



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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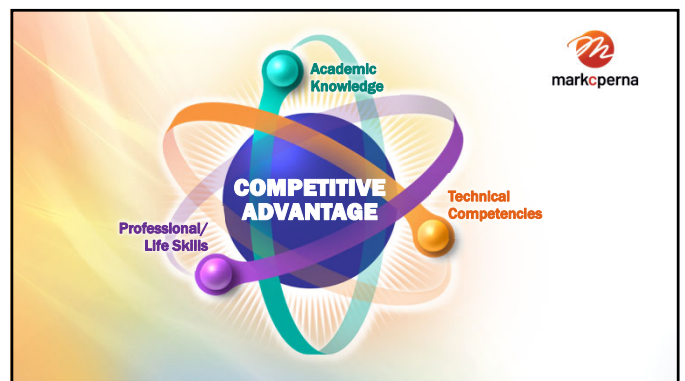
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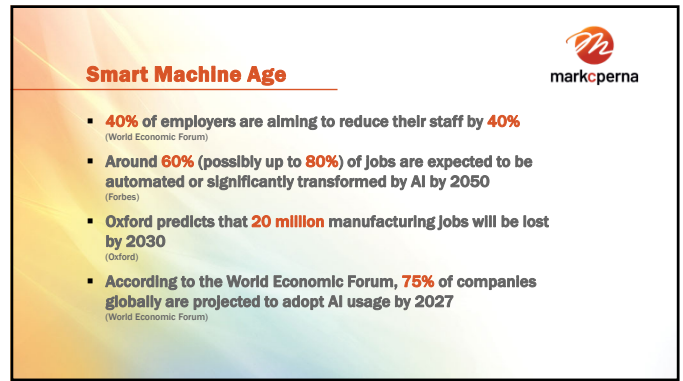


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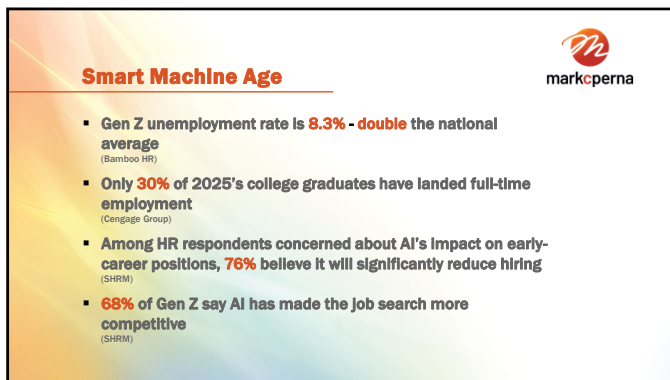
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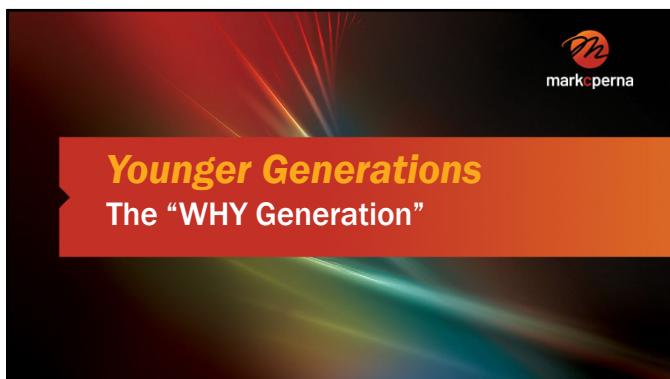
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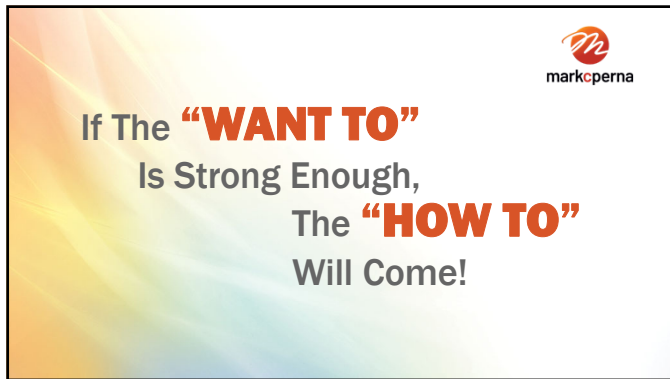


