



Event Resources

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Mark C. Perna

SPEAKER BIOGRAPHY: MARK C. PERNA

Mark C. Perna is the founder and CEO of TFS Results, a full-service strategic communications and consulting firm whose mission is to share and support every client's desire to make a difference. Mark, a graduate of John Carroll University, has many years of experience addressing industry leaders on the topic of expanding their reach in an increasingly global marketplace. As an international expert on the millennial and Z generations, Mark has devoted his career to empowering educators and employers to unleash the tremendous potential of today's young people.

After successfully parenting two millennials as a single father, Mark has become a passionate advocate for bridging the generational divides that are contributing to America's profound skills gap. Parents, schools, districts, businesses, and state organizations across North America have successfully used Mark's best practices, including the Education with Purpose® philosophy and Career Tree® strategy, to connect more effectively with the younger generations. A dynamic and motivational public speaker, Mark frequently

delivers keynote speeches at national and statewide events and spoke at Harvard University by special invitation.

At TFS Results, Mark heads an energetic team of talented professionals who share his vision of making a bigger difference in education and workforce development. TFS Results partners with schools, districts, businesses, and state organizations of all sizes nationwide to help them experience significant gains in enrollment, engagement, retention, and performance rates.

Mark, a [weekly contributor at Forbes.com](#) and host of [The Perna Syndicate](#) weekday Alexa Flash Briefing, has published many articles in national publications and interviews frequently on radio shows, television, and podcasts. His award-winning bestseller, [Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations](#), was written to help educators, employers, and parents understand the millennial and Z generations and inspire them to greater performance in all areas of life. Find out more about Mark and his work at [MarkCerna.com](#).



VIDEOS

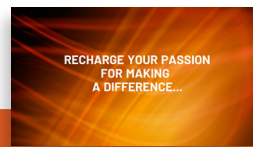
[CLICK HERE to See Mark in Action!](#)

MARKETING RESOURCES

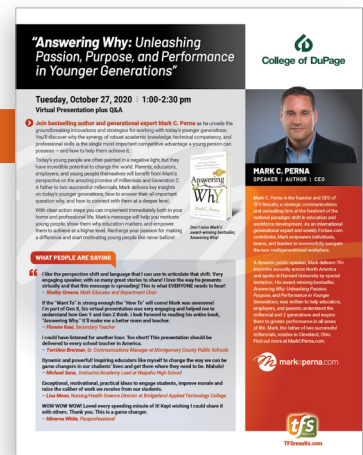
As part of your package, we can provide professionally designed materials to maximize attendance:

- Event Flyers
- Promotional Video
- Social Media guidance
- And more

Contact our Senior Account Manager Kristy Warrell
kristy.warrell@tfsresults.com, to start your materials today.



Promotional Video



Event Flyer

TESTIMONIALS

Use the following testimonials in your marketing channels to build excitement for your event.

FROM VIRTUAL PRESENTATIONS

“Mark Perna delivered an incredibly dynamic and impactful presentation to my staff — virtually. It felt like he was actually here and speaking directly to each person. My staff are inspired and reinvigorated by what they learned. His powerful message kept us engaged for more than two hours. He made a significant, positive impact here!”

— **Amy Stafford**, *Principal, Kohala High School*

“With just a few dynamic virtual sessions, Mark has made a significant impact by inspiring my staff during a stressful time. My entire group was engaged, motivated, and excited to get back to their students and implement fresh strategies to help them build their competitive advantage...and it's working!”

— **Will Sarett**, *Director, Career & College Readiness, Yakima School District*

“Thank you again. I was such a skeptic about online presentations initially and you were totally funny and engaging and I loved the content. I told my partner who was offscreen, this guy is funny. Aloha!”

— **Nadine Kulberg**, *Kohala High School*

“I like the perspective shift and language that I can use to articulate that shift. Very engaging speaker, with so many great stories to share! I love the way he presents virtually and that this message is spreading! This is what EVERYONE needs to hear!”

