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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!



MARK C. PERNA

MARK C. PERNA
SPEAKER | AUTHOR | CEO

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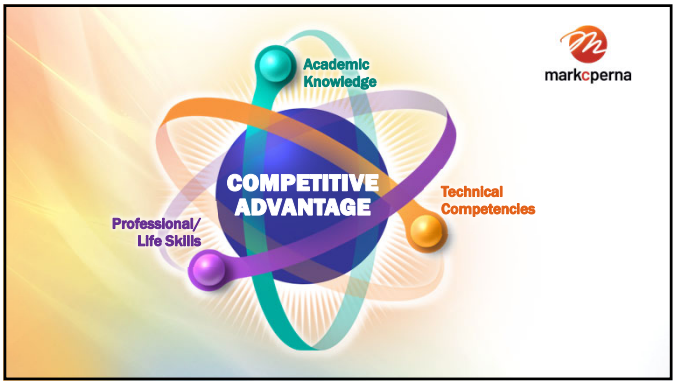

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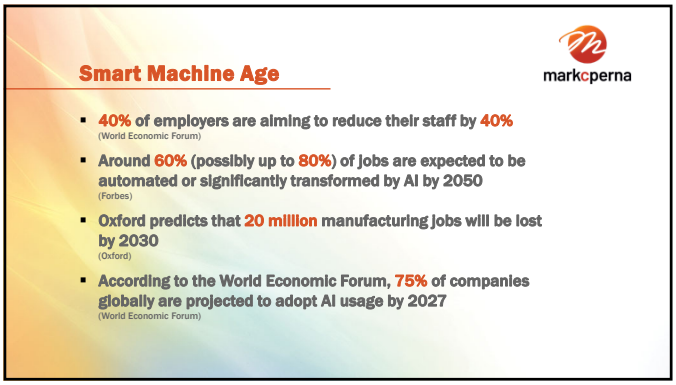

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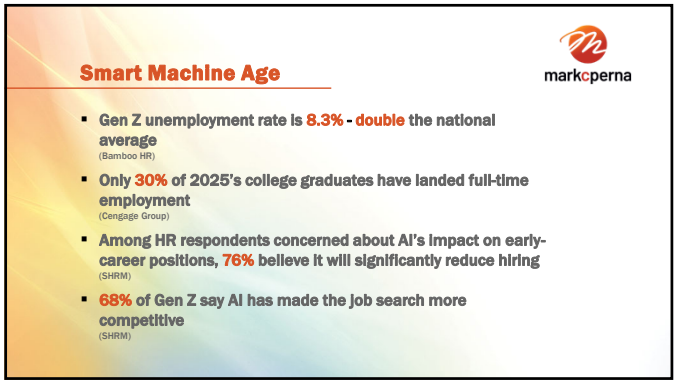

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Younger Generations
The "WHY Generation"

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

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*"The mind is not a **VESSEL** to be filled, but a **FIRE** to be kindled"*

– Plutarch

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Filling
VESSELS?
OR
Kindling
FLAMES?



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ALIGNMENT

GOAL

GOAL



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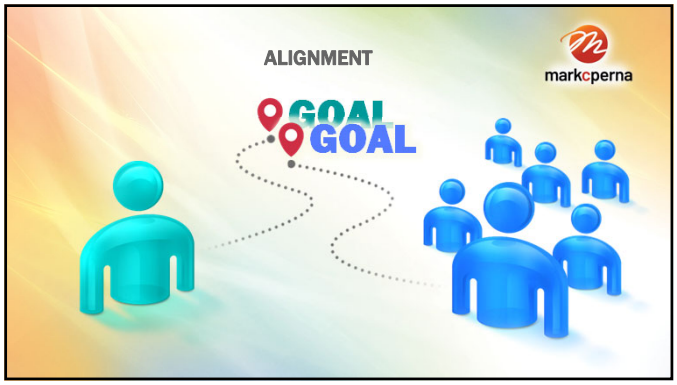

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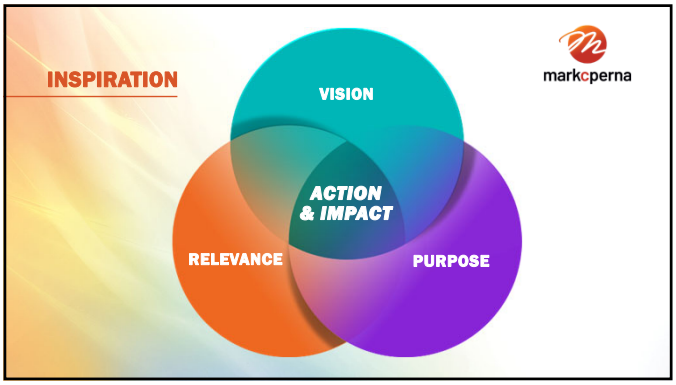

