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MARK C. PERNA
SPEAKER | AUTHOR | CEO

Let's Change the Game for Enrollment, Engagement, Retention, and Performance.

At TFS Results, we appreciate your interest in the strategies and national best practices that will increase your enrollment, retention, and performance rates and ultimately benefit both your students and larger community.

In this document, you'll find the PowerPoint slides you requested. Our mission at TFS Results is to share and support your passion for making a difference. That's why we do what we do — delivering engagement, performance, and strategic solutions to schools, colleges, businesses, and statewide organizations.

If you're looking to shift the paradigm in your organization, I'd love to discuss how we can achieve that vision together. Please feel free to contact me directly any time at **216.215.8115** or mark.perna@tfsresults.com.

I also invite you to take advantage of the great free resources for my book ***Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*** at MarkCPerna.com/resources:

- Book Discussion Guide: This robust ***Answering Why*** discussion guide includes content and application questions for each chapter. It's relevant to everyone: administrators, instructors, employers, 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.
- Plus, two 30-Second Action Guides to maximize your daily interactions with young people and motivate them to higher performance: 30-Second Action Guide 1 I 30-Second Action Guide 2

Once again, we appreciate and applaud your commitment to education. Enjoy the PowerPoint slides!

Warmest Regards,

Mark C. Perna and the TFS Results Team

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Stay connected, and let's make a bigger difference together!

Forbes.com Channel

Every week, I publish articles on my Forbes.com channel covering education, careers, and workplace development. Through the latest workplace studies, career counsel, and motivational strategies, you can empower young people to make the most of their unique talents and abilities in today's new and challenging economy.

Mark C. Perna
Contributor | CAREERS
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How to connect:
Follow me at Forbes.com to share the message and shift the paradigm together!

The Perna Syndicate Weekday Micro-Podcast

In 90 seconds every weekday, I host *The Perna Syndicate* micro-podcast to open the playbook for success, both for you and the young people you influence as a parent, educator, or employer. Today, every generation is looking for a fresh perspective on career, life, and success. These strategies can empower you with the insights to make a difference with those in your sphere of influence.

How to connect:
Listen on Apple Podcasts, Spotify, Google HOME, Google Podcasts, and Amazon Alexa.
(Full instructions here)

The Education with Purpose & Employment with Passion Movement

To thrive in a rapidly changing world, young people need a dynamic competitive advantage. Delivering this advantage is what the **Education with Purpose & Employment with Passion** movement is all about. We're shifting the paradigm for educators, employers, parents, economic developers, and community stakeholders to ignite a shared vision—to make students career ready, period.

EWP
Education with Purpose & Employment with Passion

How to connect:
Visit EWPAction.com to find out more about the EWP movement and the next Call to Action livestream experience!

Social

Connect with me on my social channels to see fresh ideas and inspiration in your feed...every day!

How to connect:

Twitter LinkedIn Facebook Instagram YouTube

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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

WELCOME...

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Unleashing Passion, Purpose, and Performance in Younger Generations

PRESENTED BY
MARK C. PERNA *Speaker, Author, and CEO*

CONNECT WITH MARK NOW ON SOCIAL MEDIA:
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The Changing Landscape

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The World Has Changed

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SKILLS GAP: AEROSPACE/AVIATION

- Industry will need to fill a projected 3.5 million jobs by 2026, but skills gap is expected to prevent 2 million of those hires
  (Future Aviation Aerospace Workforce)
- Workforce shortages could cost $49 billion just from positions remaining unfilled
  (Future Aviation Aerospace Workforce)

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SKILLS GAP: CONSTRUCTION

- The industry lost $60.9 billion in gross domestic product and is experiencing a shortfall of 6.5 million jobs due to the pandemic
  (Deloitte)
- 78% of contractors report difficulty finding skilled craftsmen to replace the retiring workforce
  (Tradesmen International)
- 71% of contractors struggling to meet scheduling commitments and 39% have had to turn down work
  (U.S. Chamber of Commerce; Conger)

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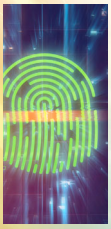
SKILLS GAP: CYBERSECURITY/IT



- 500,000+ cybersecurity job postings in the U.S. between Oct. 2019–Sept. 2020
  (Harvard)
- 3.5 million unfilled cybersecurity jobs expected globally by end of 2021
  (Harvard)
- The IT skills gap troubles 80% of managers in North America
  (CIO Dive)

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SKILLS GAP: HEALTHCARE

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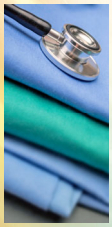

- From 2010 to 2030, 1 million+ registered nurses projected to exit the workforce
  (Nursing Economics)
- In August 2021, 92% of critical care nurses said the pandemic depleted nurses at their hospital, and two-thirds stated that the pandemic has caused them to consider leaving nursing
  (Medpage)

SKILLS GAP: MANUFACTURING

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- 2.1 million unfilled jobs projected by 2030 with a negative impact of $1 trillion+
  (Deloitte)
- Heavy equipment industry alone losing $2.4 billion+ every year due to lack of skilled workers
  (Conger)

SKILLS GAP: PETROCHEMICAL

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"The Great Crew Change"

- 1.9 million job openings anticipated through 2035
  (RAND Corporation)
- The average age of workers in petroleum companies is 50, among the oldest of any industry
  (Iron Mountain)
- 9 out of 10 employers believe the skills gap is impacting current productivity
  (Hydrocarbon Engineering)

SKILLS GAP: TRANSPORTATION, SUPPLY CHAIN & LOGISTICS

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- Projected shortage of 160,000+ drivers by 2028
  (American Trucking Associations)
- Six job openings for every one hire in the trucking industry since 2016
  (Coyote/EMSI)

SKILLS GAP: EDUCATION

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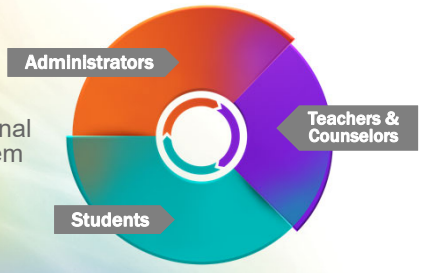
Educational Ecosystem



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Why Education Is About To Reach A Crisis Of Epic Proportions

– Mark C. Perna, Forbes.com, January 4, 2022

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America's Education Crisis Is Costing Us Our School Leadership. What Are We Going To Do About It?

– Mark C. Perna, Forbes.com, February 15, 2022

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School districts are currently concerned with "**The Great Resignation**".

Wait till they see the "**Never Applying in the First Place**".