— **Shelby Greene**, *Math Educator and Department Chair*

“I now understand why kids ask why.”

— **Amber Corrales**, *Social Studies Teacher*

“Thank you so much, this was my second time seeing you. I saw you at the CTE conference where you were the keynote. I am so grateful to hear you speak again virtually, it was so inspiring. In your words, feel good about how you are changing the world, because you are just as much as us teachers are. Thank you so much!”

— **Jacqueline Meggs**, *Teacher*

“Thank you for your time and energy!! Would have loved to see you in person but you made a virtual presentation very enjoyable!!”

— **Ross Pagat**, *Community School Manager*

“If the “Want To” is strong enough the “How To” will come! Mark was awesome! I'm part of Gen X, his virtual presentation was very engaging and helped me to understand how Gen Y and Gen Z think. I look forward to reading his entire book, “Answering Why.” It'll make me a better mom and teacher.”

— **Florene Kaai**, *Secondary Teacher*

“WOW WOW WOW! Loved every speeding minute of it! Kept wishing I could share it with others. Thank you. This is a game changer.”

— **Minerva White**, *Paraprofessional*

“I thoroughly enjoyed the virtual presentation and want to get his book. It has made me look at transition in a very different light.”

— **Tracy Suddreth**, *Special Education Teacher and Coordinator*

“The virtual presentation was wonderful! Mark was very engaging and had a lot of good information. I enjoyed his keynote address very much (and I went and bought his book on Amazon)!!!”

— **Kara Quevi**, *SpEd Teacher*

“This is an excellent way to shift our paradigm, especially in the virtual realm.”

— **Russ Goddard**, *Vocational Rehabilitation Specialist*



FROM BUSINESS & INDUSTRY

“What an eye opening morning. This will forever change the way I look at my young staff. I didn’t realize I had such an amazing army of world changers at my fingertips.”

— **Kellie Kiser**, Executive Director at YMCA of Greater Cincinnati

“Insightful, energetic, challenging and spot on!”

— **Bob Pautke**, Founder/President at SOAR with Purpose

“Best keynote speech I have heard in 30 years.”

— **Stephen Freeman**, VP at M&T Insurance Agency Inc.

“Understanding the passions and needs of others creates engagement and leads to success. Mark Perna understands and preaches this in an engaging and embracing monologue.”

— **Mark Drury**, Vice President, Business Development at Shapiro & Duncan Inc.

“Fantastic delivery of an incredibly relevant topic. Who doesn’t want to understand Gen Y better? The storytelling format made the entire presentation so much more interesting and relatable. I would say this was one of the best I’ve heard on this topic.”

— **Dana Zorn**, Training & Development Specialist at Hilite International

“We are all trying to make a difference, make improvement, and make an impact in our business and our personal lives. The info shared today provides insight and inspiration to do just that!”

— **Robert Martens**, Chief Mfg Eng – Steering at Nexteer Automotive

“One of the most informative presentations that I have ever been involved with at the professional level. Mark gives a great perspective on how to understand the Millennial Generation.”

— **Wade Thompson**, Vice President, Membership/Workforce at ABC North Alabama

“Great strategies on bridging the gap between my Baby Boomer managers and Millennial employees. This is one of the best and most engaging presentations I’ve heard in a very long time. I’m very excited to get the presentation and utilize the knowledge.”

— **Andrea McCrary**, HR Manager at Atlas Copco Secoroc, LLC

“Mark provides valuable information about engaging Millennials in a very energetic and captivating way, with great examples and stories.”

— **Scot McLemore**, Technical Workforce Development at Honda North America, Inc.

“This presentation gave me a much better understanding of how to deal with the Millennial Generation. I had never heard of many of the ideas.”

— **Tim Webber**, VP of North America Operations at Greif, Inc.