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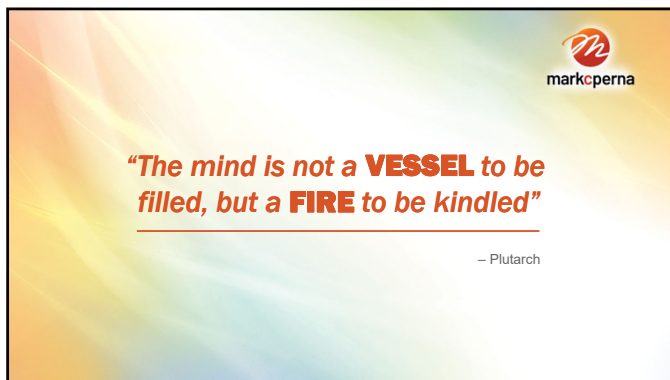
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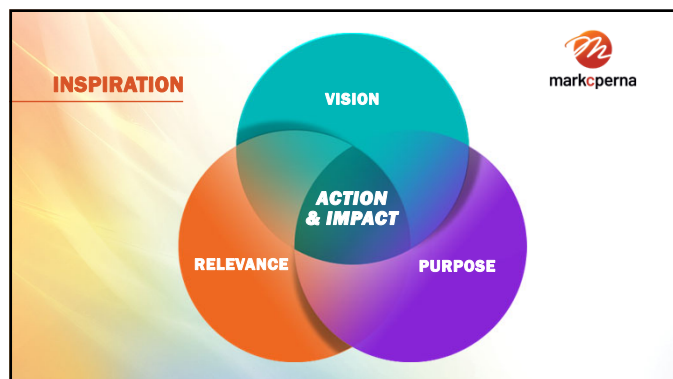


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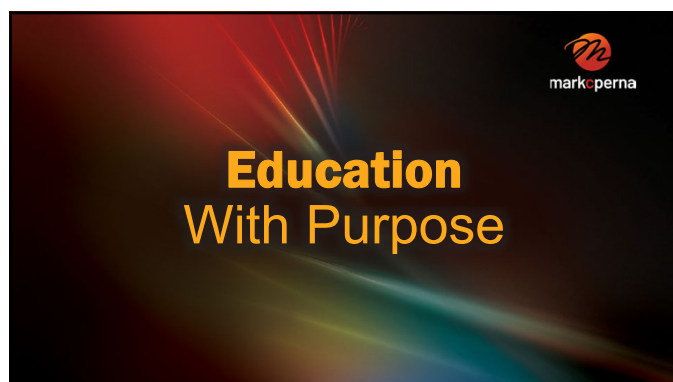
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Georgetown University Center for Education and Workforce



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



- \$1.7 Trillion** In Total Student Loan Debt
- \$176 Billion** 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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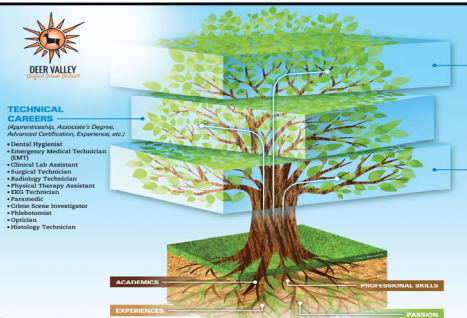
EWP
Education with Purpose.
Employment with Passion.



Education With Purpose | **Employment With Passion**

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CAREER TREE
EDUCATION WITH PURPOSE



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

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Surgical Technician
- Radiology Technician
- Physical Therapy Assistant
- EKG Technician
- Paramedic
- Crime Scene Investigator
- Phlebotomist
- Optician
- Histology Technician

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

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

ENTRY-LEVEL CAREERS
(Just Out of School)

- 911 Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Morgue Assistant
- Occupational/Physical Therapy Assistant
- Scrub/Surgical Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transport
- Hospital Nutrition Assistant
- Sterilization Assistant

BIOMEDICAL SCIENCE

ACADEMICS | EXPERIENCE | PROFESSIONAL SKILLS | PASSION

TFS

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ENTRY-LEVEL CAREERS
(with Program Completion)

- 911 Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Morgue Assistant
- Occupational/Physical Therapy Assistant
- Scrub/Surgical Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transport
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PROFESSIONAL SKILLS

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

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EDUCATION WITH PURPOSE

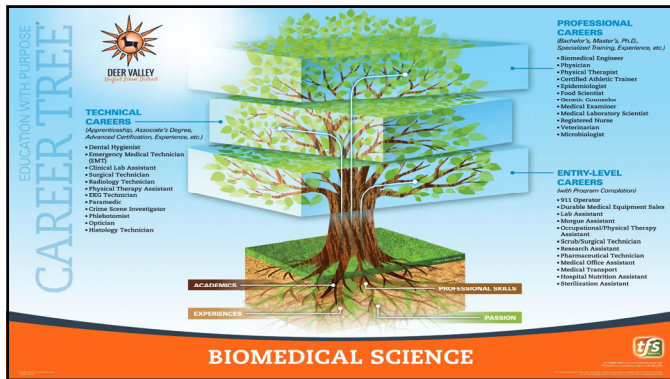
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