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The World Has Changed

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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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Focus On The Light
At The End Of The Tunnel

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Education
With Purpose & **Employment**
With Passion

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ACTIVE PURPOSE
- Connected
- Engaged
- Accepted
- Prepared
- Stable
- Growing

PURPOSE MODES

STATIC PURPOSE
- Disconnected
- Apathetic
- Distracted
- Overwhelmed
- Stressed
- Surviving

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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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ACTIVE PURPOSE

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CONNECT

- Human Connection
  - Human Needs Met
  - Respect
  - Trust
    - Boundaries & Expectations
      - Consequences
      - Punitive/Payoff
  - Empathetic Communication
    - Active Listening
    - Meet Them Where They Are
    - Validate Their Circumstances
    - Check-Ins
  - Winning Hearts & Minds
    - Empowering Performance

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CONNECT

Do you see me?

Do you hear me?

Do I matter?

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CONNECT

- Human Connection
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    - Empowering Performance

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ENGAGE

- Ownership
  - Control, Choice, and Voice
- Encouragement
  - Positive Attention
- Experience is Everything
  - Emboldened
  - Enthusiasm
- Real World Impact
  - Solution-based
- Perfection

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- Light At The End Of The Tunnel
  - The Big Picture & Positive Framing
    - Why Would Anyone Do This?
    - Tips For Success (Hacks)
  - Relevance To Their Journey

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ACTIVE PURPOSE

CONNECT
- Human Connection
  - Human Needs Met
  - Respect
  - Trust
    - Boundaries & Expectations
      - Consequences
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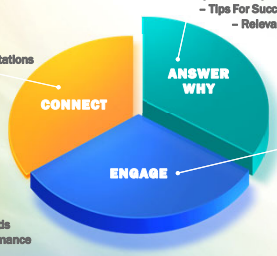
  - Empathetic Communication
    - Active Listening
    - Meet Them Where They Are
    - Validate Their Circumstances
    - Check-ins
  - Winning Hearts & Minds
    - Empowering Performance

ANSWER WHY
- Light At The End Of The Tunnel
  - The Big Picture & Positive Framing
    - Why Would Anyone Do This?
      - Tips For Success (Hacks)
        - Relevance To Their Journey



ENGAGE
- Ownership
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- Encouragement
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- Experience is Everything
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  - Perfection

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Education
With Purpose

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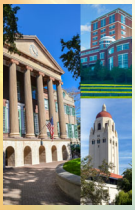
Georgetown University Center for Education and Workforce



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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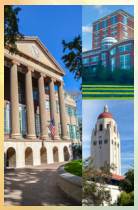
Strada-Gallup Education Network College Student Survey

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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Intelligent.com College Graduate Survey

- Only 46% of U.S. college graduates are working in their field of study
- 25% earn less than $30,000/year
- Approximately one out of seven earns less than $15,000/year ($14,097 is the federal poverty threshold)

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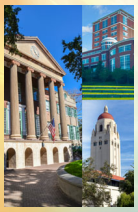
Educationdata.org



40% of all college students drop out.

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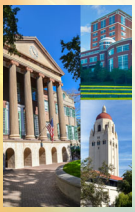
College Debt in America

As Reported by Major News Agencies



- **$1.6 Trillion** In Total Student Loan Debt
- **$176 Billion** (11%) 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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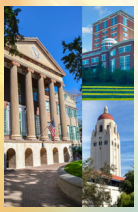
College Debt in America

Business Insider, Survey of Millennials



- **90%** Did Not Fully Understand Their Student Loan Terms & Conditions
- **84%** Borrowed More Than They Needed And Also Accrued Credit Card Debt
- **83%** "It Was A Mistake Attending An Expensive College"

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Employment With Passion

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THE GROWING SKILLS GAP

10.9 million open jobs in the U.S. (all-time record).
By 2030, there will be a labor shortage of more than 85 million people that could result in $8.5 trillion lost in annual revenue.
(Source: Korn Ferry)

- **Train through the transition**
  - Technical competencies and professional skills
- **Tap new talent pools**
  - Requirements/Responsibilities
  - Degrees really needed?
  - Multiple years of experience for entry level?
  - Hire skill sets, not work history
- **Connect with rising generations**
  - Purpose, not just paycheck
  - Mental health resources
  - Social and environmental responsibility

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Education With Purpose & Employment With Passion

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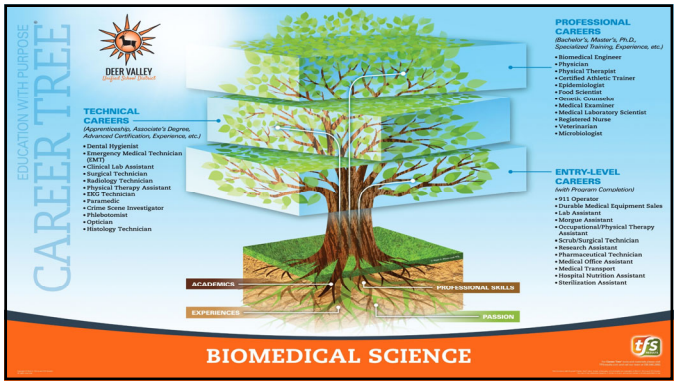

