



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:

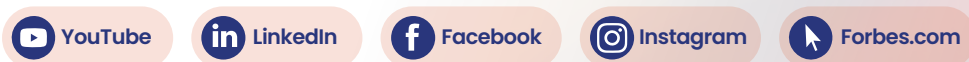
- [YouTube](#): More content, tools, and insights from my work
- [Competitive Advantage Track](#): Through this free video series and action guides, I'll introduce the what, why, and how of competitive advantage to the young people in your sphere of influence
- [Flexible Lesson Framework](#): Easily 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

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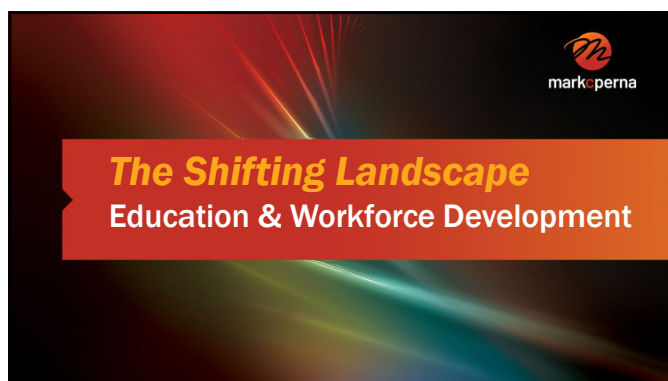
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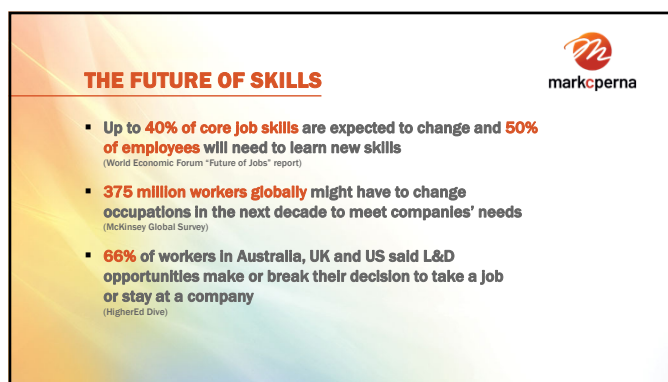
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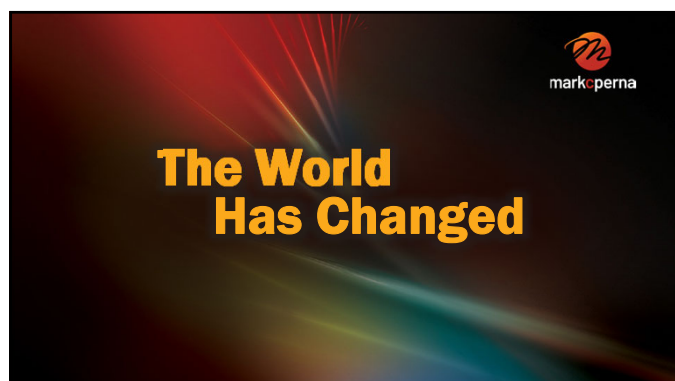
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Smart Machine Age

- **40%** of employers are aiming to reduce their staff by **40%**
(World Economic Forum)
- Around **60%** (possibly up to **80%**) of jobs are expected to be automated or significantly transformed by AI by 2050
(Forbes)
- Oxford predicts that **20 million** manufacturing jobs will be lost by 2030
(Oxford)
- According to the World Economic Forum, **75%** of companies globally are projected to adopt AI usage by 2027
(World Economic Forum)

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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

