



Education & Employment  
with Purpose / with Passion

# CALL TO ACTION **ACTION GUIDE**



**Starting the dialogue in your community**



## Thanks for attending the Call to Action!

It was my pleasure to cover the current education and career landscape, share the actionable strategies to make a bigger difference, and call your community to take action on these critical issues. I deeply appreciate your partnership in the mission of making students career ready—period!

Now you may be wondering: where do we go from here? How do we get the dialogue started in our community, with our stakeholders and decision-makers? What can we do at the tactical level to connect Education with Purpose to Employment with Passion? What's our plan to shift the paradigm in education, workforce, and economic development?

Because every community, organization, and business is unique, there is no cookie-cutter method to address the needs of your specific context. However, this Action Guide can help launch the pivotal conversations that your community needs to have. In this guide, you will find suggestions for who should be at the table to effect real change, along with the initial questions to assess your current situation and set goals moving forward.

I'm also available to work closely with your organization to shift the paradigm in your community. My team and I have partnered with many clients to facilitate their discussion, create customized action steps, and deliver powerful keynote events directly to the entire community or individual audience segments. Get in touch with us at [contact@TFSresults.com](mailto:contact@TFSresults.com)—we'd love to hear from you.

Once more, thank you for being part of the Call to Action!

Warmest Regards,



**MARK C. PERNA**  
*EWP Movement Founder, Author,  
Speaker, and CEO*



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## WHO SHOULD BE PART OF THE CONVERSATION?

Ideally, many of your stakeholders and community leaders attended the Call to Action alongside you and were exposed to the paradigm-shifting message of Education with Purpose & Employment with Passion. If that's the case, you can move on to the next section where we share the strategies to start the dialogue in your community.

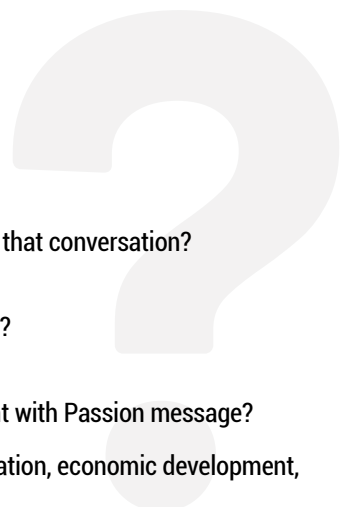


Mark's message at the Call to Action is designed for these groups:

- Superintendents
- Board members
- Principals
- Counselors
- Teachers
- Chancellors
- Deans
- Parents
- Employers
- Legislators
- Economic developers
- Civic/community leaders
- Any other stakeholders and decision-makers

As you consider who should be part of the conversation, ask yourself:

- Who has the greatest influence on the younger generations? How are they using that influence?
- What education-business partnerships already exist? How can they be strengthened?
- What education-business partnerships need to be forged? Who are the points of contact to begin that conversation? How can you lead into that conversation with their needs rather than your ideas/plan?
- Where do parents fit in our journey toward Education with Purpose and Employment with Passion? How can we involve them in meaningful ways?
- Has our local leadership/legislature been exposed to the Education with Purpose and Employment with Passion message?
- Are any of these influencer groups already working toward these initiatives (purpose-driven education, economic development, et cetera) separately? If so, how can we join forces under a common banner?



# OPENING THE DIALOGUE: WHERE YOU CURRENTLY STAND

Use these questions to begin the process of self-assessment for your organization and community. Involve as many people, from as many different sectors of your community, as possible.



### CURRENT SITUATION

- What meaningful connections currently exist between the education system, workforce, and economic development initiatives in our area?
- How are we currently connecting, engaging, and answering why for young people?
- To what extent is “purpose” the driving force of our training and instruction?
- What roadblocks are preventing our young people from becoming career ready?
- How are we prioritizing a human connection with younger generations?
- How is the skills gap affecting the employers and economic developers in our area?
- Which is the stronger driving idea in our community—that all careers and occupations are on the table or that only a college degree is considered viable for most?