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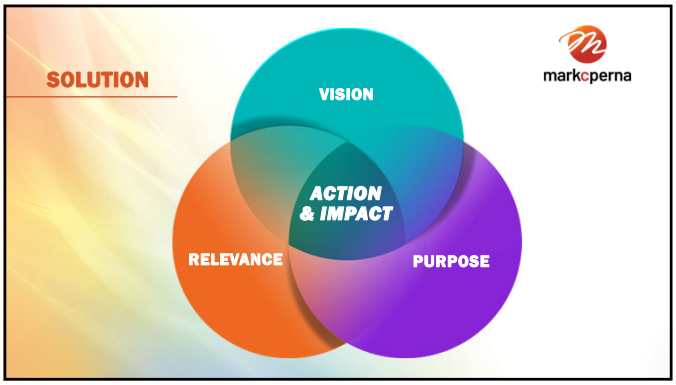

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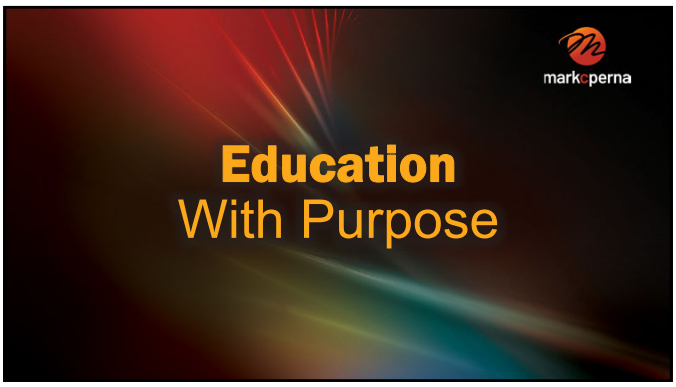

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Georgetown University Center for Education and Workforce

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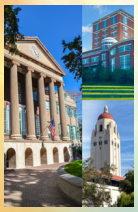

Estimates 1/3rd of nation's top-performing high school students (SAT over 1,000) do not obtain a college degree... and yet nearly all of them attempt college.

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Strada-Gallup Education Network College Student Survey

32,000 students representing 43 random 4-year institutions

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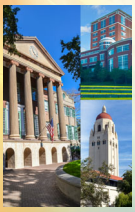

- Only 34% of students believe they will graduate with the skills and knowledge to be successful in the job market and workplace
- Only 50% believe their major will lead to a good job

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College Debt in America

As Reported by Major News Agencies

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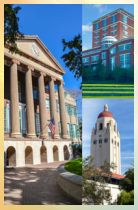

- $1.7 Trillion In Total Student Loan Debt
- $176 Billion Over 90-Days In Default
- 44.2 Million People Carry Student Loan Debt
- 4.86 Million People Are Over 90-Days In Default
- 3,000 Defaults Per Day in America

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Etiquette Gap Among Recent College Graduates

Intelligent.com, Survey of Managers, Directors, and Executives Involved in Hiring

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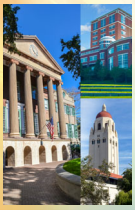

At the Interview:

- 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.

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Education With Purpose | **Employment** With Passion

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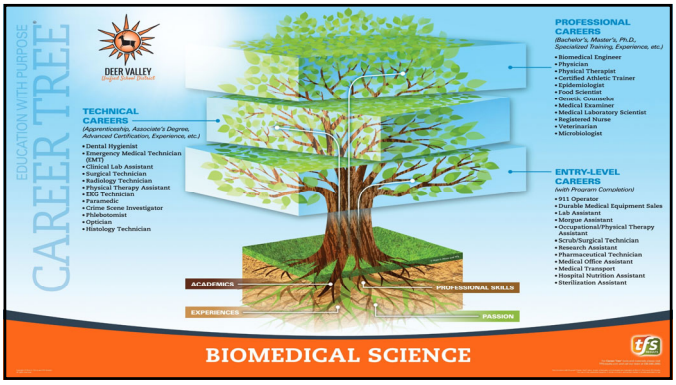

