markcperna

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

CONNECT WITH ME

YouTube | LinkedIn | Facebook | Instagram | Forbes.com

4199 Kinross Lakes Parkway, Suite 235 | Richfield, OH 44286 | 330.840.2680
mark.perna@TFSresults.com | TFSresults.com | MarkCPerna.com

TFSresults.com

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

Mark C. Perna
Speaker, Author, and CEO

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



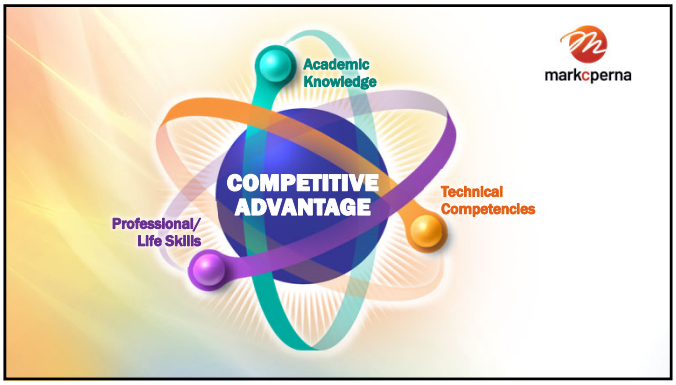
6

 (c) Mark C. Perna All Rights Reserved

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



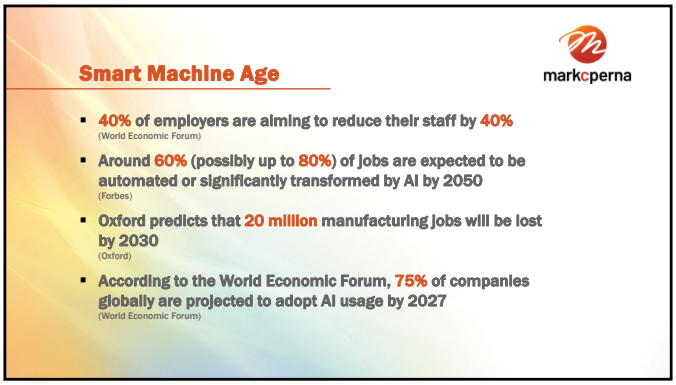
7



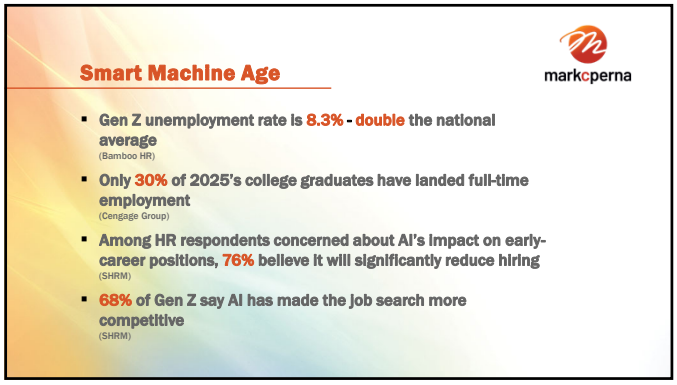
8



9



10



11



12

 (c) Mark C. Perna All Rights Reserved

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

markcperna

Younger Generations
The "WHY Generation"

13



markcperna

14

markcperna

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

15

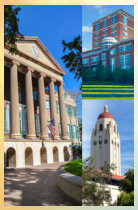
markcperna

Education
With Purpose

16

markcperna

Georgetown University
Center for Education and Workforce

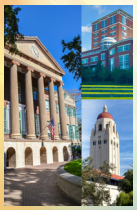


Estimates **1/3rd** of nation's top-performing high school students (SAT over 1,000) **do not obtain a college degree**... and yet nearly all of them attempt college.

17

markcperna

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

18

 (c) Mark C. Perna All Rights Reserved

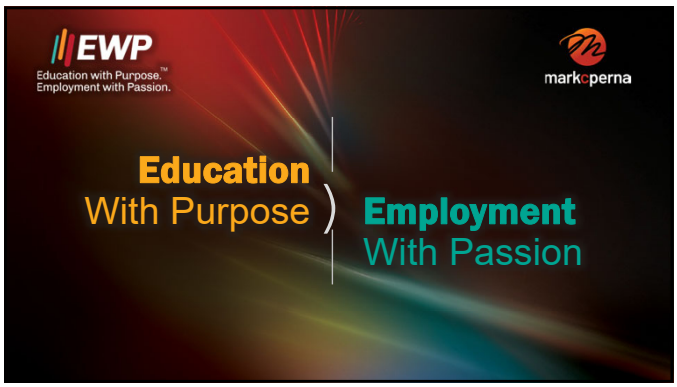
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