“Great insight on how Millennials expect respect of them first and how respect must be earned. Also the light at the end of the tunnel strategy is helpful.”

— **Janis Tobin**, Controller at Arwood Machine Corp.

“High energy and excellent message on hearing the branch creak, giving the vision, and creating common ground with Millennials.”

— **June Hazzard**, VP, Human Resources at Woodward, Inc.

“After hearing this presentation, I have a much better understanding of the Millennials, their needs and a strategy for success.”

— **Jim Kunik**, Sr. Brand Strategy Manager at WW Grainger, Inc.

“This message is very current with our needs, on how to interact with Millennials.”

— **Seth Machlus**, VP of Operations at Hartwig Inc.

“Experience is everything. This presentation provided great input on retaining and managing Millennials.”

— **Maria Kogen**, Sr. Director, Brand at WW Grainger, Inc.

“I walked into the classroom thinking that I should be back at the office getting my work finished. When this presentation was ending, I became extremely disappointed that I couldn’t have the entire day to sit and learn from Mark. Hands down 100% the best time and information I have received in my career. Thank you!”

— **Kimberly Stephens**, Chief Communications Officer at Lake Emergency Services

“I absolutely loved the presentation. Mr. Perna was the best speaker/presenter I have ever seen. Please bring him back again.”

— **Franchetta Honer**, FL Hospital Waterman at FL Hospital Water Client Services & Office Supervision

FROM EDUCATORS

“You know a speaker is great when he inspires you to race back to your office or classroom to start implementing what he said. Mark is that kind of speaker.”

— **Sally Pestana**, *Kapiolani Community College*

“Mr. Perna was dynamic, energetic and knowledgeable. Made the presentation engaging and relevant to all audience members. Positive attitude and humor were great. Thank you for the information and your passion!”

— **Stephanie Gwin**, *Social Studies Instructor at Pioneer Career & Technology Center*

“I could have listened for another hour. Too short! This presentation should be delivered to every school teacher in America.”

— **TerriAnn Brennan**, *Sr. Communications Manager at Montgomery County Public Schools*

“Your insight, framing and context are amazingly aligned with what we need in education today!”

— **Bob Sinclair**, *James Hubert Blake High School*

“Dynamic and powerful! Inspiring educators like myself to change the way we can be game changers in our students’ lives and get them where they need to be. Mahalo!”

— **Michael Sana**, *Instructor/Academy Lead at Waipahu High School*

“Finally! Some fresh, exciting ideas to attract students to our programs. Can’t wait to spread the word back at my district office. Hands down, best presentation!”

— **Erica Shumaker**, *Administrative Assistant Curriculum at West-MEC*

“Mark was very engaging and entertaining. I really enjoyed his personal stories about his sons and students that have been successful. These stories made it more real.”

— **Cindy Carpenter**, *Syracuse High School*

“Mark is very engaging and draws in his audience. He makes us feel like together we can accomplish any goal that we set.”

— **Tonya Randolph**, *Academic/Career Advisor CTEPS at Cochise College*

“Awesome speaker — genuine, knowledgeable, practical.”

— **Allison O’Dell**, *ELA Academic Liaison at E2 BOCES*

“Absolutely magnificent presentation — informative, fun, engaging! A strong call to action.”

— **Beth Augustyn**, *Instructor at Metropolitan Community College*

“How to connect to the Y and Z Generations — so true! Thank you for igniting the spark in me to change. To plant the seed for a new tree to grow the minds and interests of my students.”

— **James Rumon**, *M.S. Tech Teacher*

“Mark is the most engaging, dynamic, motivating ‘marketer’ I’ve ever met! His passion is addictive. I can’t wait to get back to my classroom!”

— **Linda Rudio**, *Adult Ed Instructor at Bradford Union Technical Center*

“This is by far the best session I have been privileged to attend. It was informative, engaging and enlightening. I can truly say you are the best keynote speaker I have seen.”