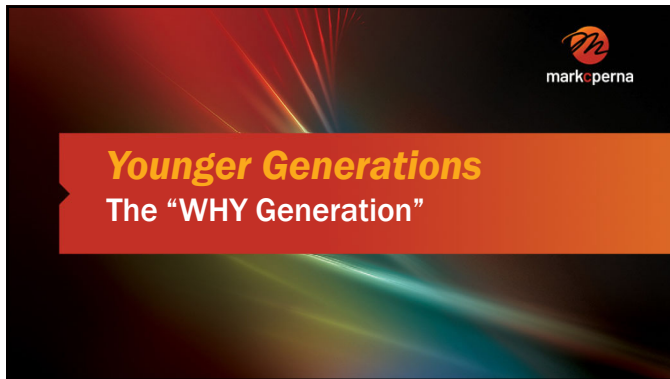
Square, Gen Z Study

84%

Want To Own Their Own Company In The Future

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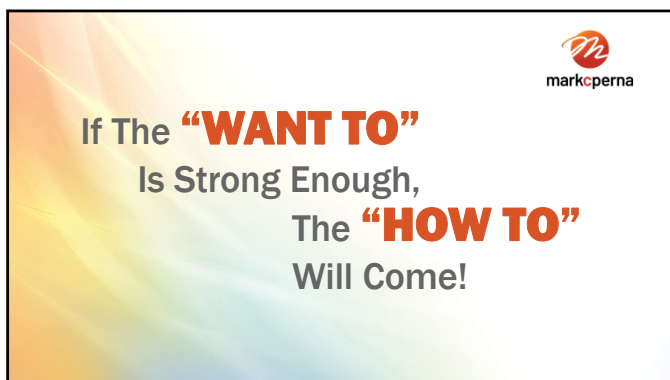
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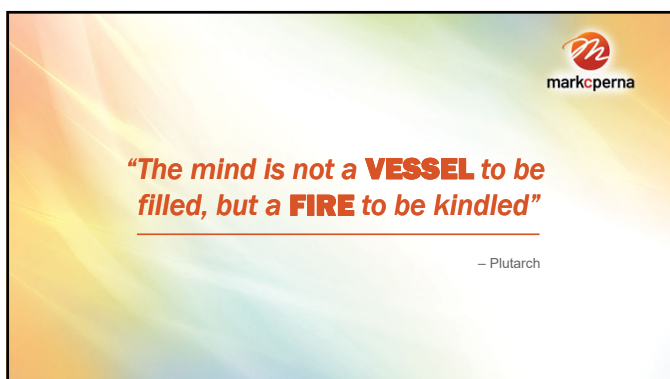
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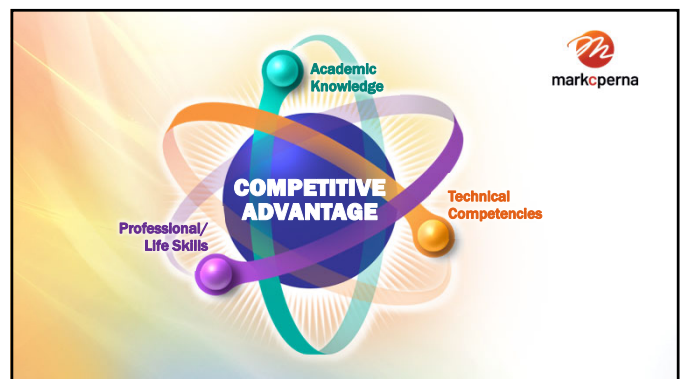
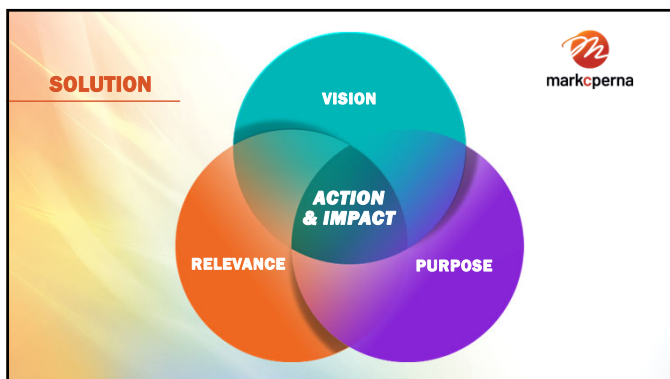
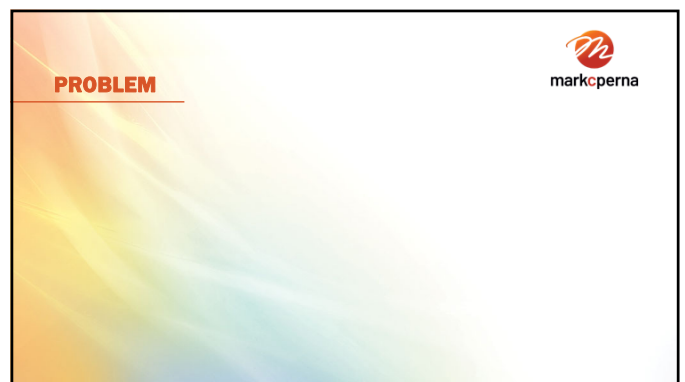
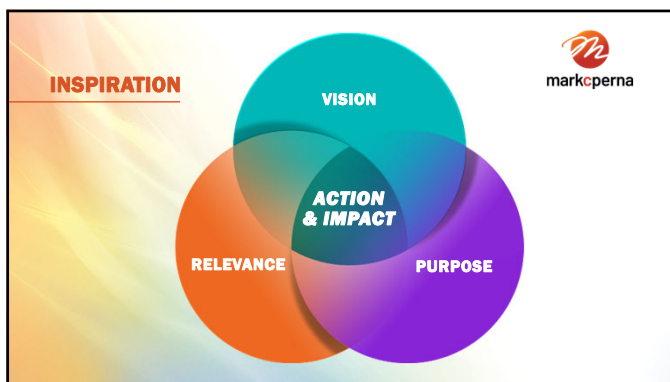


