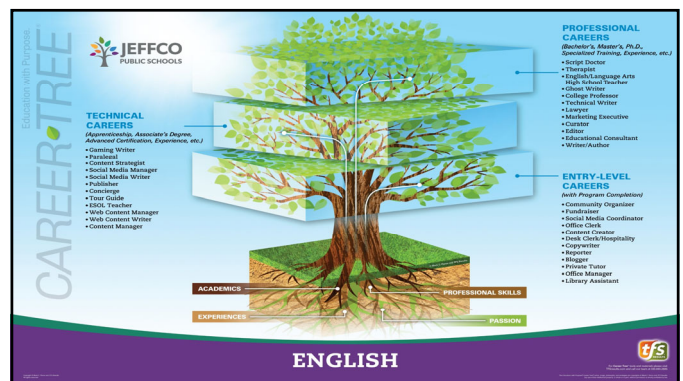
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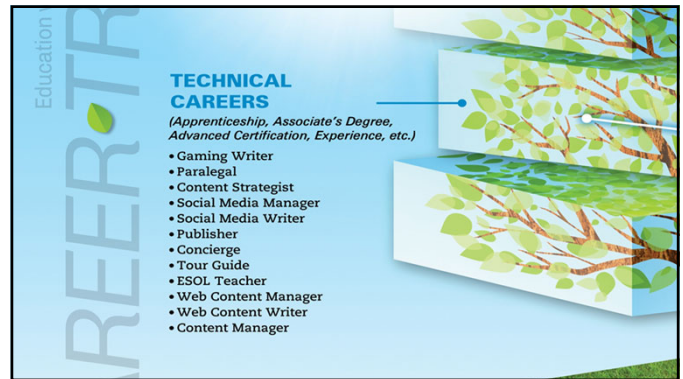


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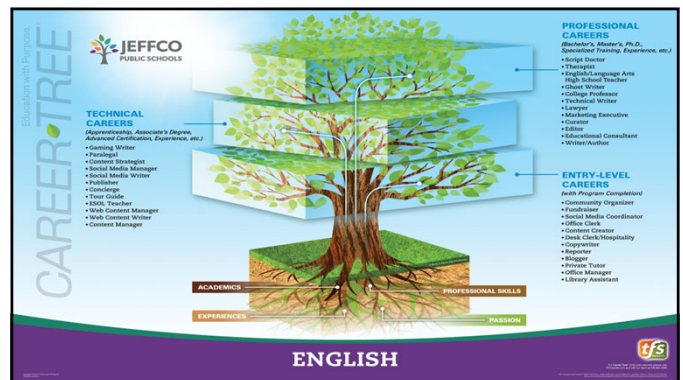
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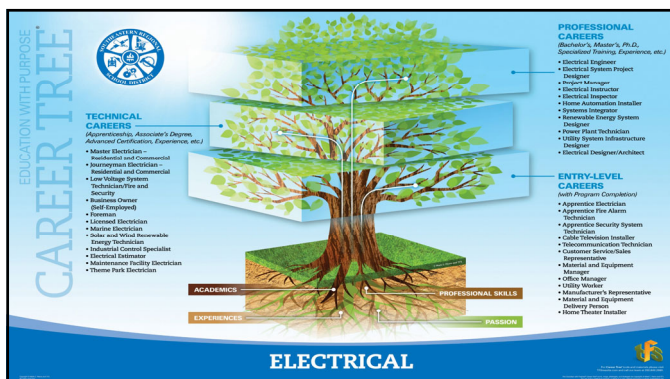
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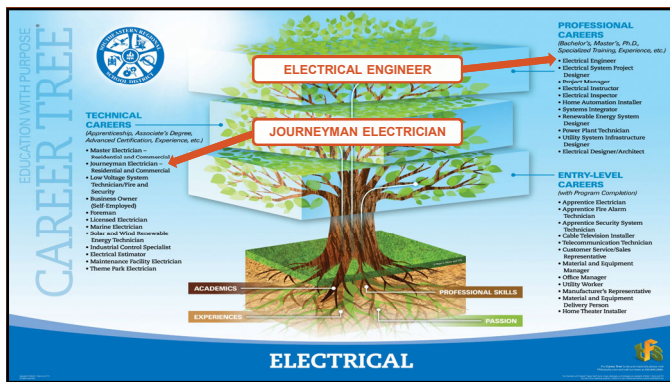
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REFLECTION & ACTION

How might this shift your perspective?