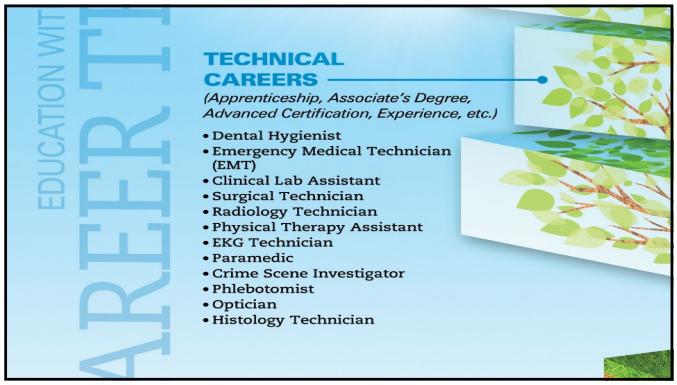

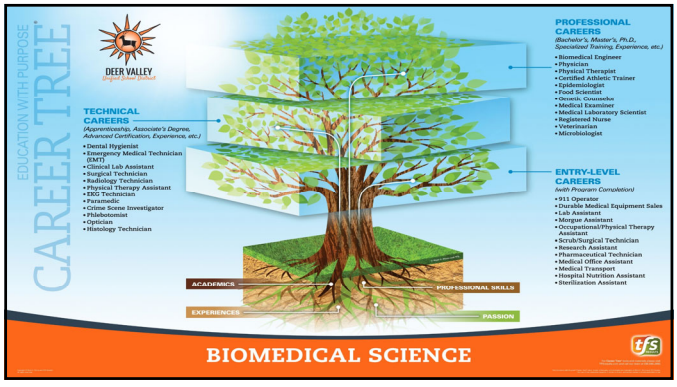

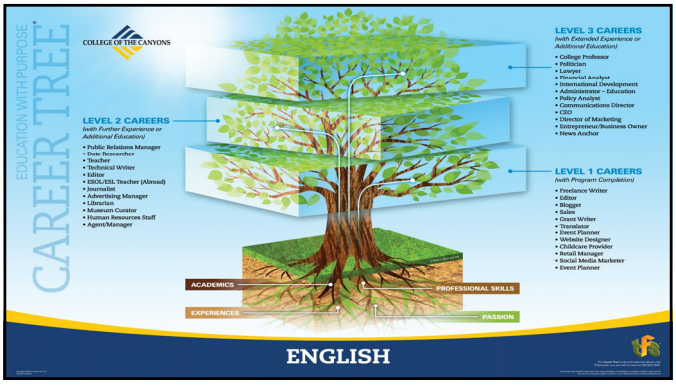

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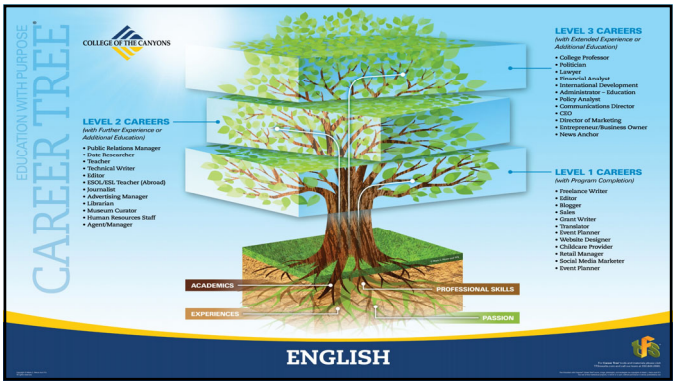

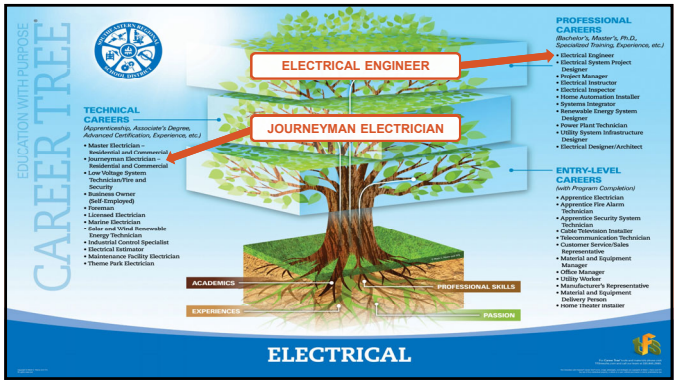

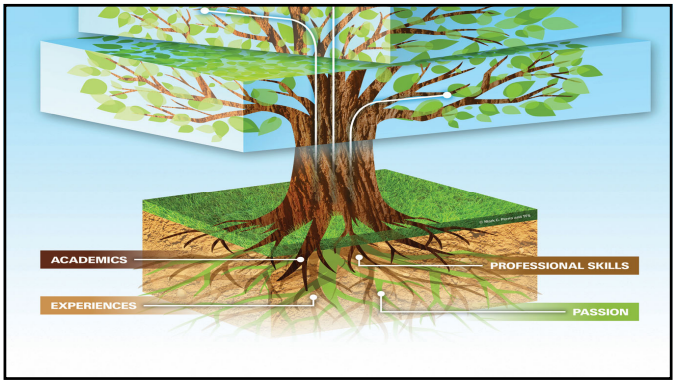

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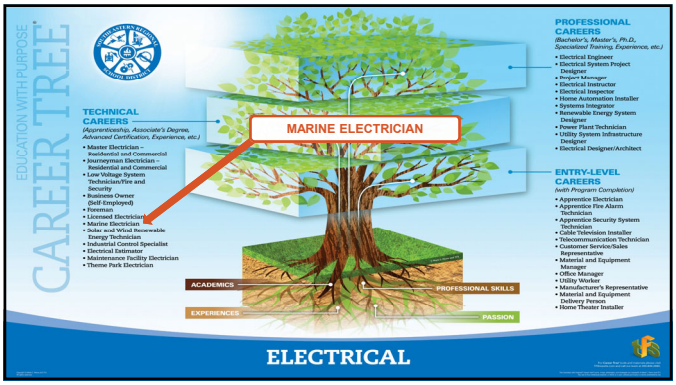

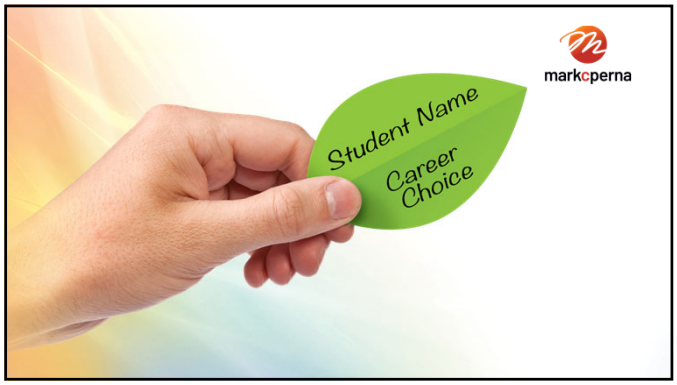

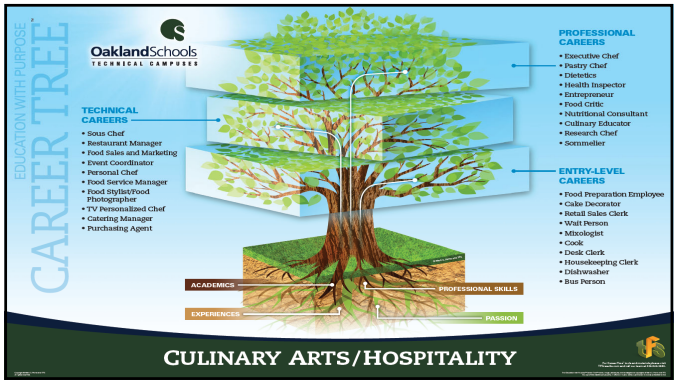

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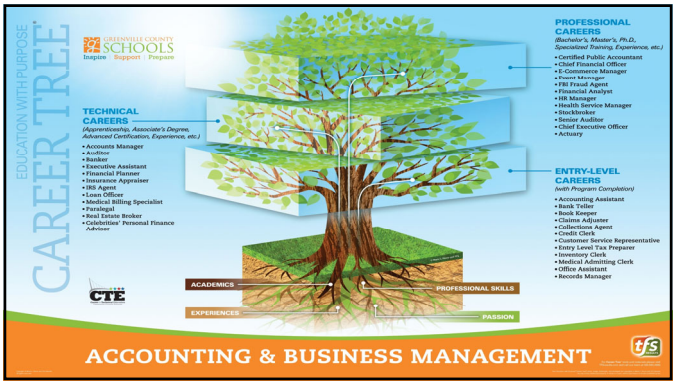