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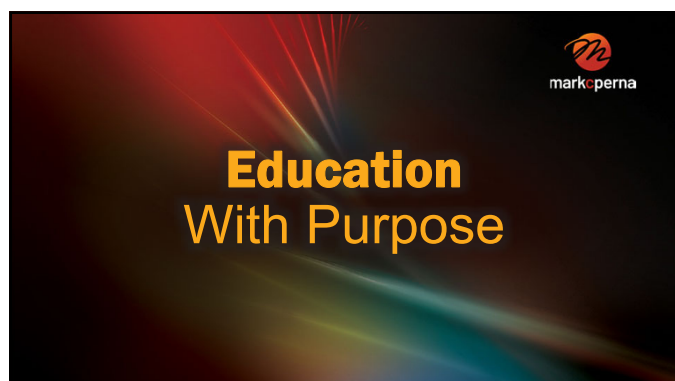


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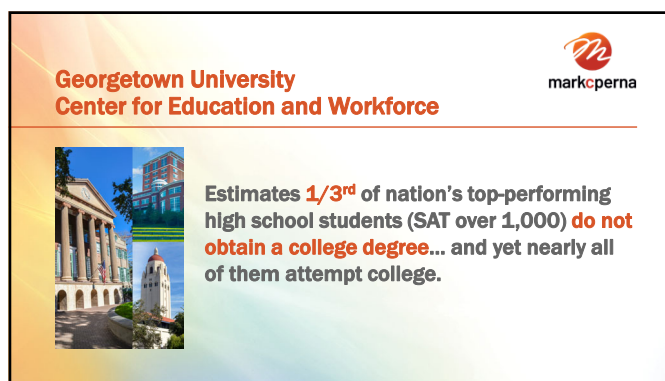
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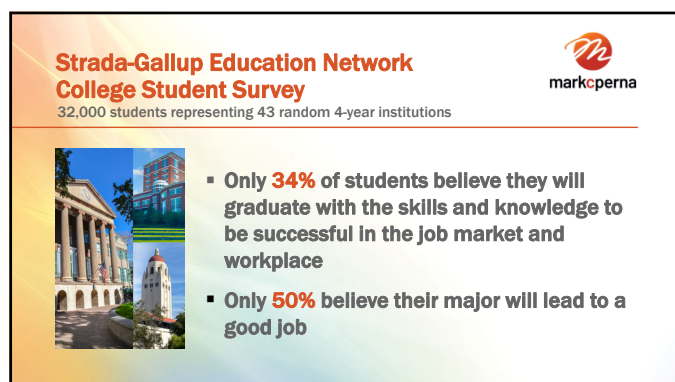
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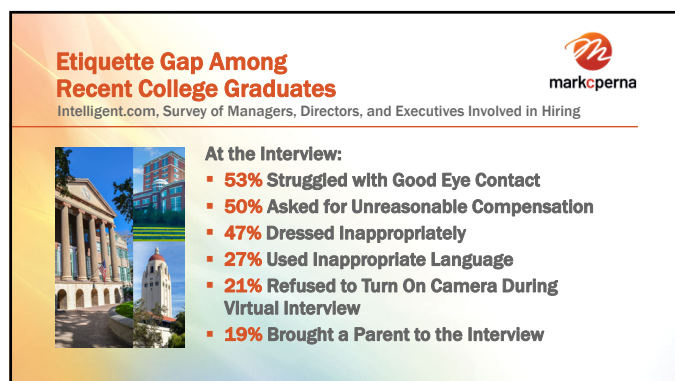
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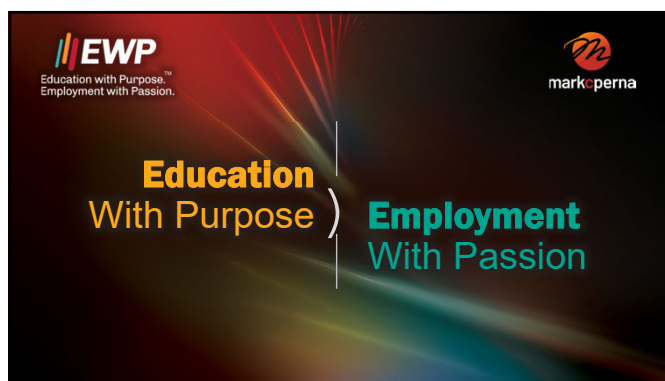
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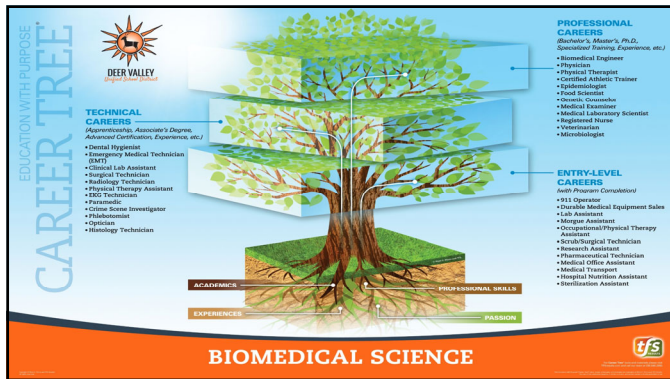