— **Ghytana Goings**, *Chair, Arts & Sciences at Wallace Community College Selma*

“Best presentation on Millennials. Extremely helpful on how I’m going to interact with my students and engage them in finding their light.”

— **Kristin Garcia**, *Counselor at Early College HS/Career Pathways*

“This is the third time I have heard Mark, and I have learned something new and useful each time.”

— **Murray Fenn**, *Consultant at Green Hills Area Education Agency*

“In eleven years of teaching, I have never been so inspired and re-charged!”

— **T.J. Rhodes**, *AG Teacher at Bear River High School*

“Exceptional, motivational, practical ideas to engage students, improve morale and raise the caliber of work we receive from our students.”

— **Lisa Moon**, *Nursing/Health Science Director at Bridgerland Applied Technology College*

“Mark is an awesome motivator.”

— **Juanita Landry**, *Art Teacher at Lafayette Parish School System*

“Nailed it! Millennials want support and respect. This keynote address absolutely hit the nail on the head. Give them structure to succeed. Well said.”

— **David Smith**, *CTE/Business at Bear River High School*

(cont.)

TESTIMONIALS

FROM EDUCATORS *(cont.)*

“The idea that the Millennial generation is one of the smartest, most self-sufficient generations is a very interesting viewpoint. It also may be a great motivation for my students to apply themselves and drive themselves.”

— **Cody Ortego**, *Teacher at Lafayette High School*

“Mark nailed it right on the head. He knows my clientele without having met them.”

— **Kyle Saunders**, *Department Head at Bridgerland Applied Technology College*

“Great strategies for connecting with students/peers, great info on generations. This speaker is awesome — lots of energy, full of great statistics, upbeat, positive. Should have pyrotechnics on stage. One of the best presentations in my 9 years coming to the conference. Keep up the momentum.”

— **Susan O’Hare**, *Early Childhood Instructor at Greater Lowell Technical High School*

“I gained a better understanding of Generation Y individuals, what they need, how they think and what I can do to help them see the light at the end of the tunnel. A++ presentation!”

— **Audra Marini**, *Math Teacher at Montachusett Reg Voc Tech High School*

“Mark is genuine — he knows his stuff.”

— **Joseph Corriveau**, *Plumbing Teacher at Blackstone Valley Reg Voc Tech HS*

“Mark hits the nail right on the head. Not only is he a great presenter, but he also happens to be 100% on point with what is needed for education. I now have another hero besides Mike Rowe.”

— **Richard Sauro**, *Auto Collision Repair/Refinish Instructor at Blue Hills Regional*

“Awesome information given in a way that grabs you. Thank you for practicing what you preach! You don’t just deliver this information, you live it.”

— **Mallory Morris**, *HIT Instructor at Ogden-Weber Technical College*

“I always appreciate useful, relevant information/data to use with students and parents. The Career Trees are very intriguing. Love that the millennials weren’t denigrated. It was a great, realistic assessment of them.”

— **Jennifer Mclellan**, *Mercer Island School District*

FROM PARENTS

“My ah-ha moment was when I realized that I had been creating a mom-driven life for my son and I will be apologizing to him tonight and listening to and supporting his son-driven life. Thank you!”

— **Lynnette VanWinkle**, *Teacher at Sardis Secondary SD 33*

“Absolutely amazing! I’m going to go home and have a different conversation with my daughter who told me she wants to be an astronomer. Thank you.”

— **Carissa Kennedy**, *Aboriginal EA at SD 33*

“Not only was this useful to me as an educator, but it will serve as a tool to help me work with my 17 year old who is stuck and perplexed about her future. I now have a clear path to help her with goal setting and future planning.”

— **Wanda Coates**, *Principal at S. Christa McAuliffe Elementary*

“Good insight as a parent to move our children to the light at the end of the tunnel.”

— **Sheila Ann Dagarag**, *CTE District Resource Teacher for East Hawaii*

“Great tips on connecting with students and to my own children.”