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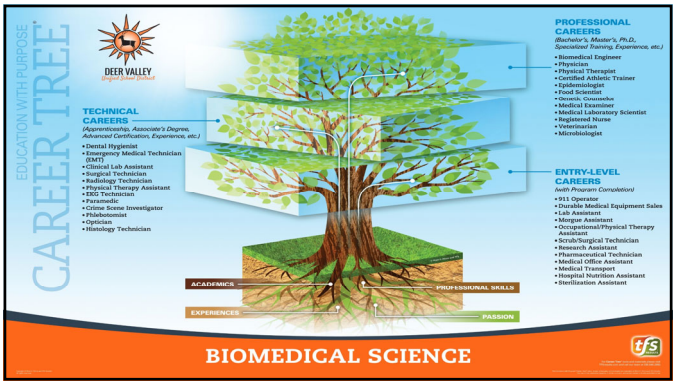

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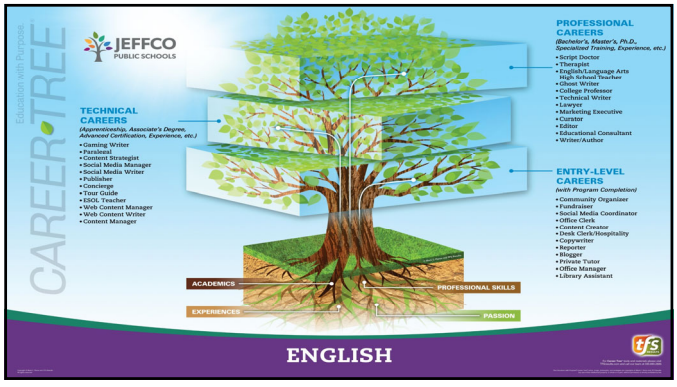

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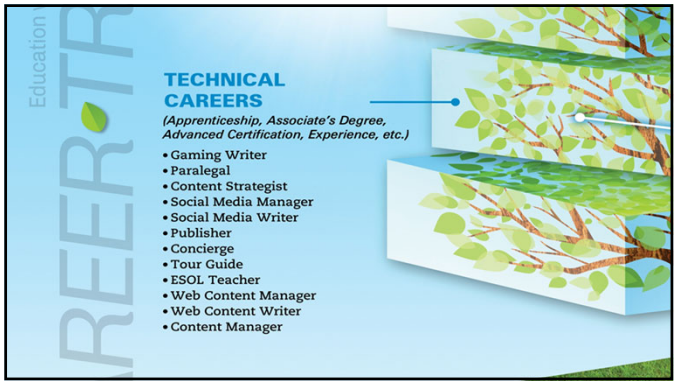

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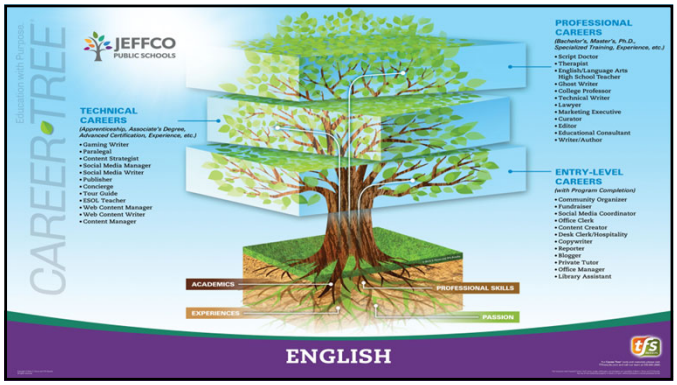

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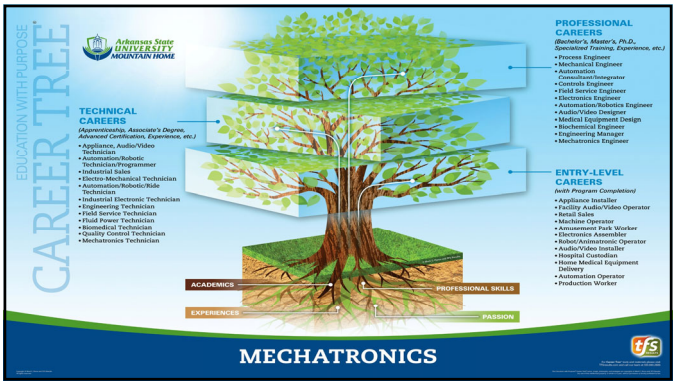

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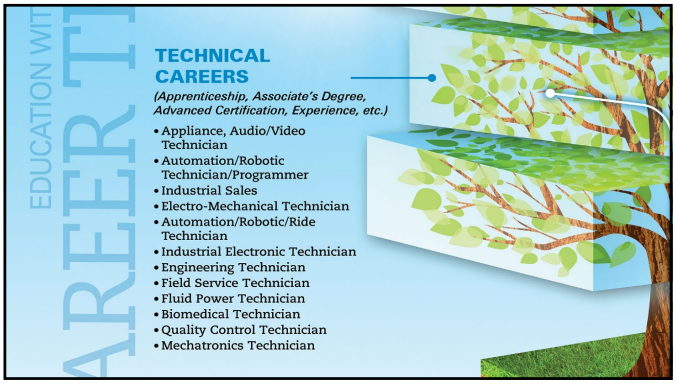