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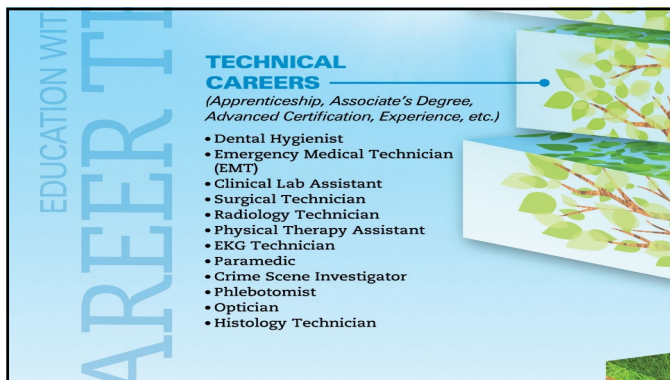
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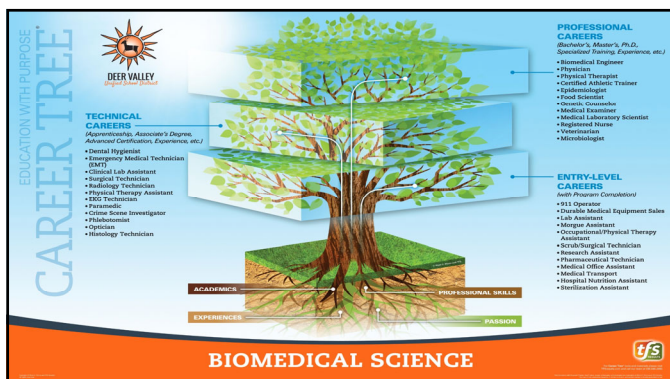
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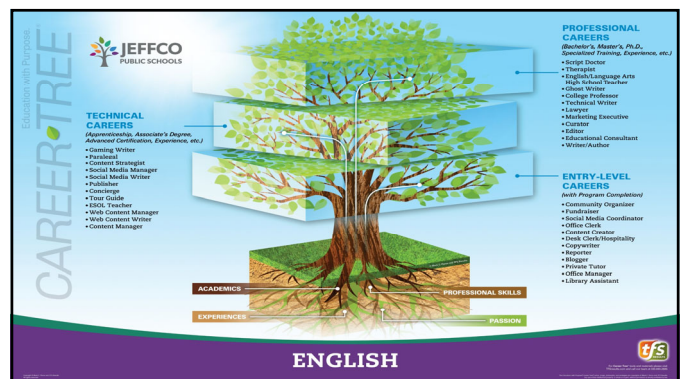
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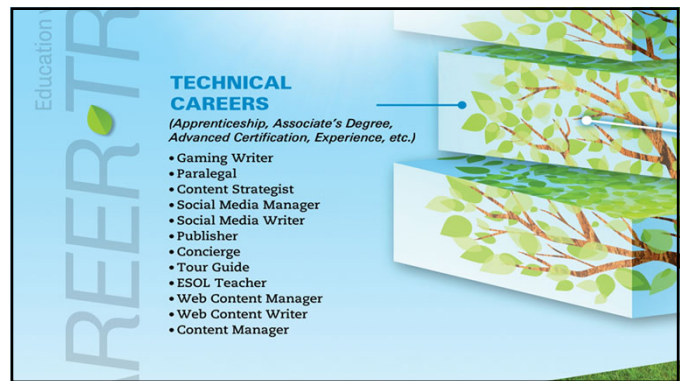