How might this shift your community's perspective?

How might this shift your actions?

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

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John Deere Davenport Works
Davenport, Iowa
Manufacturing:
Heavy Construction & Agricultural Equipment

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Mark C. Perna
Speaker, Author, and CEO

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Megan
24 Years Old
John Deere (5-years)

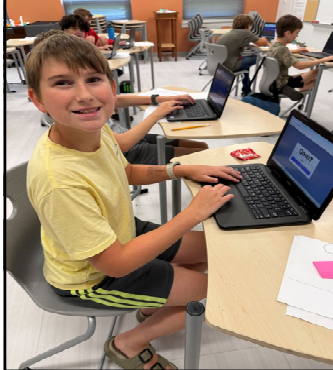
Abilities:
✓ Academic Knowledge
✓ Technical Skills
✓ Professional Skills

4-Year Degree:
Business

College Debt:
\$0



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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



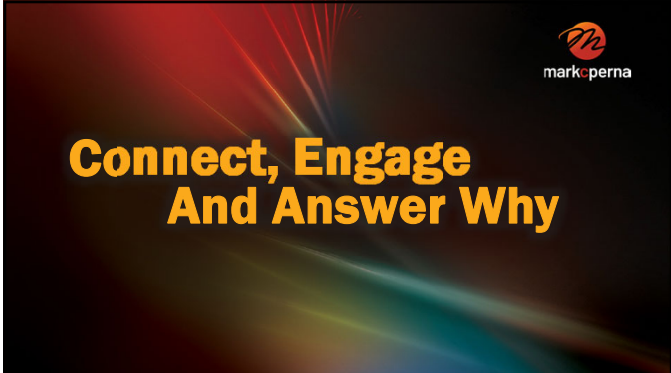
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Shifting The Paradigm
The CALL TO ACTION



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**Connect, Engage
And Answer Why**



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**Create A Strong
Message Of Purpose**



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Make It Matter



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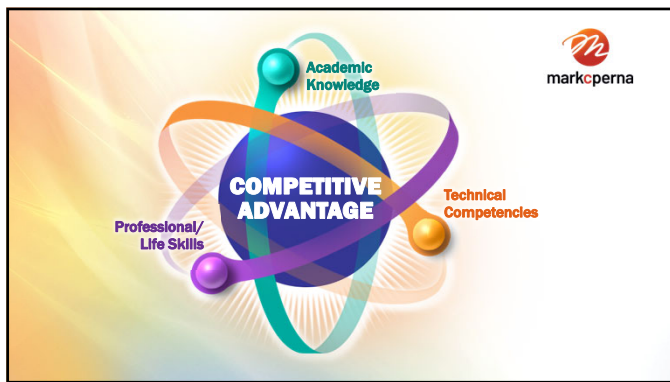
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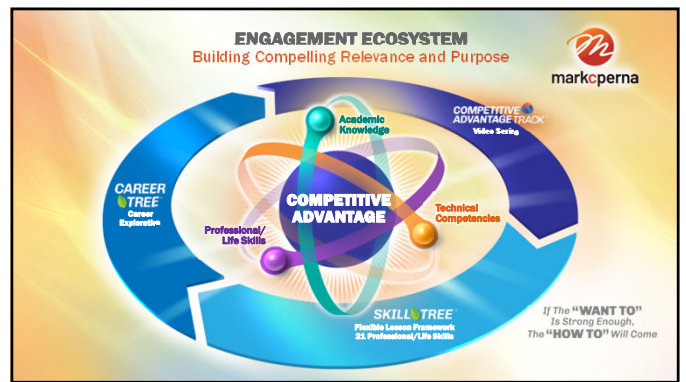
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- **Slice 1:** "Why We All Need a Personal Competitive Advantage (Part 1)"
- **Slice 2:** "Why We All Need a Personal Competitive Advantage (Part 2)"
- **Slice 3:** "Leveraging The Human Connection"
- **Slice 4:** "Building Your Dream"
- **Slice 5:**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