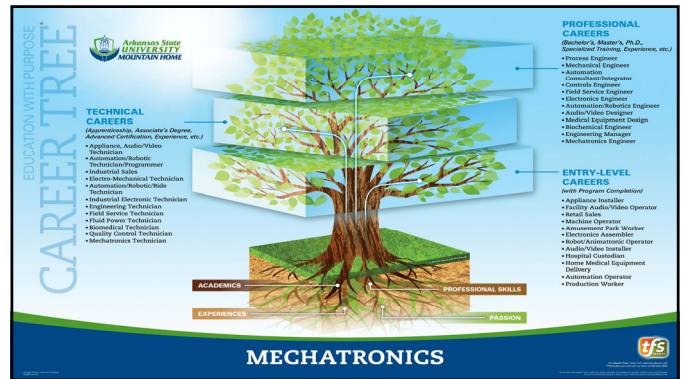
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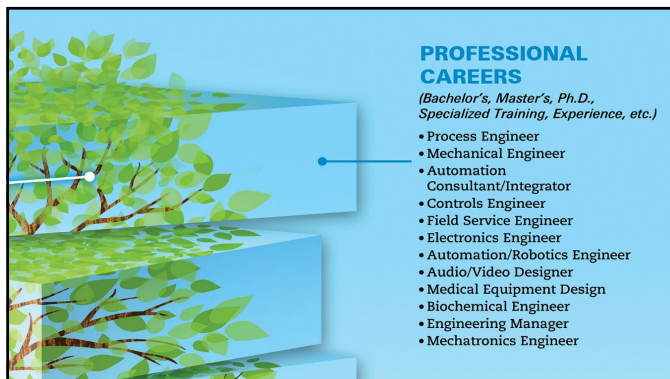
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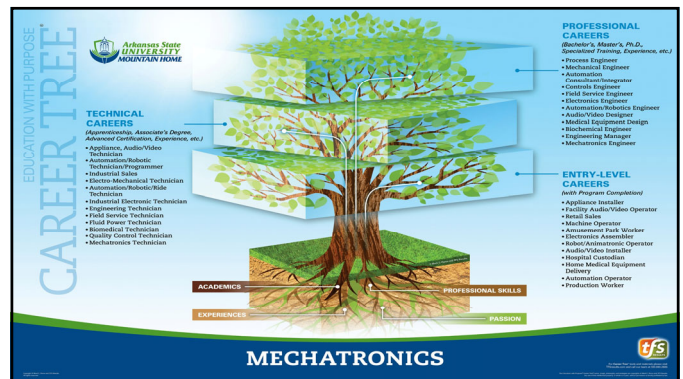
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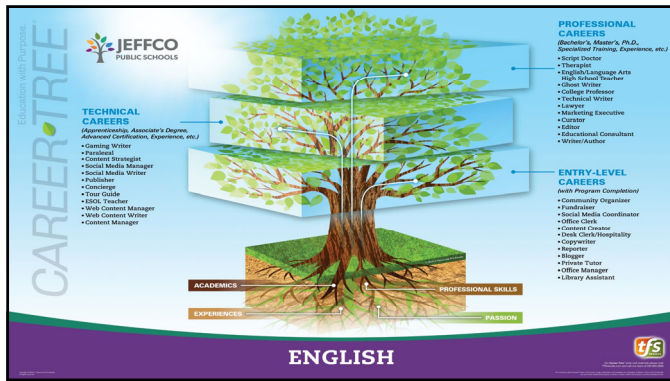