— **Jennifer Reihl**, *RN, CTE Instructor at South Bend Community School*

“Amazing, enlightening, validating. Mom of 4 girls, assistant professor to the younger generation. Thank you!”

— **Willard Pack**, *Instructor at College of Western Idaho*

“My daughter is 23 and what you said makes a lot of sense. I will become a better instructor and a better Father. Thanks Mark.”

— **Phil Brown**, *Chef Instructor at First Coast Technical College*

“Would love for my 25 year old Millennial son to see this presentation!”

— **Deborah Hehn**, *Adult Ed Instructor at First Coast Technical College*

“Students do not hear the branch creak. This presentation has helped me understand my youngest daughter, my grandson and my students.”

— **Diane Zwiernikowski**, *Family Life Teacher*

“Awesome presentation! Thank you. A light at the end of the tunnel for me — parent of a teenage boy. Your personal story about your son Nick was very inspiring. I have my own Nick.”

— **Pam Thomas**, *Counselor at J. Wallace James Elementary*

FROM MILLENIALS

“As a millennial I really related to this. I feel understood!”

— **Josie Rizzo**, *Office Manager at Curry Electric*

“This was seeing my life generalized through someone else’s eyes. It made me self-reflect, made me proud, made me see direction and made me laugh at myself.”

— **Megan Greenland**, *Director of Events and Communications at ABC Arkansas Chapter*

“This was an amazing presentation and as a Millennial and first-time teacher, I feel very excited and inspired to do my job!”

— **Kristen Bielik**, *Columbiana County Career Center*

“As a Millennial, you hit the nail on the head! As a Marketing Director, I wish everyone in my organization could experience this seminar. I loved it and am aching for more!”

— **Jill Owenby**, *Director of Marketing at Southwest Technology Center*

“I am a Millennial and it was still very enlightening to learn things about myself and my peers that I have never thought about before, like Generation Y vs. Generation Why and making sure Millennials are stimulated at all times.”

— **Angela Cannizzaro**, *Engr. Manager and Director of Quality at EJ Basler Co.*

“As a Millennial, your presentation helped me understand myself better, as well as how to work better with my students. I identify with your son in that I didn’t do well in school until I saw the light at the end of the tunnel. Thank you for the great info!”

— **Kristen Bogue**, *Business Instructor at Bridgerland Applied Technology College*

“As a Millennial and teacher, I found the information accurate and eye opening to give the students what I would want from a program.”

— **Darren Libby**, *Digital Design Instructor at First Coast Technical College*

“I am from the millennial generation and went through the bad and good of the Career Tree. I entered into education to help students avoid my mistakes. The Career Tree has laid out my vision perfectly.”

— **Andrew Bird**, *Woods Cross High*

“I am a member of Gen Y and I learned so much about myself today. But most important, I learned how to use my personality to benefit the college, rather than try to fit the mold. I realized I have something to offer.”

— **Ashley Mellott**, *Marketing Assistant at Ogden-Weber Technical College*

“As a Millennial, I agree 100% that experience is everything. Also agree that lifestyle choice is just as important if not more than career choice. We need to give our students the light at the end of the tunnel/lifestyle vision for enrollment and retention!”

— **Amber Weaver**, *Registrar at First Coast Technical College*

“I am Gen Y but it can still be difficult to understand what younger Gen Y and Z need and want. I enjoyed the breakdown. I also enjoyed the Career Tree and how to make this valuable to my students.”

— **Elizabeth Booth**, *Teacher*

“I am a Y Generation and it was interesting to be able to understand more of my generation and to see where to connect with others in my generation and those from others.”

— **Rachel Prothero**, *Nursing Assistant Teacher Aide at Ogden-Weber Technical College*

“Love the Career Tree. Being a Millennial myself and an expert in my field, I try to get my students to feel as passionate about a career as I do. Even if they feel this is not the path for them, I steer them in the direction they will love to work in.”