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

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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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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

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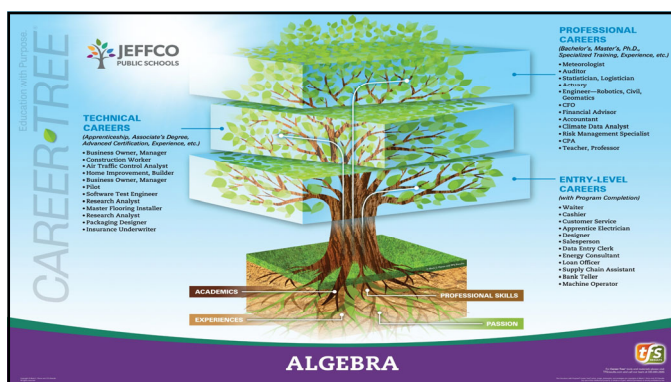
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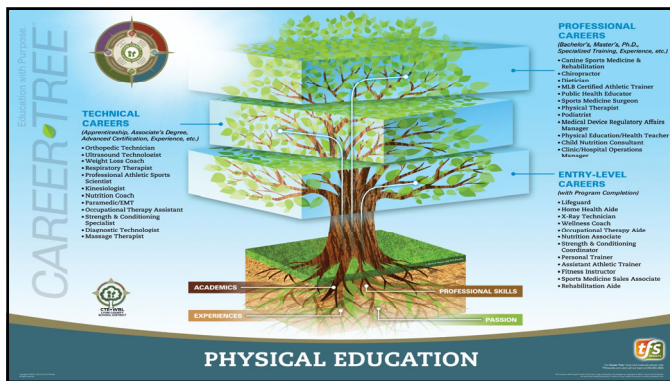
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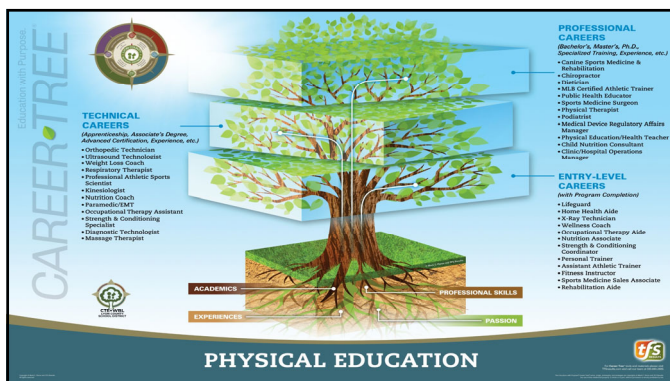
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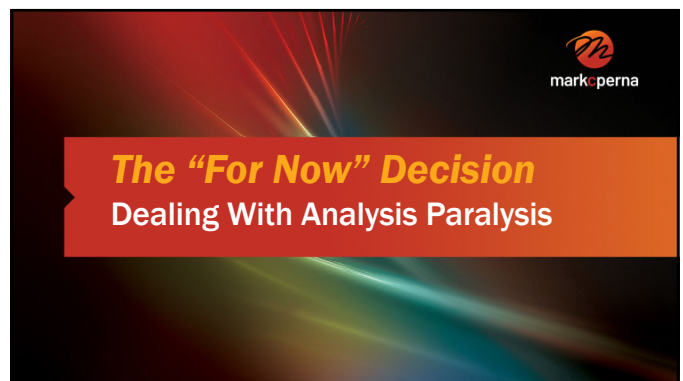
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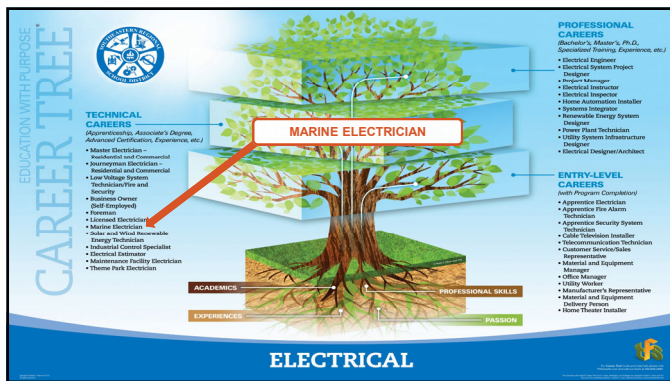