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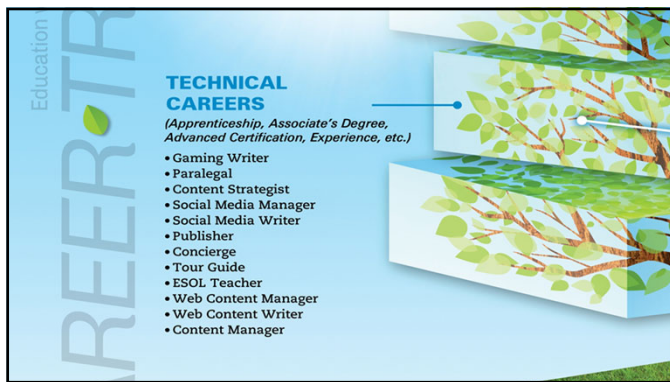
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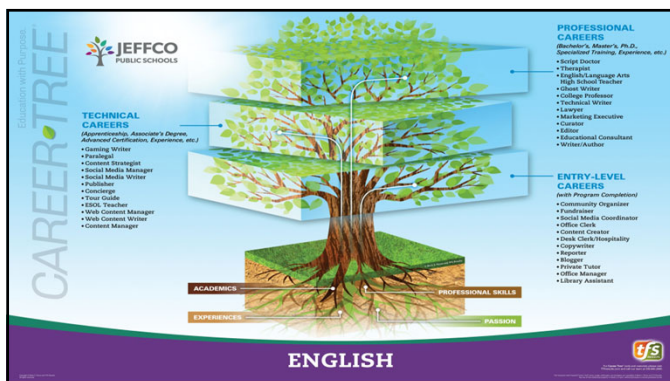
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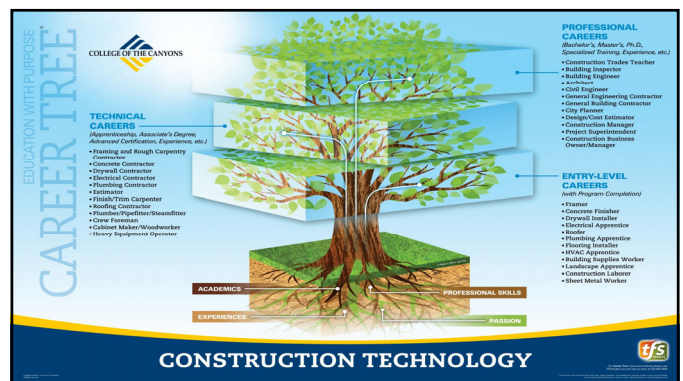
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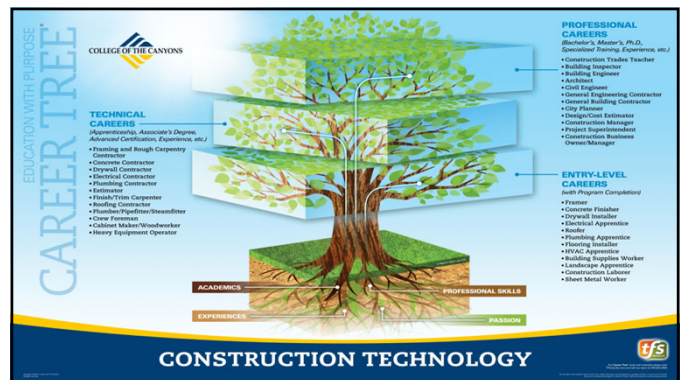
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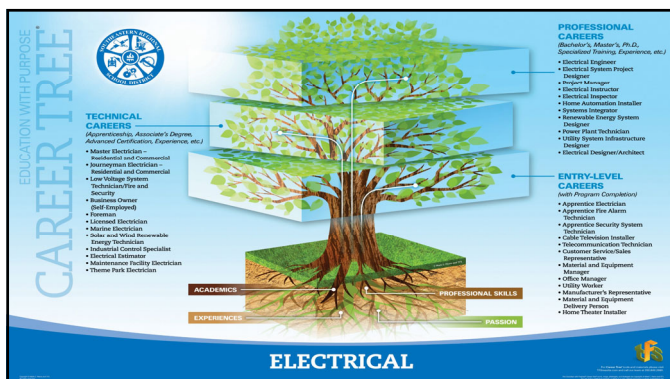
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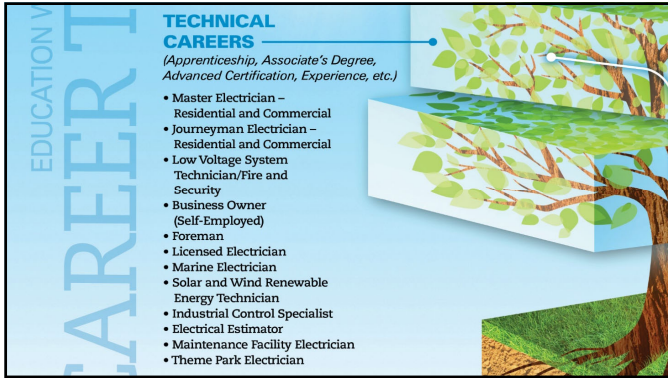