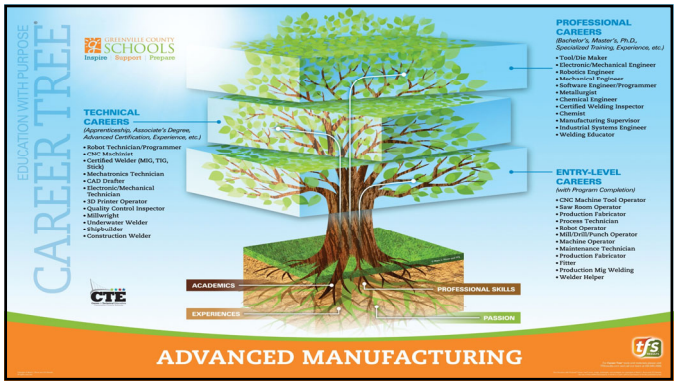

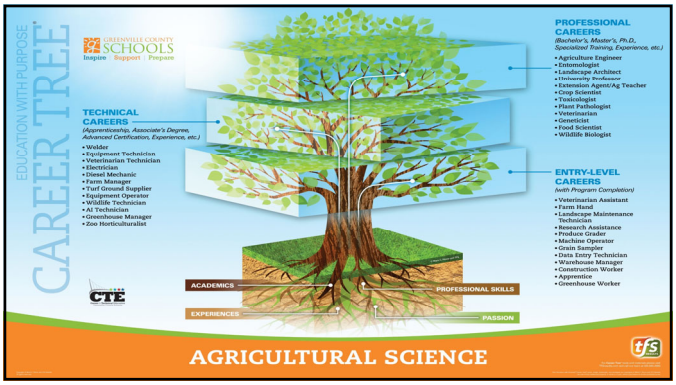

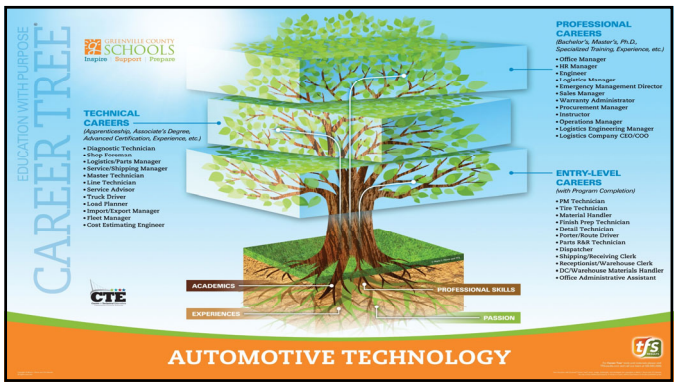

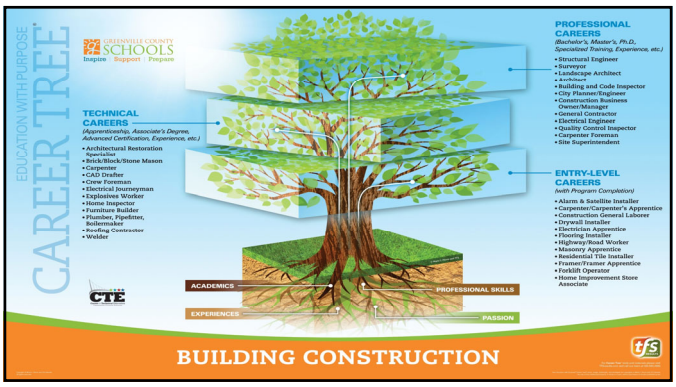

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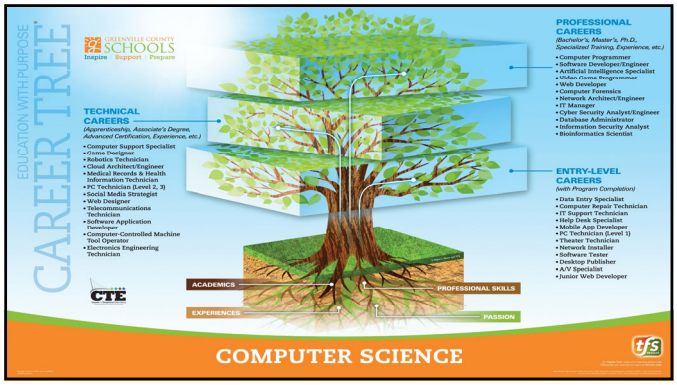