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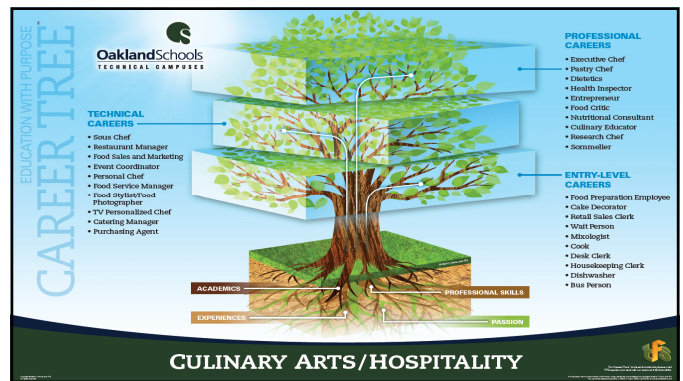


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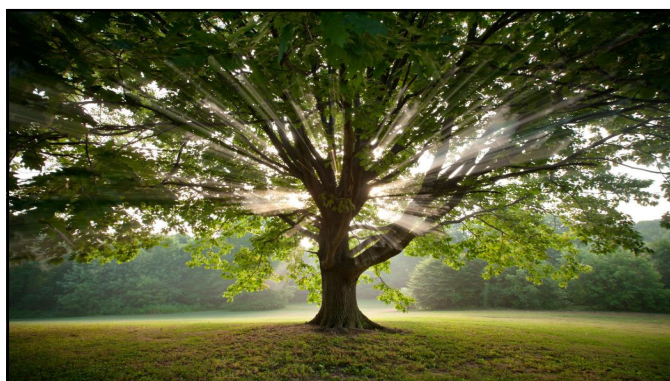
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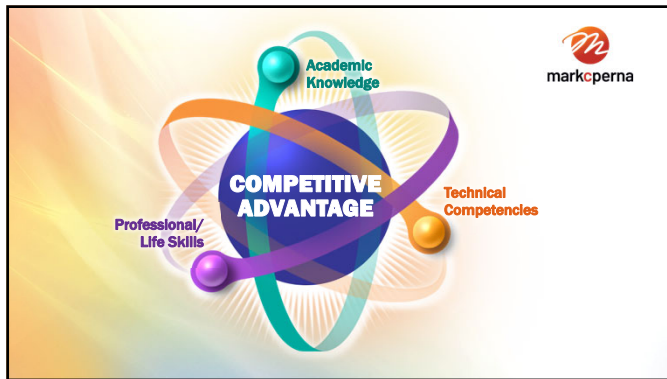


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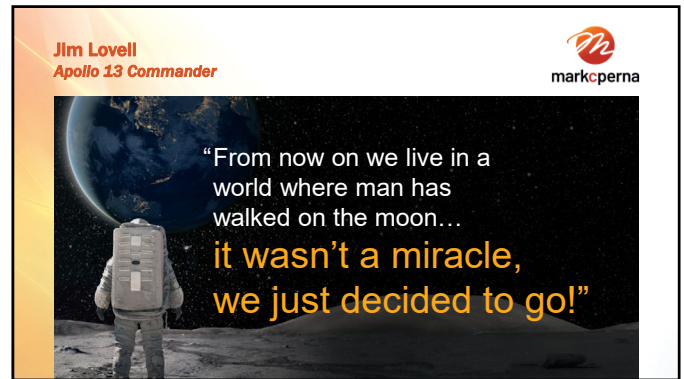


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