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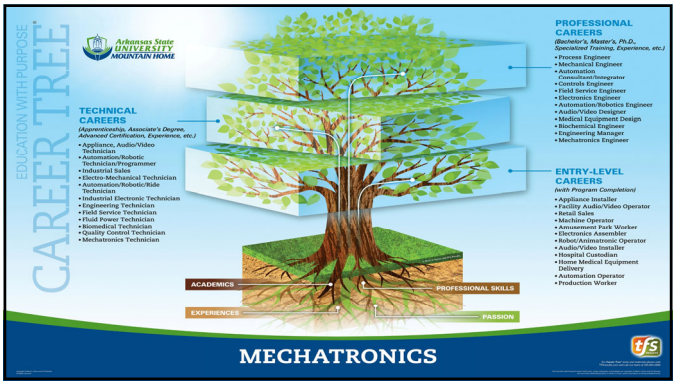

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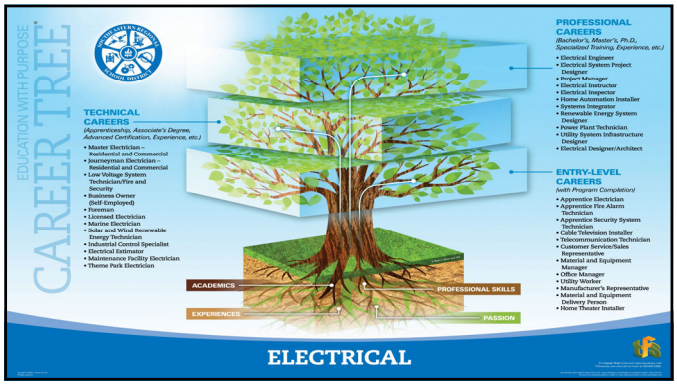

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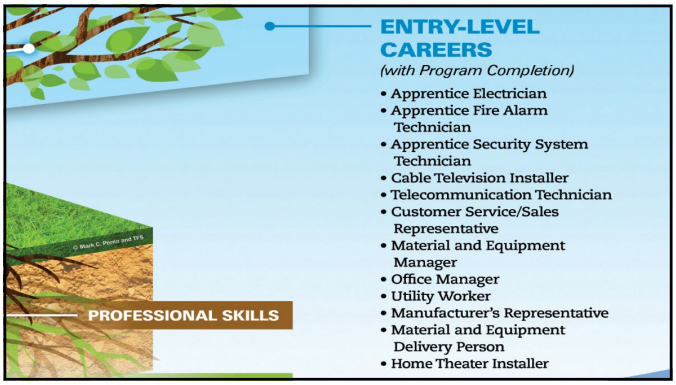

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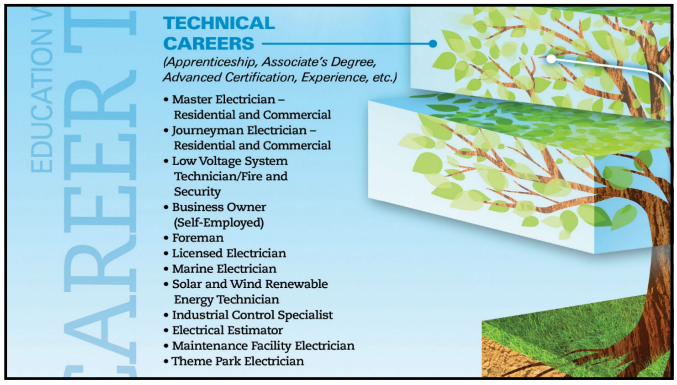

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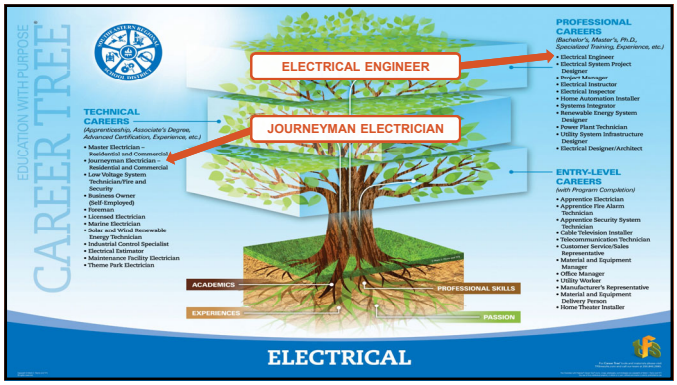