### CAREER PLANNING

- In what direction are we counseling young people for their postsecondary plans?
- Do we have a planning culture, in which researching, goal-setting, and recalibrating one's plan are normalized and expected activities?
- What does a “career ready, period” student/trainee look like in our community?
- Are our career exploration programs robust and engaging—or more of an afterthought?
- Do we ourselves know about the full range of postsecondary pathways and on-ramps to career success?



### MOTIVATING YOUNG PEOPLE

- How are our educational/training goals aligned or unaligned with those of the young people we serve?
- How well do we understand the traits and priorities that make Generation Z unique?
- Do we view the younger generations in a positive, negative, or neutral light? Do we believe they are capable of achieving great things?
- As we talk about careers with young people, are we leading with lifestyle or focusing solely on the career responsibilities?



### PARADIGM SHIFT

- What is our current paradigm/mindset (both individual and collective) regarding postsecondary pathways?
- How are we equipping young people with the three components of a dynamic competitive advantage (robust academics, strong technical competencies, and valuable professional skills)?
- How can we use the way the world is changing so quickly to shift the way people think about career-focused education in concert with academic performance?



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# OPENING THE DIALOGUE: WHERE YOU WANT TO BE

Once you've assessed your current situation, it's time to set goals for where you want to be. Again, we recommend involving as many stakeholders as possible in these conversations.



## GOALS

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- What goals do we have to better connect our education, workforce, and economic development systems?
- In what ways can we make "purpose" the driving force of our training and instruction?
- How can we foster "career ready, period" students/trainees who move confidently into the next phase of their education?
- How can we take down the roadblocks preventing our young people from graduating/completing?



## CAREER PLANNING

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- How should we be counseling young people for their postsecondary plans?
- What is needed to build a planning culture, in which we lead by example in researching, goal-setting, and recalibrating our future plans?
- What outcomes do we want to see from our career exploration programs?
- How can we stay updated on workplace/industry trends that inform our career counseling to young people?



## MOTIVATING YOUNG PEOPLE

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- How can we start aligning our educational goals with those of young people, so that they see education not as their problem but as their solution?
- How well do we understand the generational traits of young people (how they think, what makes them tick, et cetera) and how will this knowledge influence our interactions with young people?
- What traits and priorities of Generation Z can we leverage to motivate them to greater achievement?
- How can we take steps to view the younger generations in a more positive light?
- In career conversations with young people, how can we lead with the lifestyle that their career can allow them to enjoy?



## PARADIGM SHIFT

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- How can our community actively celebrate all postsecondary pathways that lead to viable, living-wage careers?
- How can we partner with one another to deliver the three components of a dynamic competitive advantage (robust academics, strong technical competencies, and valuable professional skills)?
- How do we want people to think about career-focused education and its impact on our community?

### ABOUT EWP MOVEMENT FOUNDER MARK C. PERNA

**Mark C. Perna is the founder and CEO of TFS Results, a full-service strategic consulting firm at the forefront of the national paradigm shift in education and workforce development.** As an international generational expert, Mark has devoted his career to empowering educators and employers to unleash the tremendous potential of today's young people.

Mark founded the Education with Purpose & Employment with Passion movement to help communities connect the pipelines between education, business, and economic development. Mark serves on the Advisory Council for the Coalition for Career Development and is a member of the International Economic Development Council, both in Washington, DC. His work has helped countless parents, educators, employers, and national organizations across North America to engage with the younger generations more effectively.

Mark today delivers over 70 in-person and virtual keynote speeches annually at national and statewide events, where he frequently brings audiences to their feet. He's also spoken at Harvard University by special invitation. At TFS Results, Mark's team of talented professionals share his vision of helping organizations of all sizes experience significant gains in recruitment, engagement, retention, and performance.

Mark is a weekly contributor at Forbes.com, where his work reaches an audience of over 4 million. He interviews frequently on radio shows, television, and podcasts, and his library of episodes on *The Perna Syndicate* podcast reaches listeners in more than 70 countries. His multi-award-winning bestseller, *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*, was written to help educators, employers, and parents understand and motivate the millennial and Z generations. Find out more at [MarkCPerna.com](http://MarkCPerna.com).



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