— **Kara DeJack**, *Sports Medicine Instructor*

“As a millennial, I found Mr. Perna very accurate and I reflected on my own life, goals and present endeavors.”

— **Jen Oney**, *2015 WA ACTE Attendee*



PRESENTATION LOGISTICS & BEST PRACTICES

It is Mark's goal to deliver a positive outcome for all participants during your upcoming in-person or virtual presentation. To help accomplish this, please review the effective presentation strategies below.

VIRTUAL PRESENTATION BEST PRACTICES



- **Each participant, if possible, should be on video to foster active engagement and participation.** This cuts down on distractions and multi-tasking that can prevent participants from getting the most out of the presentation. Please encourage all participants to turn on their webcam and participate fully.
- **Set an example of looking into the video and showing the presenter you are engaged.** Enjoy being virtual—it's an amazing thing that we can connect in real time from multiple locations and experience this message together.
- **Large webinars and presentations will require a moderator** from your organization to field chat conversations and support Mark in the smooth running of the presentation. Mark will discuss details with you closer to the date of the virtual presentation.

IN-PERSON BEST PRACTICES

Venue Set Up

- Theater style works best, with seating close to the stage. If round tables are used, they should start close to the stage.
- Mark does not speak from behind a podium, as he prefers to either walk the stage or the floor in front of the stage (through the audience), depending on the venue and proximity of the participants.

The Psychology of Room Set Up

- If the first several rows (or tables) are empty because the audience chooses to start filling from the back (as they always do), then a psychological distance is created between the audience and the presenter — which greatly reduces the outcome. We want the front completely filled; it is a psychological advantage that promotes a positive outcome.
- To get the maximum benefit from the investment of bringing Mark to your audience, TFS Results strongly suggests setting up 20% less seats (or tables) than anticipated. There are always fewer people in attendance than expected. The default is usually to set up more seats than are needed, which actually works against our efforts to achieve a fully engaged, connected, entertained, informed, and motivated audience.



- Many organizations have chairs in reserve—and when they do need to bring them out (after all existing chairs are full), it creates excitement that more chairs need to be added. This increases the energy and enthusiasm in the room and works to our advantage.
- In a venue where the table seating number is fixed and is more than the number of participants, putting “reserved” signs on the back tables and requesting that people move up to fill the front tables accomplishes the goal of bringing the audience closer and creating energy in the room.
- If we are in a venue with fixed seating (such as an auditorium with attached seats, for example), the sides and back should be roped off so that we keep participants focused down front. If 250 participants are scattered throughout an 800-seat auditorium, the result is always greatly reduced because the audience will choose to sit far away and disconnect themselves from the presenter. We must avoid this and ensure a positive outcome by promoting maximum participant engagement.



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PRESENTATION LOGISTICS & BEST PRACTICES

(cont.)

Technology

Mark prefers to use his own laptop and slide advance hand clicker (where possible). He will need:

- Wireless lapel microphone—with fresh batteries
- Sound hookup for laptop
- Power strip or plug available to plug in laptop
- Where possible, a full-size confidence monitor (40" or larger works great, if available) either on the stage tilted up or in front of the stage on the floor tilted up, feeding the slides back to Mark as we progress through the presentation. This is important so that he can avoid turning his back on the audience to see the screen. If there are already big screens visible around the room, that setup may also work well instead of a confidence monitor.



Approximately 7–10 Days Prior to the Event

- Mark will email a 2-page PDF handout to be printed on the front and back of one sheet.
- Before Mark's introduction, this handout should be distributed to the audience with the bio side facing up.
- The evaluation portion will be completed and turned in by audience members prior to their departure. When Mark leaves that day, he will take the completed evaluations with him.