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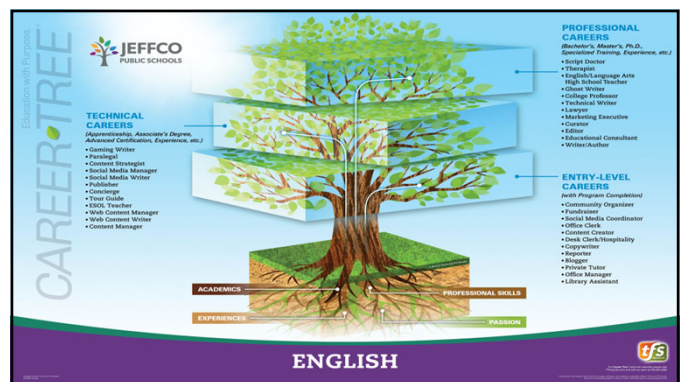
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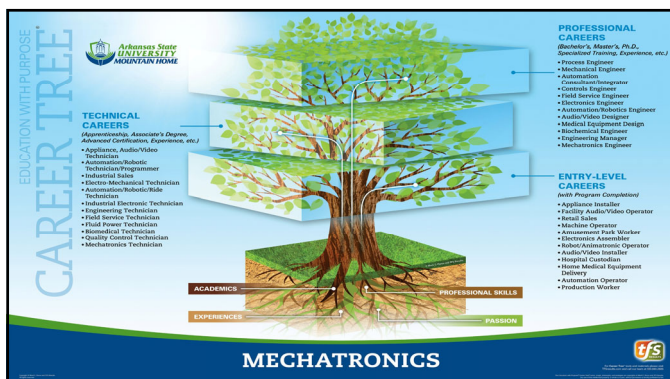
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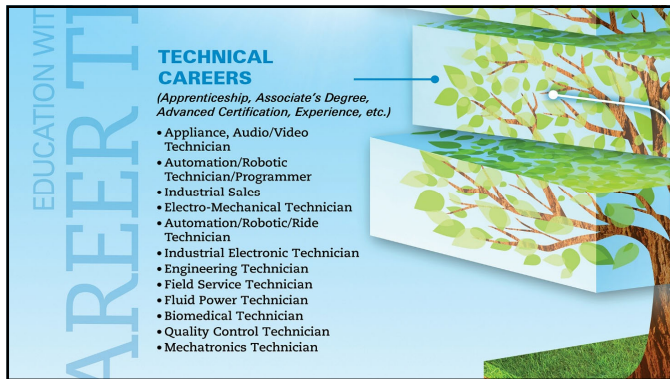


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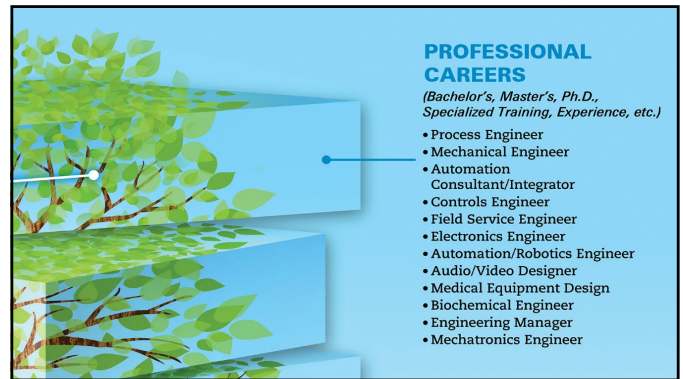


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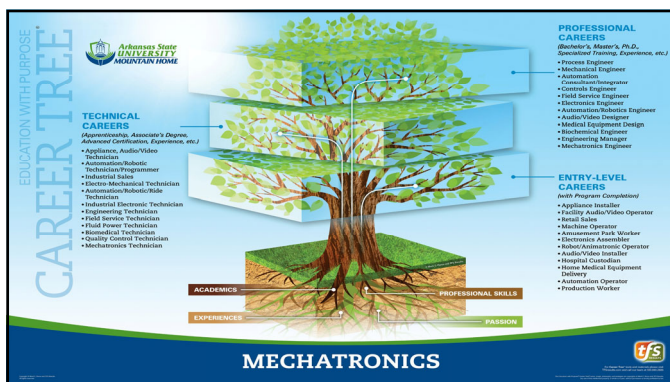
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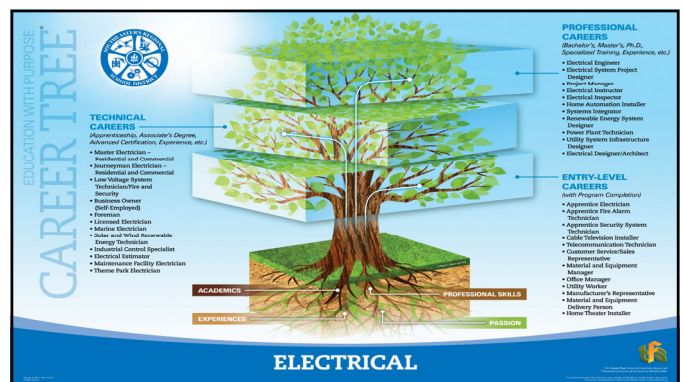
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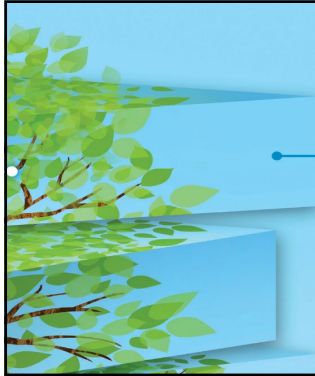