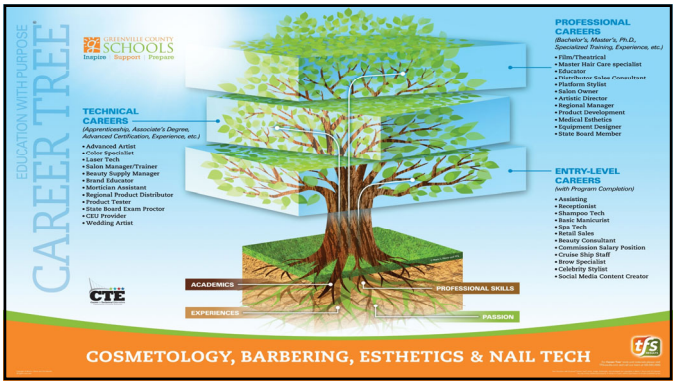

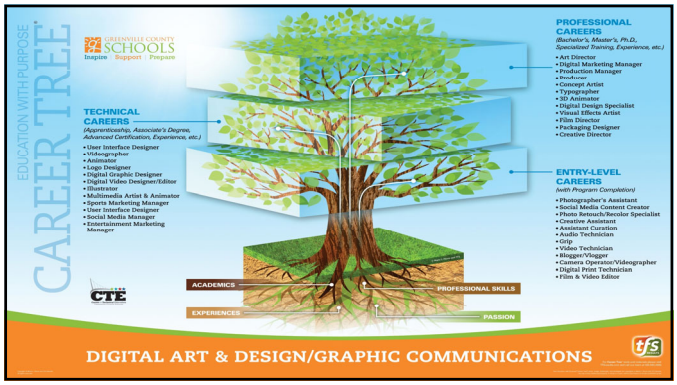

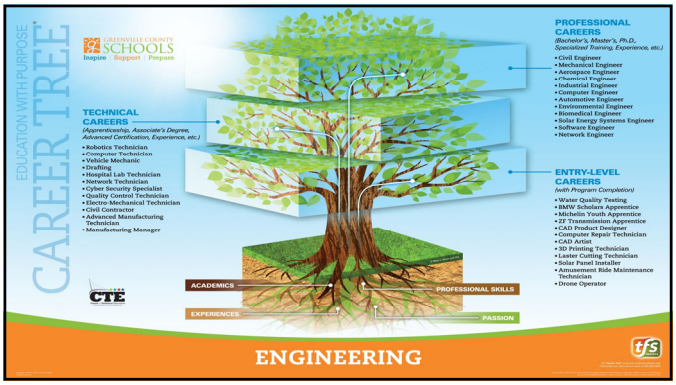

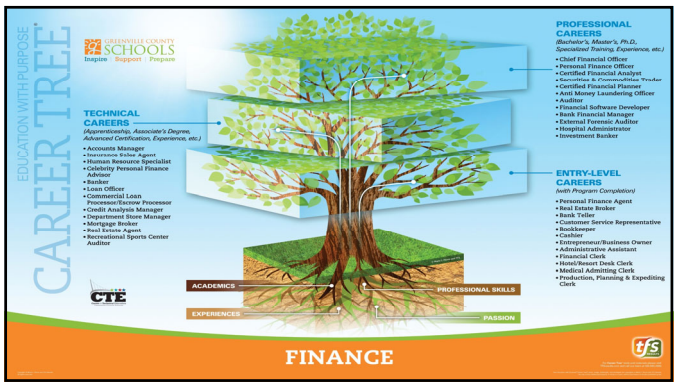

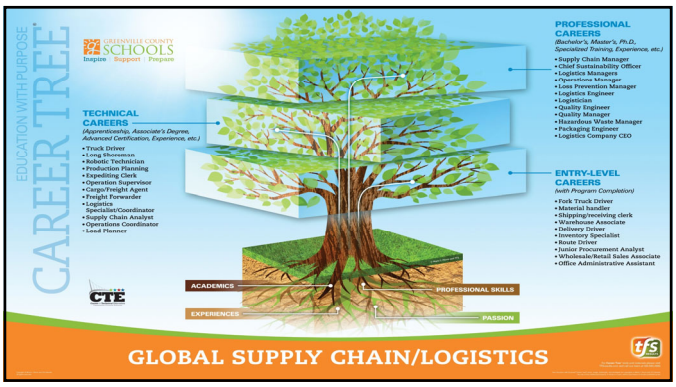

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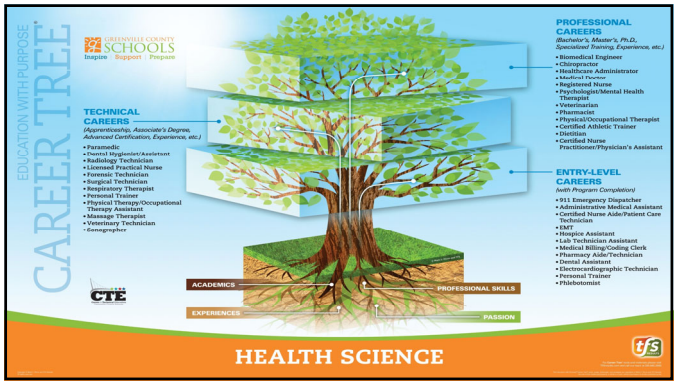