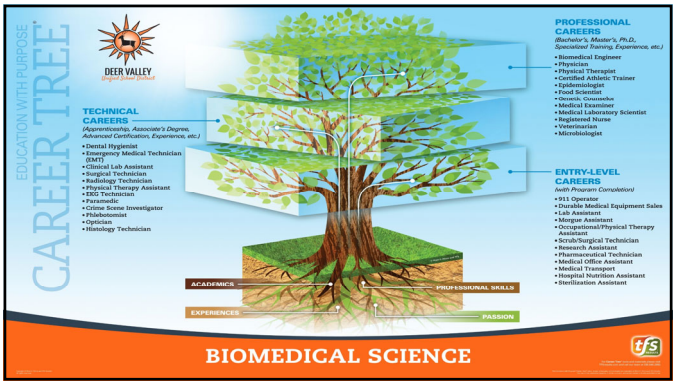
19



20



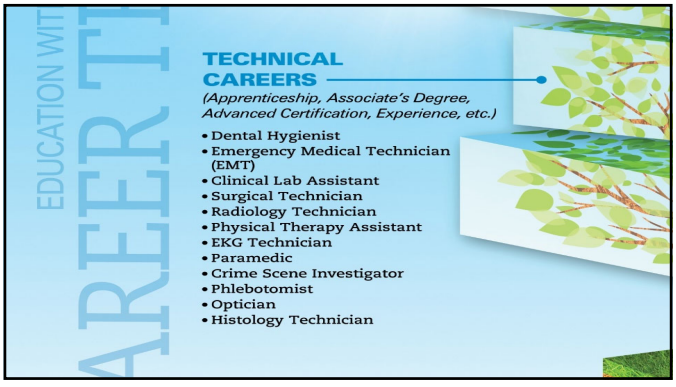
21



22



23



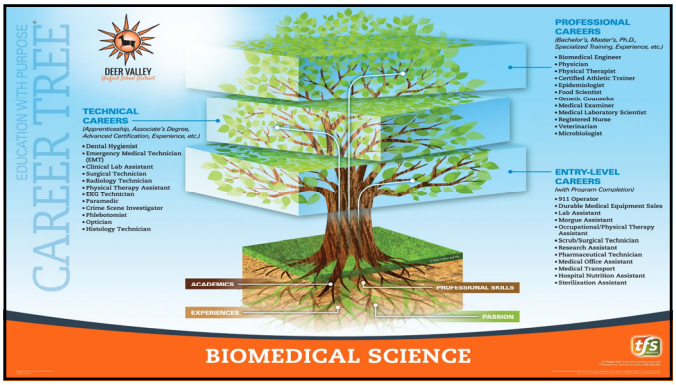
24

 (c) Mark C. Perna All Rights Reserved

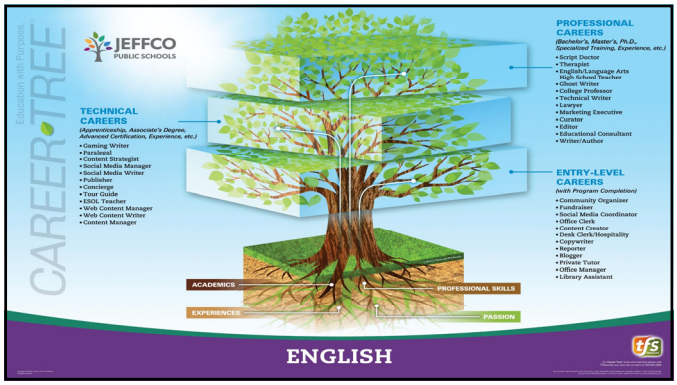
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



