markcperna

MARK C. PERNA
SPEAKER | AUTHOR | CEO

Let's Change the Game for the Young People in Our Communities.

At TFS Results, we appreciate your interest in the strategies and national best practices that will inspire young people to perform at a higher level.

You'll find the PowerPoint slides you requested starting on the next page. 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 parents, schools, colleges, businesses, and statewide organizations.

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: Parents can use this resource to help spark productive dialogue with their child about career exploration.
- 30-Second Action Guide 1: Use these three simple strategies to maximize your daily interactions 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.

If you're looking to make a bigger difference with the young people you influence, we'd love to help. To learn more, please visit us at TFSresults.com or give us a call at **330.840.2680**.

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

Warmest Regards,

Mark C. Perna and the TFS Results Team

4059 Kinross Lakes Parkway, Suite B | Richfield, OH 44286 | 330.840.2680 | Fax: 330.650.6416
mark.perna@TFSresults.com | TFSresults.com | MarkCPerna.com

©Mark C. Perna, TFSresults® - All Rights Reserved V8-Gen

TFSresults.com

markcperna

MARK C. PERNA
SPEAKER | AUTHOR | CEO

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
Follow

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

Mark C. Perna and the TFS Results Team

4059 Kinross Lakes Parkway, Suite B | Richfield, OH 44286 | 330.840.2680 | Fax: 330.650.6416
mark.perna@TFSresults.com | TFSresults.com | MarkCPerna.com

©Mark C. Perna, TFSresults® - All Rights Reserved V5

TFSresults.com

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

WELCOME...

markcperna

Unleashing Passion, Purpose, and Performance in Younger Generations

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

markcperna

- The Changing Landscape
- The Younger Generations
- Education With Purpose
- Employment With Passion
- Shifting The Paradigm
- Taking Action

markcperna

The Changing Landscape

markcperna

The World Has Changed

markcperna

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)

markcperna

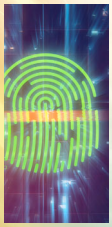
SKILLS GAP: CONSTRUCTION

- 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)