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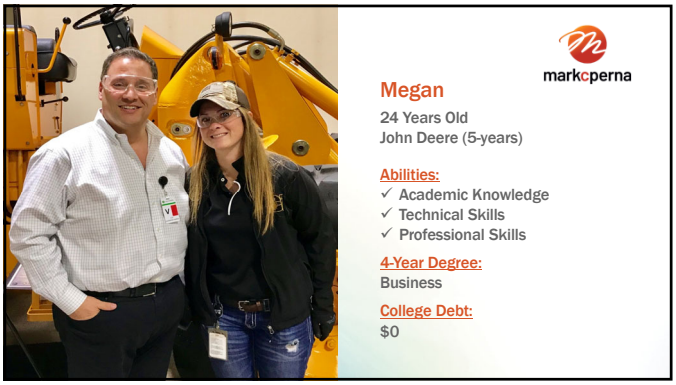

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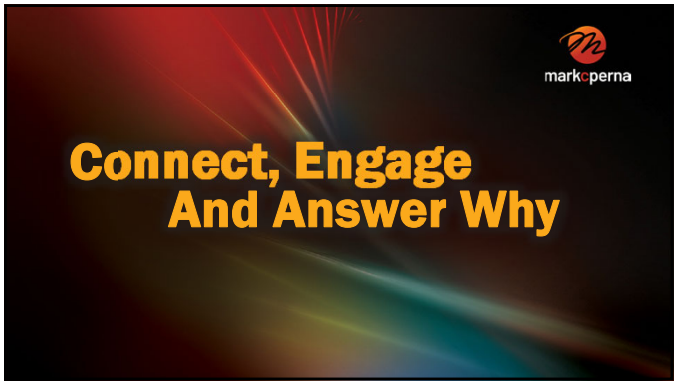

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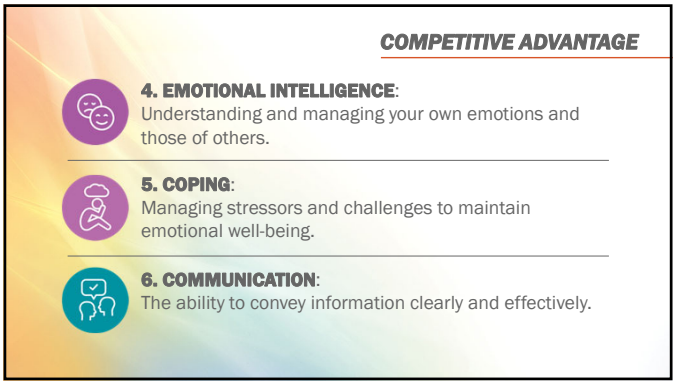

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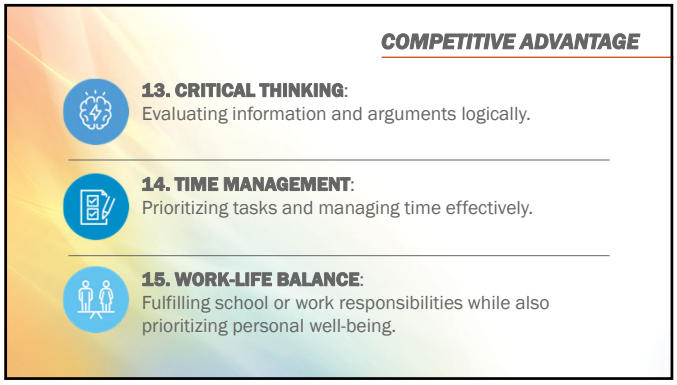

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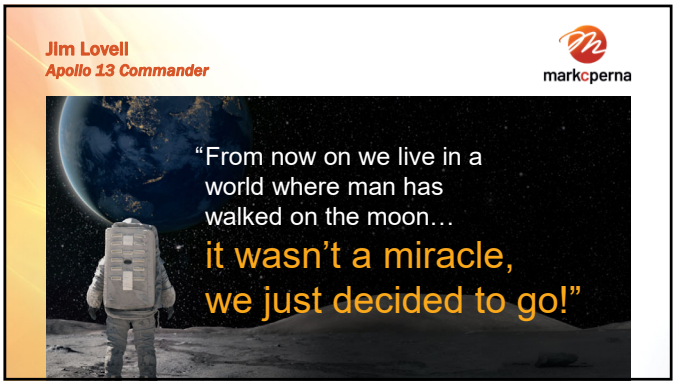

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