Arrival & Set Up

- Mark will plan to arrive at least one hour (usually 75–90 minutes) prior to the scheduled event start time to set up, meet with any tech staff, and ensure we are ready to roll at least 30 minutes prior to start.
- Please have three (3) bottles of room-temperature water available (cold bottles sweat).

30 Minutes Prior to Start

- Mark wishes to be fully set up and ready 30 minutes prior to starting the event so that he can meet as many of the audience as possible. This establishes a connection, as people are always more likely to listen to someone they have met rather than a complete stranger who stands to address them.
- Audience interaction can be significantly enhanced if there are several event organizers on hand who can facilitate introductions to participants (if possible).

Introduction

- The introduction should get the audience excited and warmed up for the speech by building a positive expectation.
- 80% of our success that day comes from a warm, genuine, and heartfelt introduction. The goal of the introduction is to foster credibility and open minds, which creates the benefit of the doubt in the minds of the audience. This is critical because it allows Mark to capture their attention at the very beginning and set a highly effective tone.
- Key points the introduction should punctuate:
 - Prior to introducing Mark, please mention to the participants that there is a handout evaluation that they should complete immediately following the presentation — and that if they provide their email address and contact information, Mark will email the slides used in today's presentation.
 - Then into the introduction, which should include any firsthand experience working with Mark or having seen Mark speak previously. A personal story of how the introducer was impacted or the benefits received is a great way to start.
 - Mark works with schools, districts, and businesses across North America, with people just like the audience. He's "one of us."
 - The information shared will be valuable not only in their professional lives, but also in their personal relationships.

Wrap Up

- After Mark has completed the presentation, please remind participants to complete the evaluations (in full) immediately and turn them in.
- It is always appreciated if you have a small team that can collect the evaluations on the spot and deliver to Mark prior to his departure.

If you have questions about any of these best practices, please contact us to discuss. Thank you for your efforts to make this presentation a truly rewarding and positive event.

Mark C. Perna is the author of the award-winning bestseller *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*. This book, which may be further explored at MarkCPerna.com, is a powerful resource and ongoing reference for audience members to revisit the concepts addressed in the presentation. The book also covers many topics that could not be covered in the presentation due to time constraints.

In *Answering Why*, Mark shares his wide experience and profound success as both a single dad and performance consultant for schools and business across North America. Mark's mission is to empower individuals, educators, employers, and parents to embrace the branch-creak crisis moments of life and make a meaningful connection with the young people they influence.

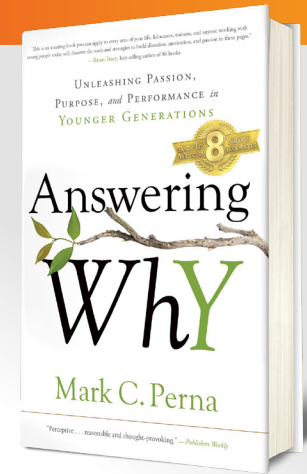
With strategies and principles from Mark's work with educational organizations and businesses, this book will help unlock the incredible potential of young people everywhere and spur them to increased performance on all fronts, so they can make a bigger difference—which is exactly what they want.

Answering Why was also written as a compelling argument for purposeful education, to be shared with stakeholder groups, sending/feeder organizations, legislators, and others.

In addition, Mark has created several free resources for *Answering Why* at MarkCPerna.com/resources:

- **Book Discussion Guide:** This robust discussion guide includes content and application questions for each chapter. It's relevant to everyone: administrators, instructors, trainers, critical support staff members, and parents too!
- **Career Conversation Starter:** Share this resource with parents to help them spark productive dialogue with their child about career exploration.
- **30-Second Action Guide 1:** Use these three simple strategies to maximize your daily conversations with the younger generations. They're quick to read!
- **30-Second Action Guide 2:** Finding purpose is what motivates young people to higher performance. Use these three quick secrets to help ignite their search.