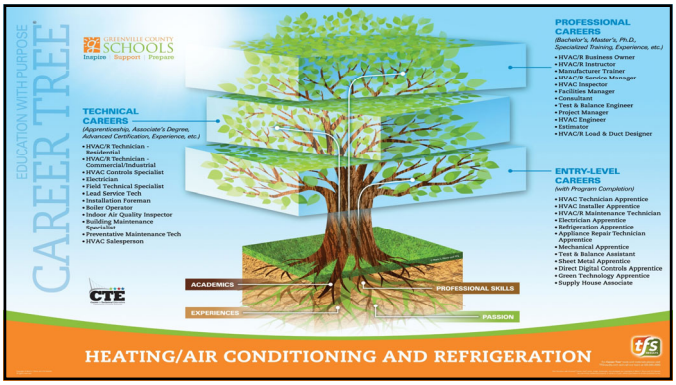

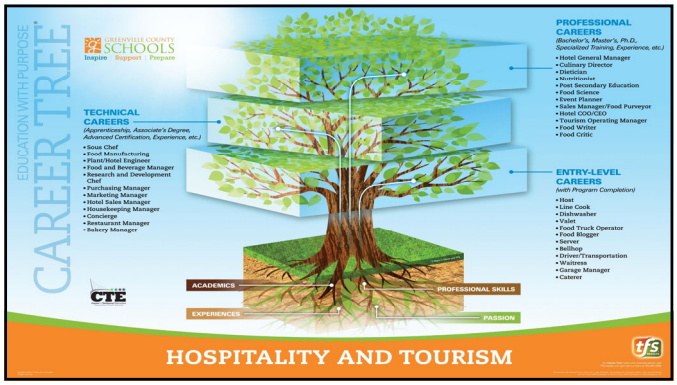

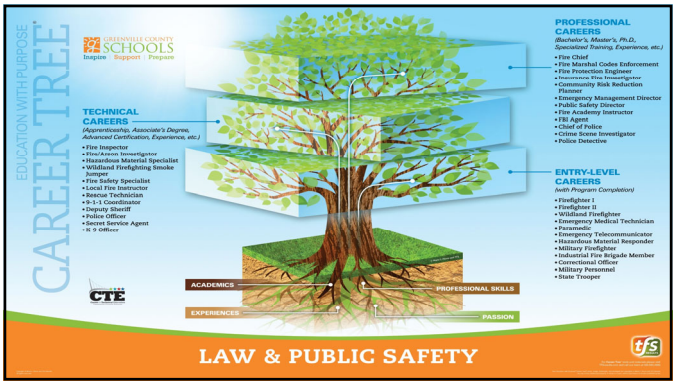

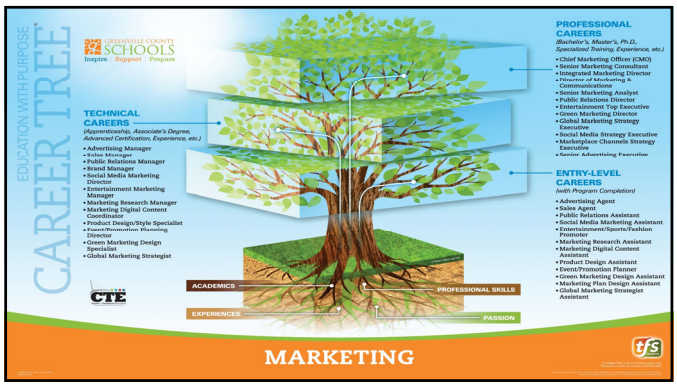

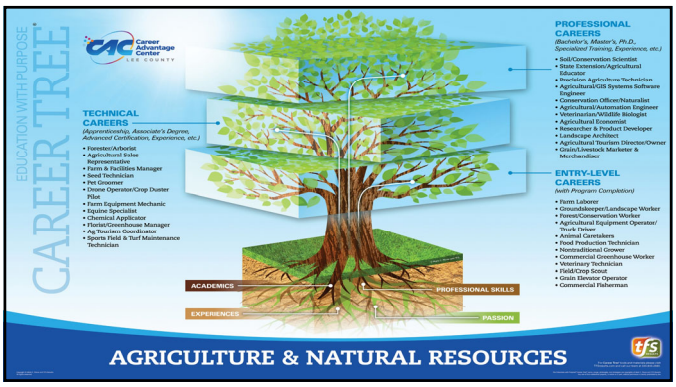

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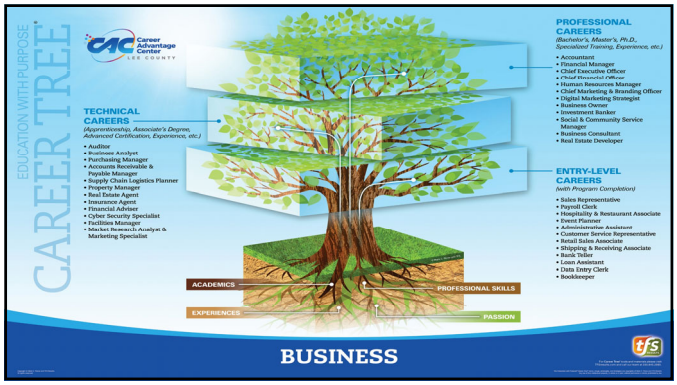

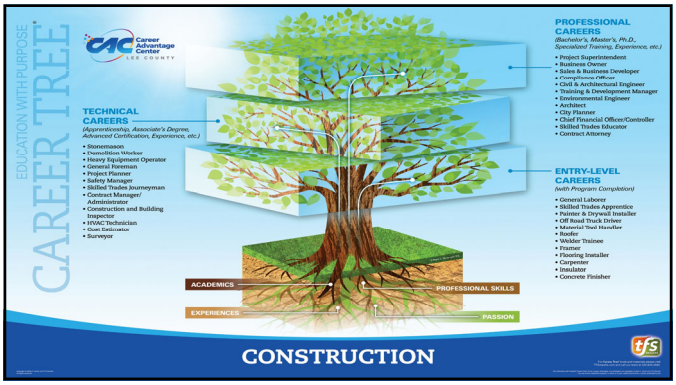

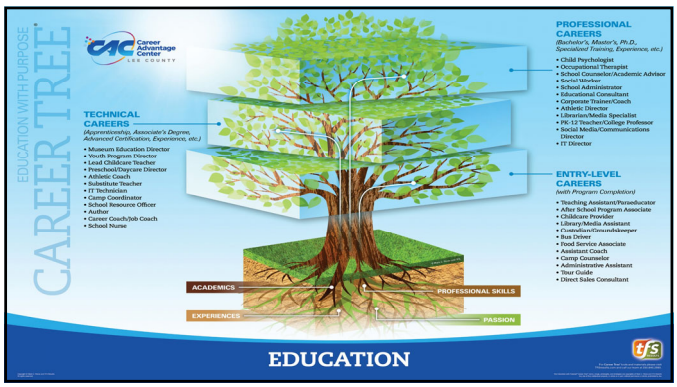

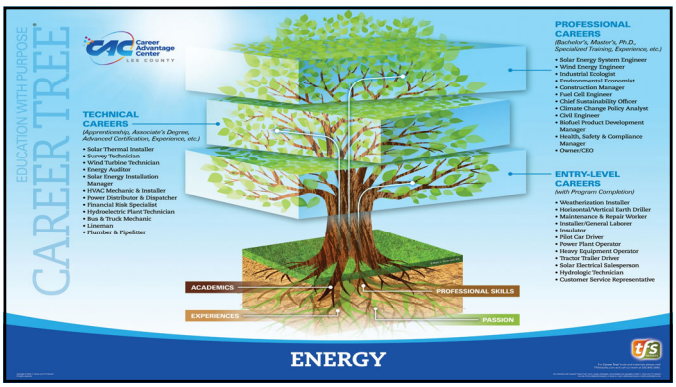

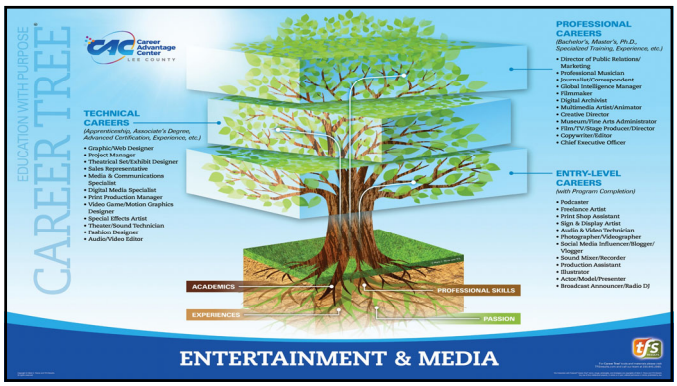

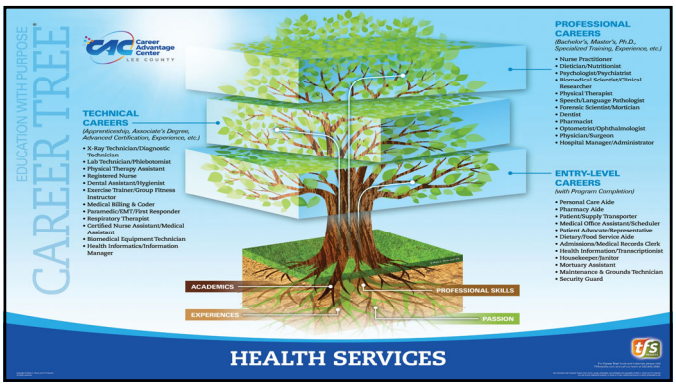

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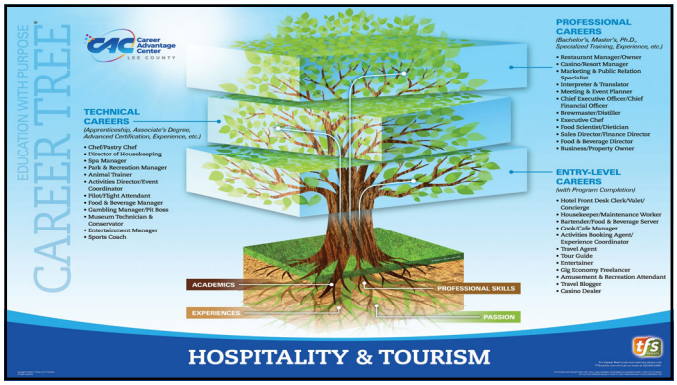