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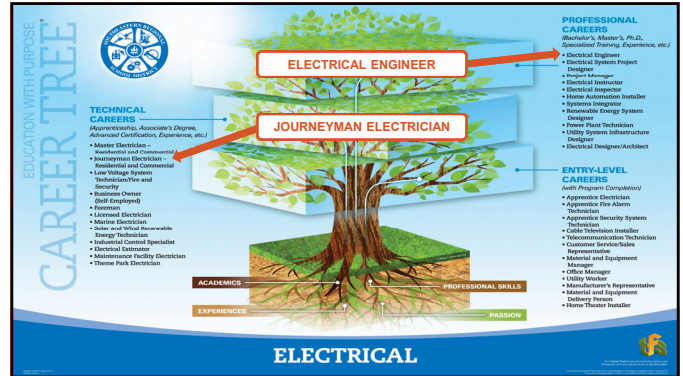
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- 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

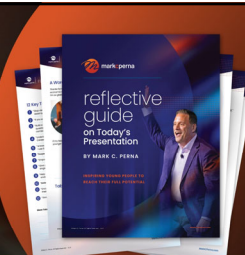
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John Deere Davenport Works
Davenport, Iowa

Manufacturing:
Heavy Construction & Agricultural Equipment



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Megan
24 Years Old
John Deere (5-years)

Abilities:

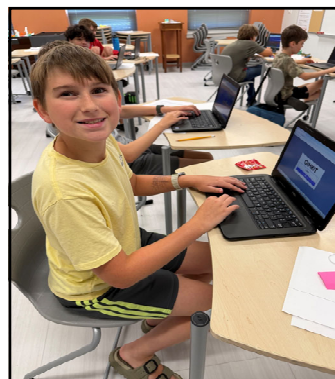
- ✓ Academic Knowledge
- ✓ Technical Skills
- ✓ Professional Skills

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

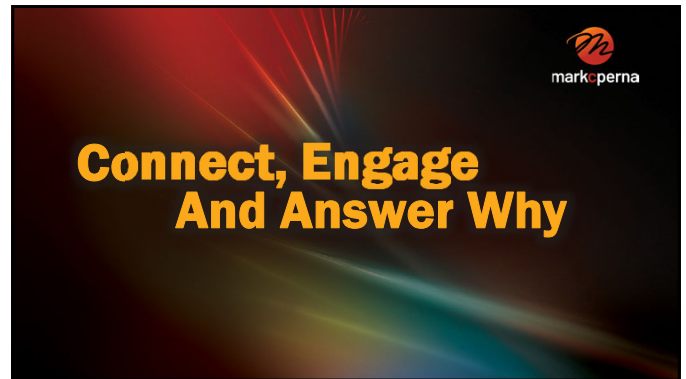
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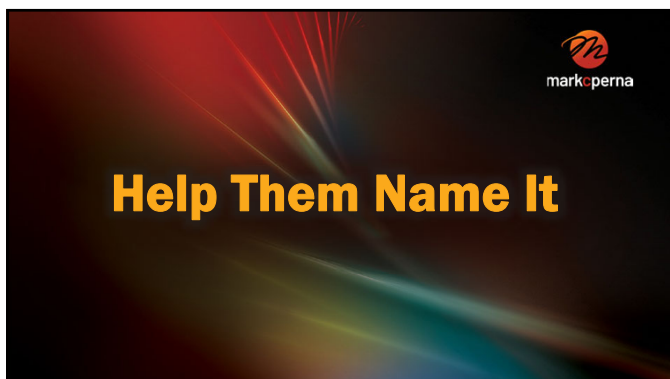
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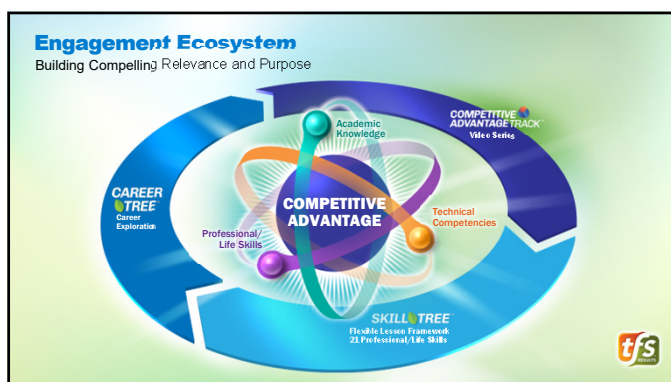
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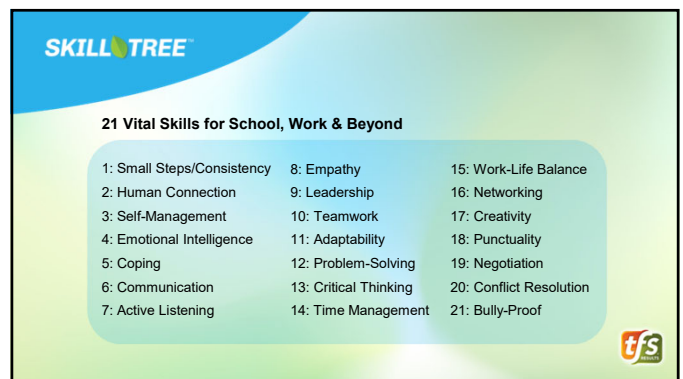
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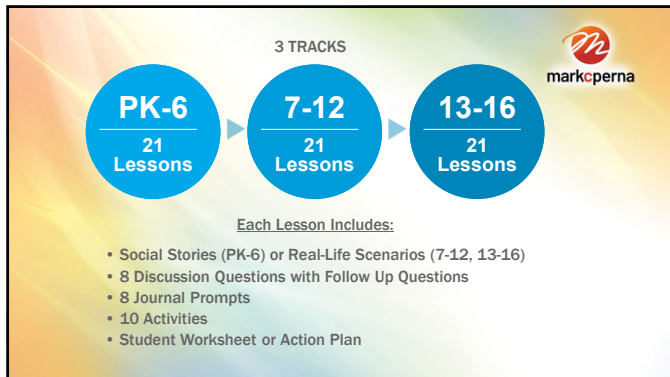