(C)Mark C. Perna All Rights Reserved

SKILLS GAP: CYBERSECURITY/IT

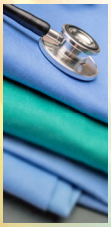
markcperna



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

SKILLS GAP: HEALTHCARE

markcperna



- 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

markcperna

- 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

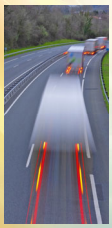
markcperna

"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

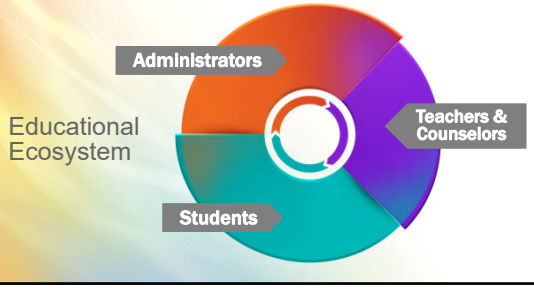
markcperna



- 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

markcperna



(C)Mark C. Perna All Rights Reserved

markcperna

Why Education Is About To Reach A Crisis Of Epic Proportions

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

markcperna

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

markcperna

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

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

markcperna

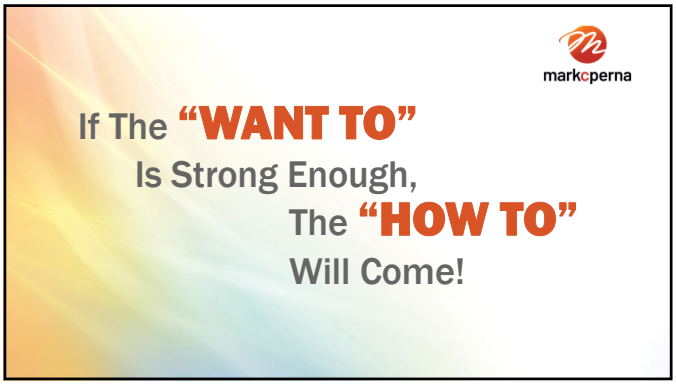
The World Has Changed

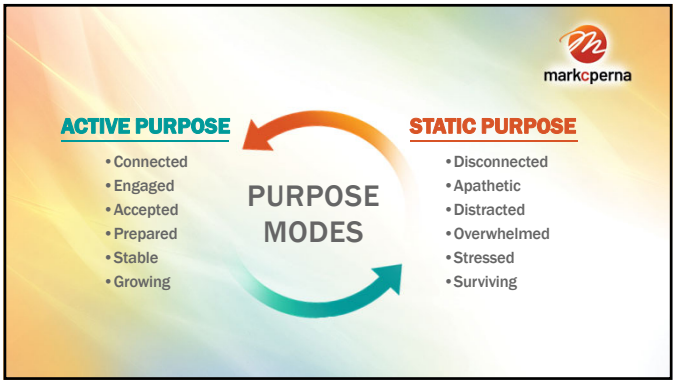
markcperna

markcperna

Younger Generations
The *WHY* Generation

(C)Mark C. Perna All Rights Reserved





(C)Mark C. Perna All Rights Reserved

markcperna

*"The mind is not a **VESSEL** to be filled, but a **FIRE** to be kindled"*

– Plutarch

markcperna

Filling **VESSELS**?

OR

Kindling **FLAMES**?

markcperna

ACTIVE PURPOSE

markcperna

- 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

markcperna

Do you see me?

Do you hear me?

Do I matter?

markcperna

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

(C)Mark C. Perna All Rights Reserved

markcperna

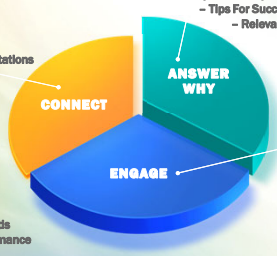
- Light At The End Of The Tunnel
  - The Big Picture & Positive Framing
    - Why Would Anyone Do This?
    - Tips For Success (Hacks)
  - Relevance To Their Journey

markcperna

ACTIVE PURPOSE

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

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



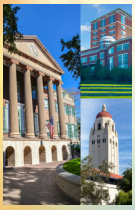
ENGAGE
- Ownership
  - Control, Choice, and Voice
- Encouragement
  - Positive Attention
- Experience is Everything
  - Emboldened
  - Enthusiasm
- Real World Impact
  - Solution-based
- Perfection

markcperna

Education
With Purpose

markcperna

Georgetown University Center for Education and Workforce

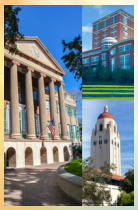


Estimates 1/3rd of nation's top-performing high school students (SAT over 1,000) do not obtain a college degree... and yet nearly all of them attempt college.

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

markcperna

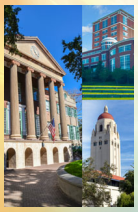
2020 U.S. Census

Over half of students enter college, but only 35% receive degrees.

(C)Mark C. Perna All Rights Reserved

markcperna

Educationdata.org

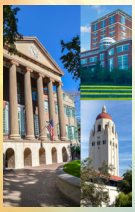


40% of all college students drop out.

markcperna

College Debt in America

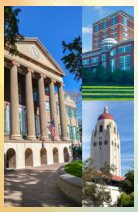
As Reported by Major News Agencies



- **$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

markcperna

Nerd Wallet



The average U.S. household with student debt owes **$57,520**.

markcperna

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"

markcperna

Employment
With Passion

markcperna

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

(C)Mark C. Perna All Rights Reserved

TOP STRATEGIES TO ATTRACT AND RETAIN TOP TALENT

markcperna

- **Be flexible**
  - HiBob: 90% want flexibility as their top priority
- **Make geography irrelevant**
- **Emphasize the position, not the company**
  - Twice as likely to choose dream job with a company they don't know
- **Diversify**
- **Expand the onboarding experience**
  - Gallup: 88% of organizations don't onboard well with 20% of turnover tied to first 45 days
- **Focus on culture**