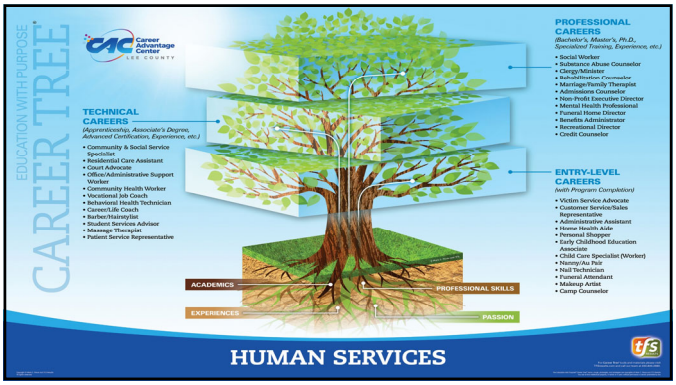

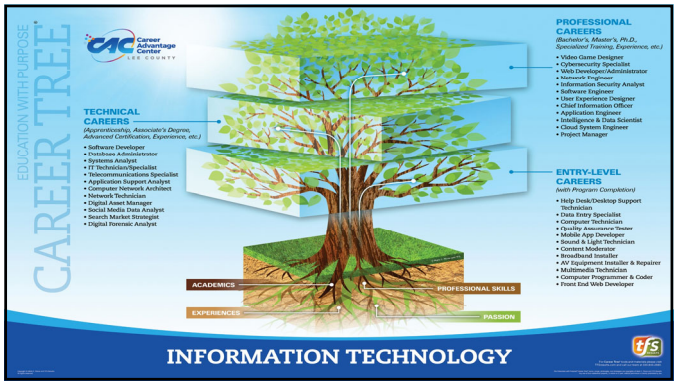

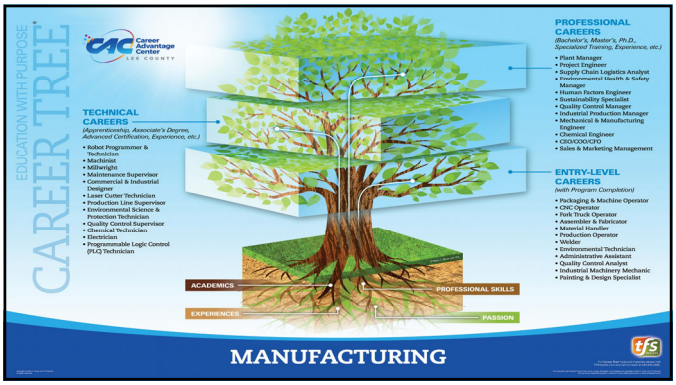

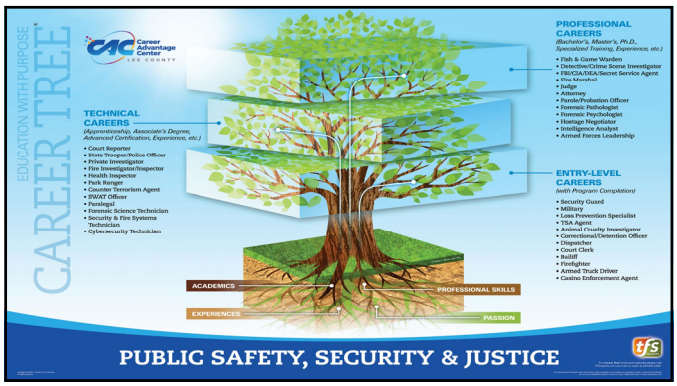

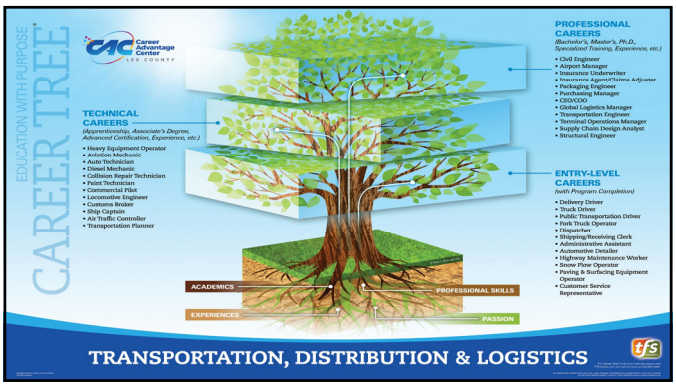

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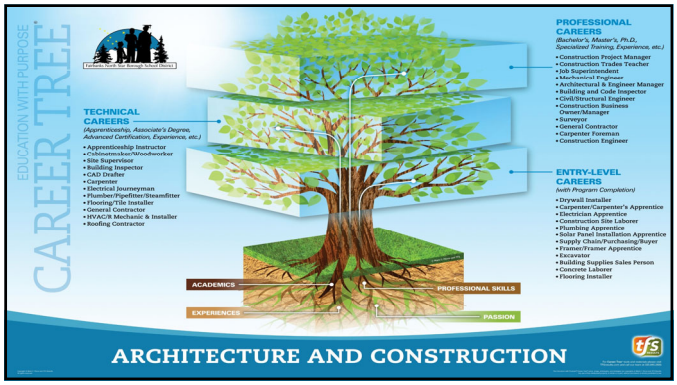