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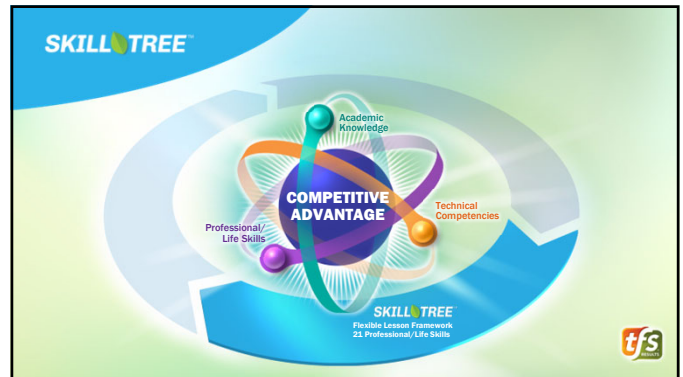


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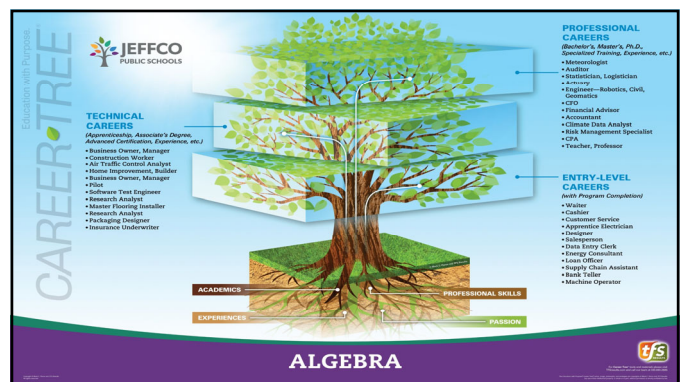
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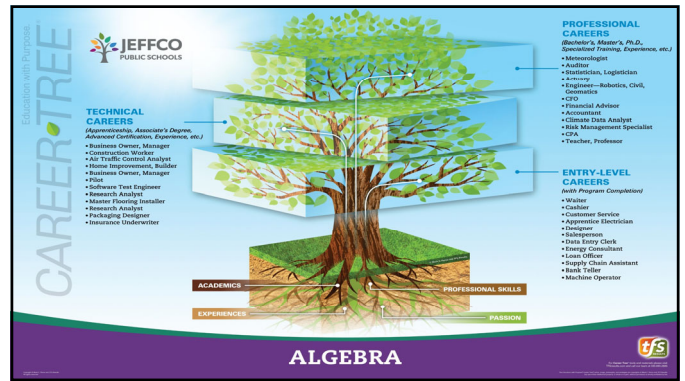