25



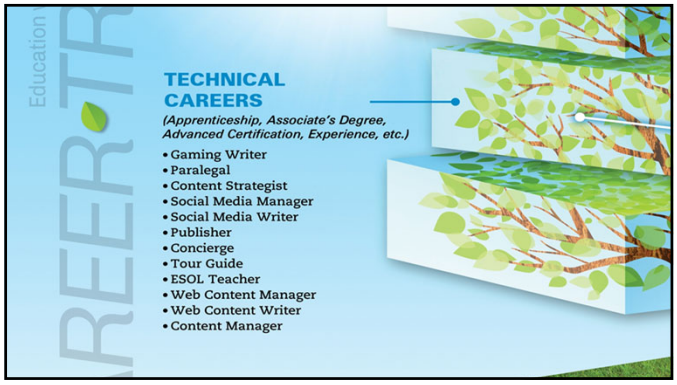
26



27



28



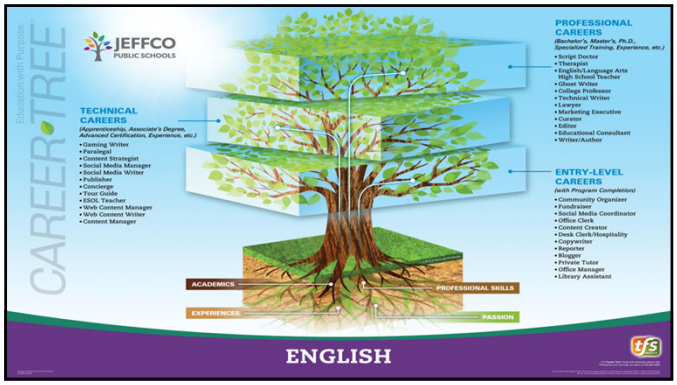
29



30

 (c) Mark C. Perna All Rights Reserved

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



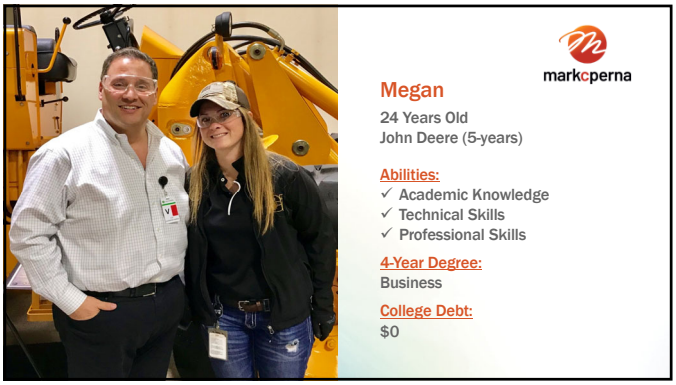
31



32



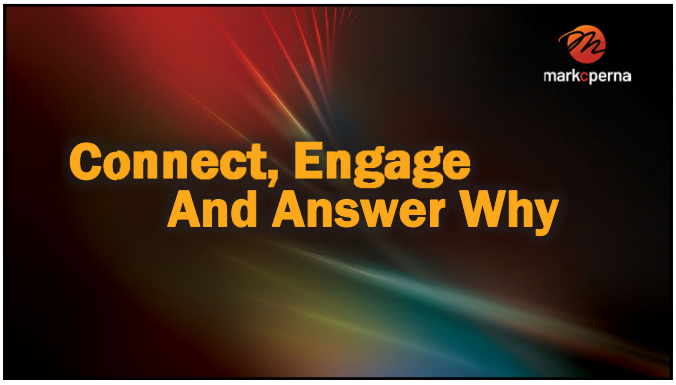
33



34



35



36

 (c) Mark C. Perna All Rights Reserved

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

markcperna

Create A Strong Message Of Purpose

37

markcperna

Make It Matter

38

markcperna

Help Them Name It

39

markcperna

Tie It All Together

40

markcperna



41

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.

42

 (c) Mark C. Perna All Rights Reserved

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



43



44



45



46



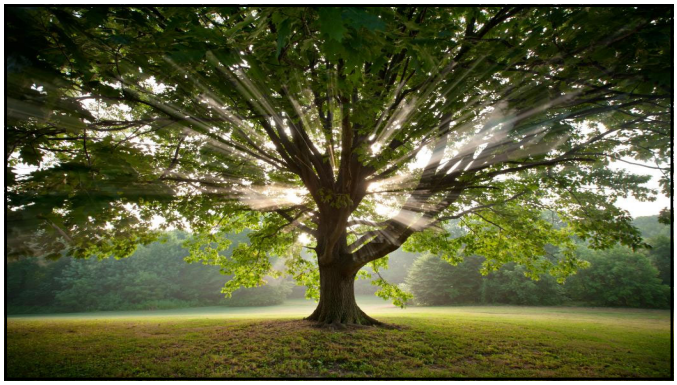
47



48

 (c) Mark C. Perna All Rights Reserved

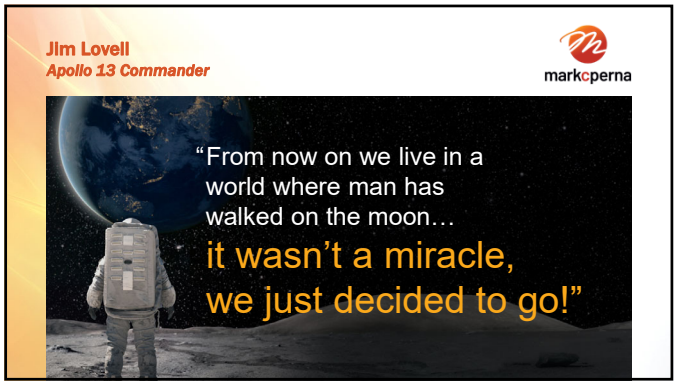
Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



49



50



51



52

 (c) Mark C. Perna All Rights Reserved