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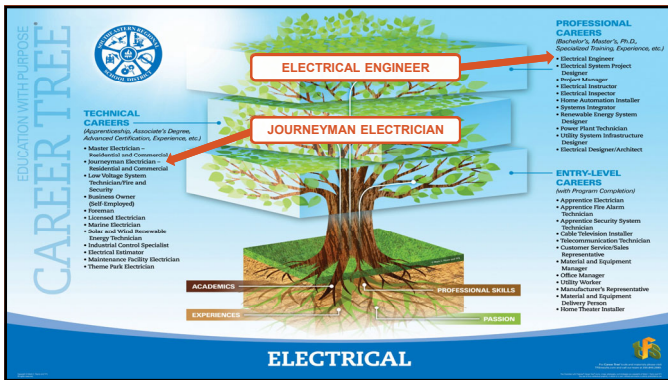
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John Deere Davenport Works
Davenport, Iowa

Manufacturing:
Heavy Construction & Agricultural Equipment

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Megan
24 Years Old
John Deere (5-years)

Abilities:

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

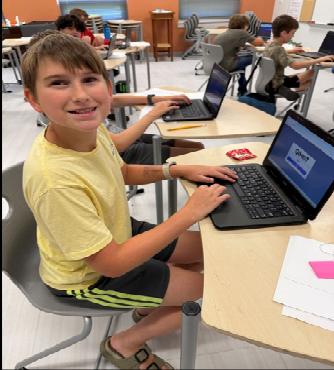
4-Year Degree:
Business

College Debt:
\$0

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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



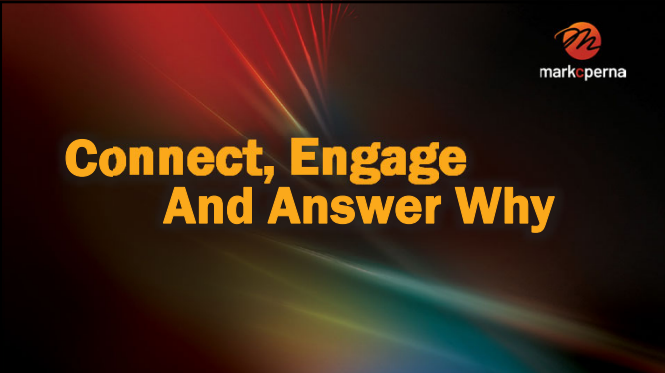
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Shifting The Paradigm
The CALL TO ACTION



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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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Help Them Name It

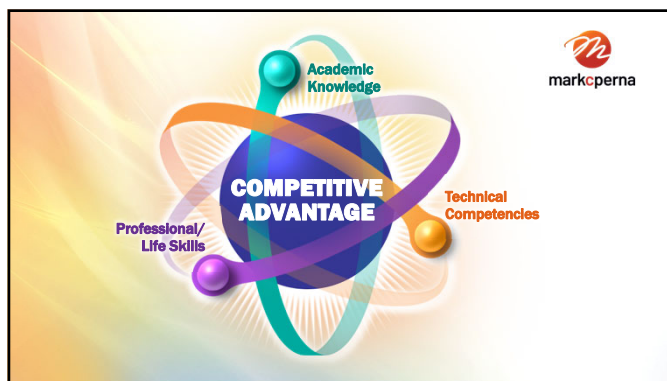


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COMPETITIVE ADVANTAGE

- 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.

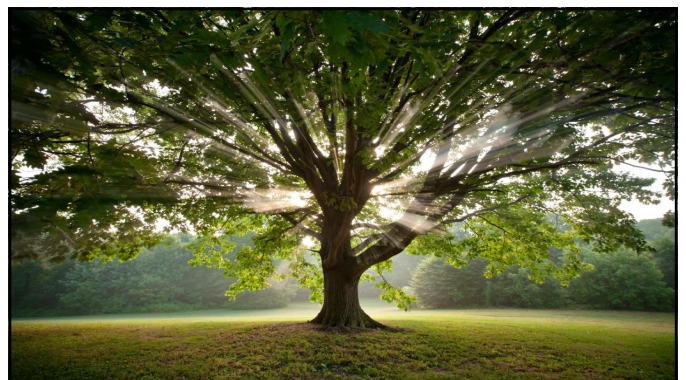


20. CONFLICT RESOLUTION:
Navigating and resolving disagreements constructively.



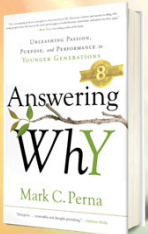
21. BULLY-PROOF:
Resisting, avoiding, or responding to bullying with resilience and confidence.

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- 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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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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