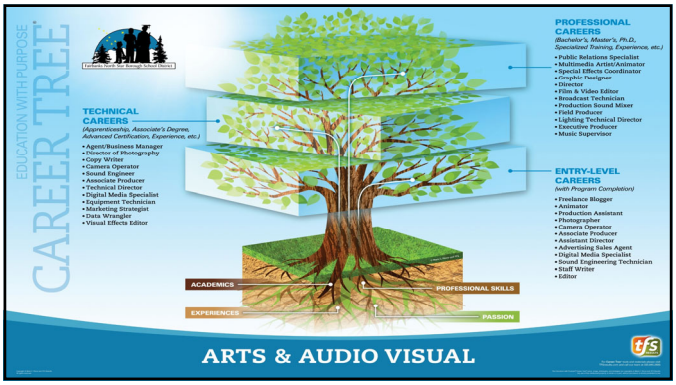

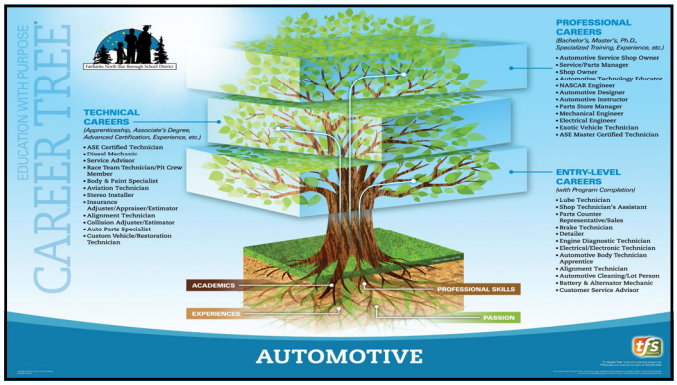

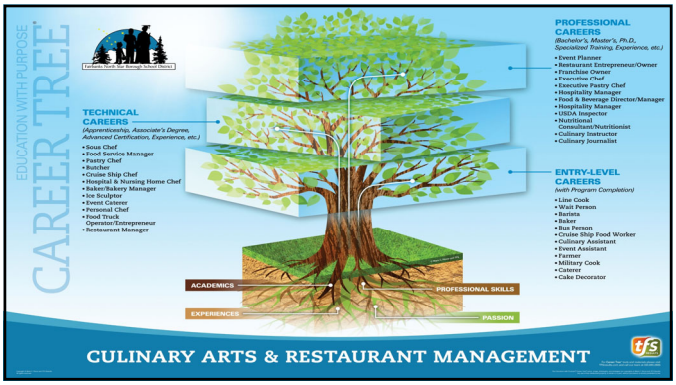

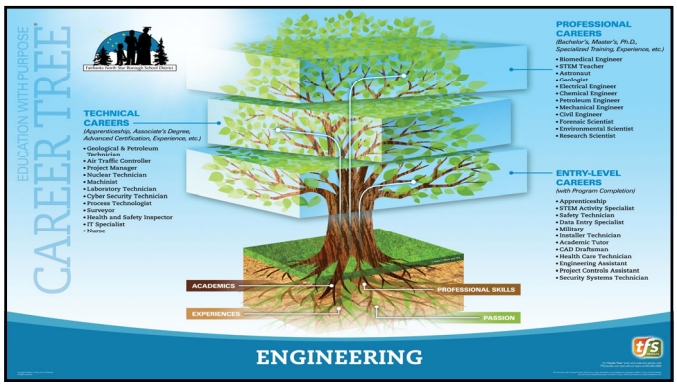

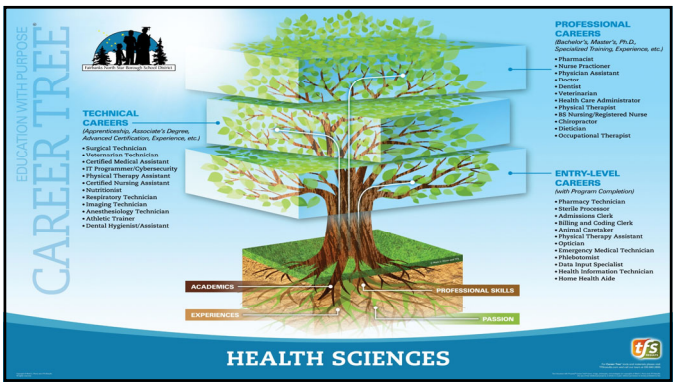

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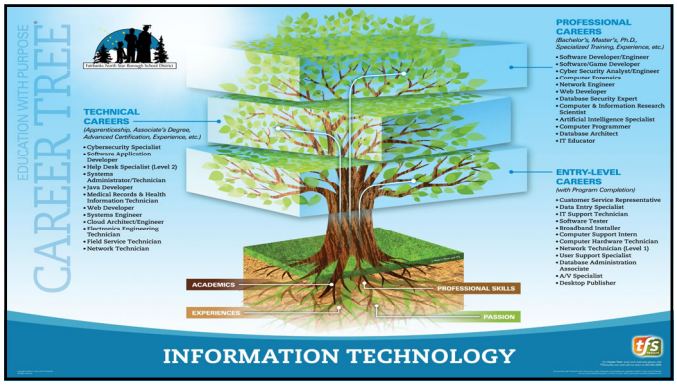

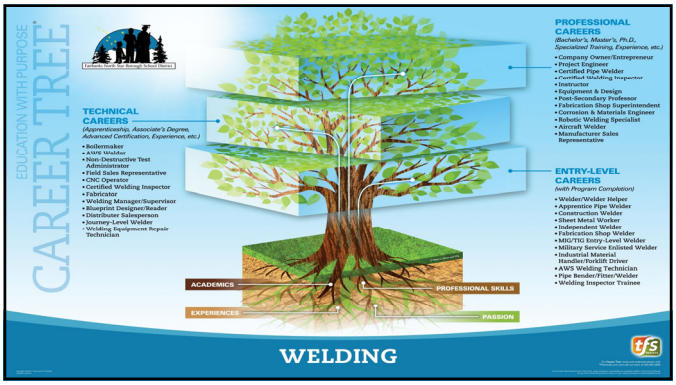

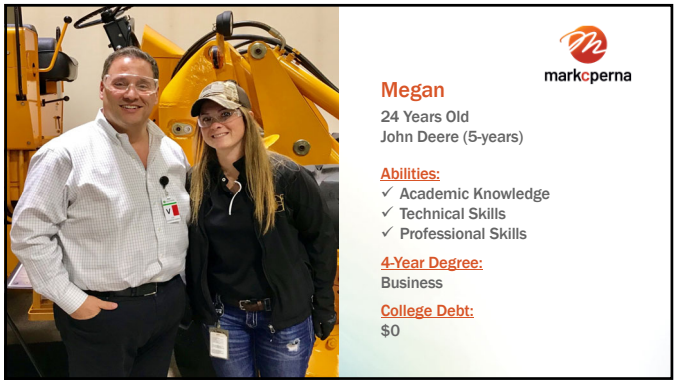

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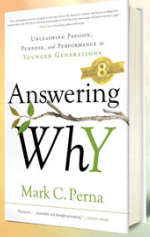

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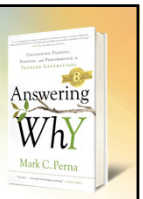

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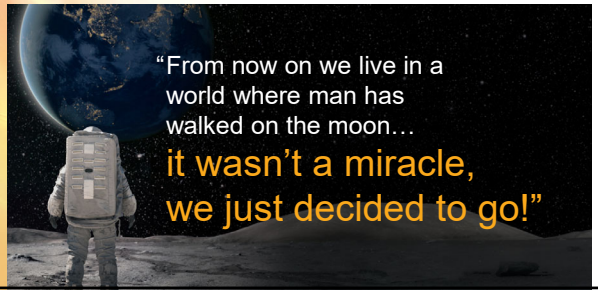

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