To maximize the impact and value of this presentation, TFS Results recommends that a copy of *Answering Why* be purchased for each audience member (bulk pricing is available). After the presentation, Mark will be happy to do a book signing to further engage presentation participants.



BOOK ENDORSEMENTS

"This is an amazing book you can apply to every area of your life. Educators, trainers, and anyone working with young people today will discover the tools and strategies to build direction, motivation, and passion in these pages."

— **Brian Tracy**, *Bestselling Author of 86 Books*

"This is an incredibly important message that will change the face of education and workforce development in this country."

— **Cathie Raymond**, *Deputy Associate Superintendent/State Director, Career and Technical Education, Arizona Department of Education*

"Mark has created a comprehensive playbook full of insight while dispelling the mainstream myths concerning the younger generations. In addition, he strategically creates a compendium for greater conversations as well as a call to action among school administrators, industry leaders, policymakers and higher education providers. This is an essential read for anyone looking to influence education and the greater global economy while lessening the skills gap crisis."

— **CyLynn Braswell**, *Executive Director, College & Career Readiness at Northwest Independent School District*

"Perceptive...reasonable and thought-provoking arguments all."

— **Publishers Weekly**

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BOOK ENDORSEMENTS *(cont.)*

"This book will remind educators and workforce development professionals why they care about students and careers. As a member of the Millennial generation, I found the specific examples and real-world success stories compelling. By opening the conversation with useful and practical steps to reach the Why Generation, Mark Perna is working to reframe mindsets about how we connect students to careers. *Answering Why* will be the catalyst to change our thinking about this critical topic."

— **Jan Schottke**, *Vice President in the Construction Industry, Elected Board of Education Trustee, Millennial, and Parent*

"Mark is fantastic at explaining the pressures and expectations weighing on the younger generation entering the workforce. Written for those looking to hire and retain Generations Y and Z, this book outlines who they are and how we can empower them to turn the business world on its head."

— **Christine Hassler**, *Generational Expert, Keynote Speaker, Bestselling Author*

"Engaging. Accurate. Insightful. Mark Perna truly understands how the older and younger generations work (and sometimes don't work) together. His insights will spark productive conversations and challenge the stigmas that have held the younger generations back in today's workforce."

— **Adam Robinson**, *Founder and CEO of Hireology and author of The Best Team Wins*

"Youth culture today impacts everyone—Gen X and Baby Boomers along with Gen Z and Millennial stakeholders. *Answering Why* will help inform your thinking about how to adjust to an ever-evolving workforce, enabling the reader to create scalable solutions to employee engagement and other workforce opportunities."

— **Jeff Fromm**, *President FutureCast, Keynote Speaker & Author, Marketing to Millennials, Millennials with Kids, and Marketing to Gen Z*

"*Answering Why* is a marvelous tool for workforce development and education organizations across the country. It's an easy read but full of eye-opening insights and actionable steps to connect more effectively with today's up and coming workforce. Parents will also benefit from the strategies to motivate their children to greater performance. Organizations that are looking to build a robust learning and training culture should start with this book. Bravo!"

— **Jimmy E. Greene**, *CEO/President, ABC The Greater Michigan Chapter & The Greater Michigan Construction Academy*

"Educators have long been searching for a cohesive set of strategies to engage today's young people. In *Answering Why*, Perna delivers it—while making a powerful argument for equipping all students in the K-12 system with both the academic knowledge and technical skill to be competitive, whether college, technical school, or career is in their immediate future. I'm proud to recommend this book to all parents and educators looking to make a bigger difference for their students!"

— **Christy Perry**, *Superintendent, Salem-Keizer Public Schools*

"What an eye-opening book! *Answering Why* reveals the vast potential of today's young people and equips us to answer their why. Mark Perna has created the missing piece in the puzzle of the younger generations that we've been trying to solve blindfolded. This book is going to change the game for students and parents everywhere."

— **Paul Galbenski**, *2012 Michigan Teacher of the Year, Dean, Oakland Schools*

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