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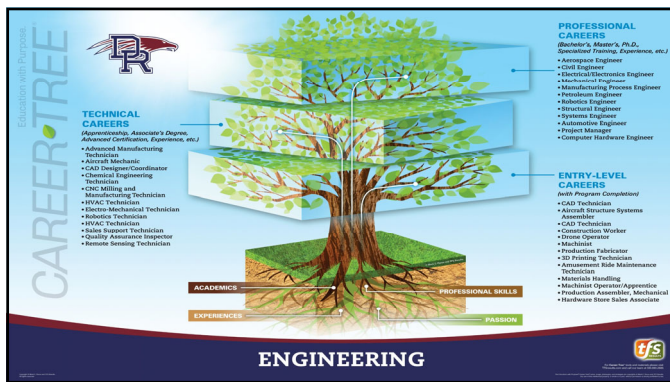
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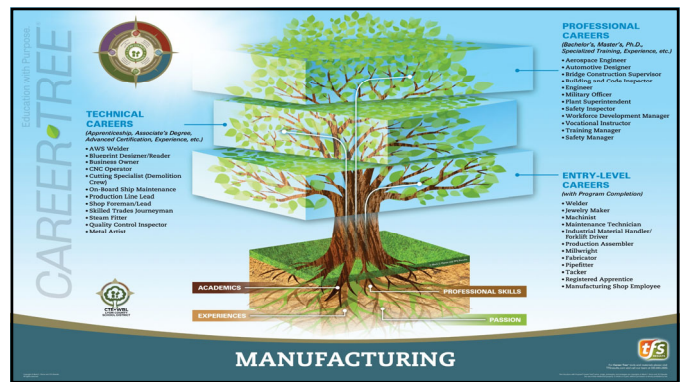
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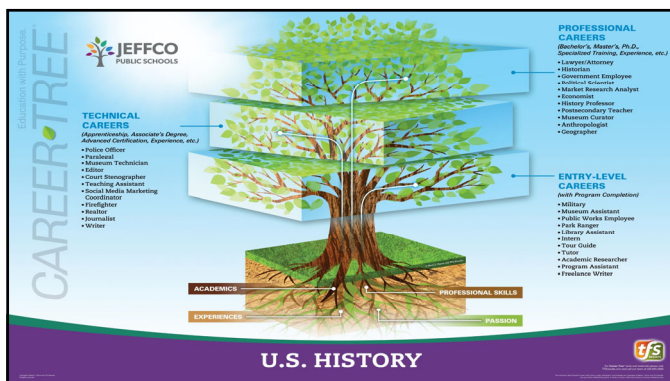
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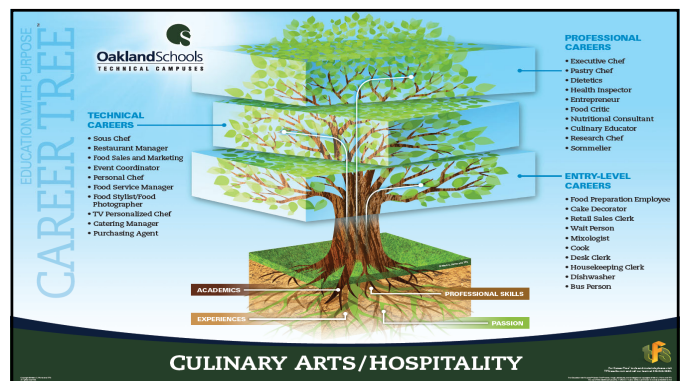
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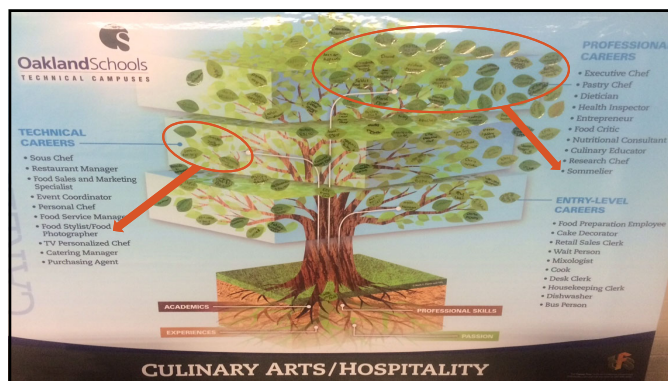
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Mark C. Perna
Speaker, Author, and CEO

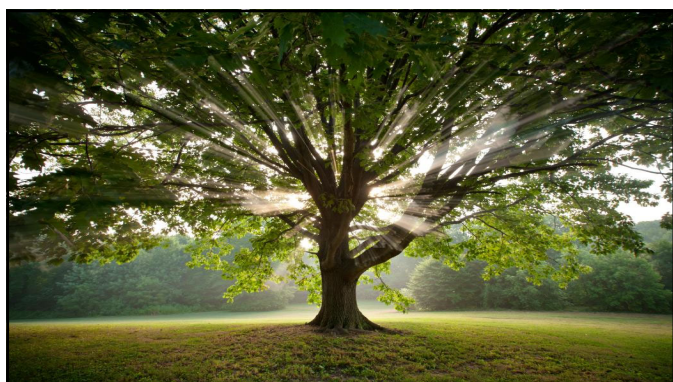
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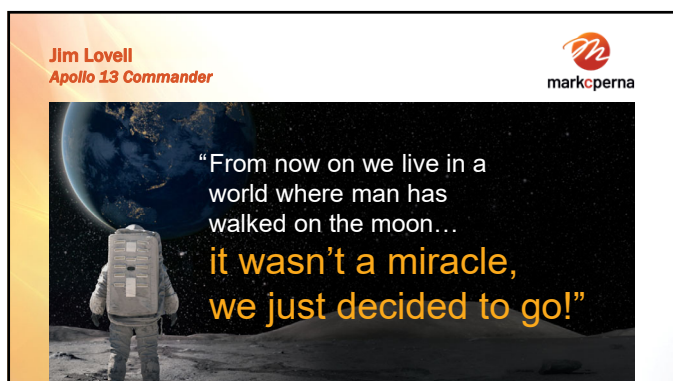
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