TRAIN TO WIN THE TALENT WAR

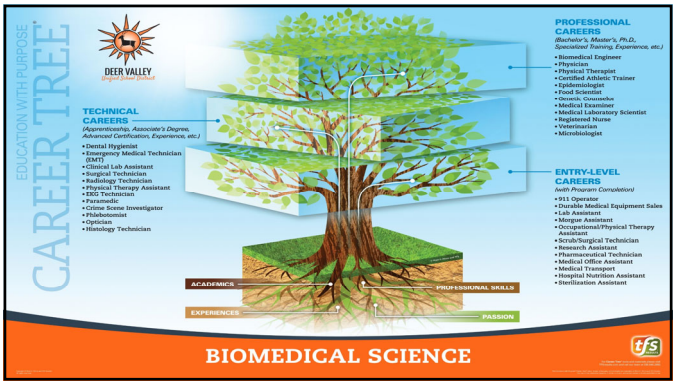
markcperna

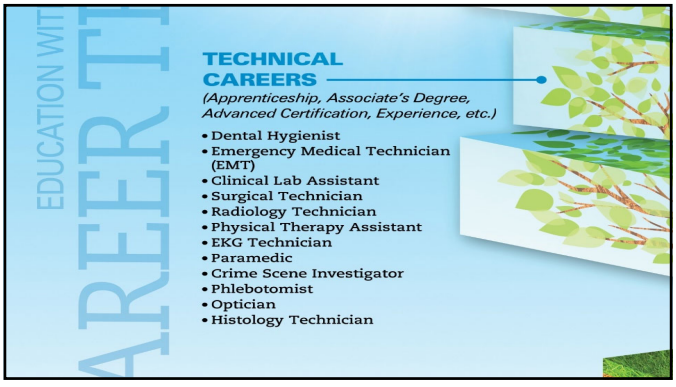
By 2025, 85 million jobs will be displaced and 97 million new ones created.
(Source: LinkedIn)

- **Normalize on-the-job training**
  - Upskill & reskill both technical and professional skills
- **Invest in training Gen-Z**
  - 83% want to learn skills to perform better in their current role
  - 76% see learning as the key to their advancement
  - 50% more time spent viewing online training than other generations
- **Shine the Light at the End of the Tunnel**
- **Create mentorship opportunities**
- **Unleash your interns**

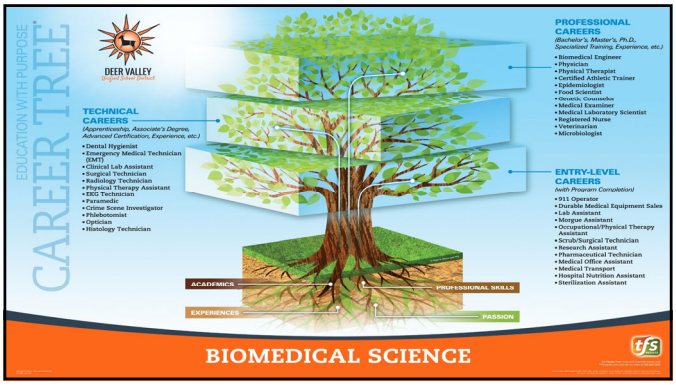
markcperna

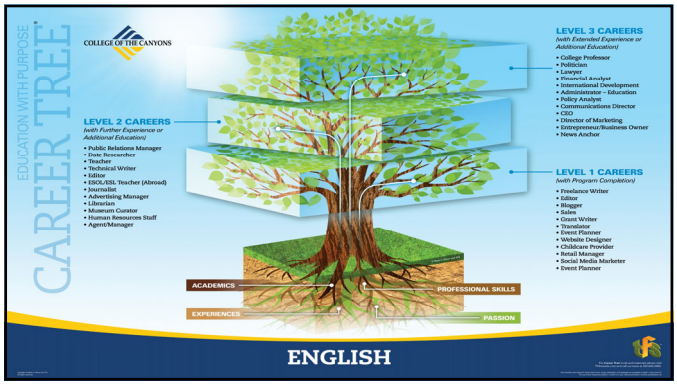
Education With Purpose & **Employment** With Passion



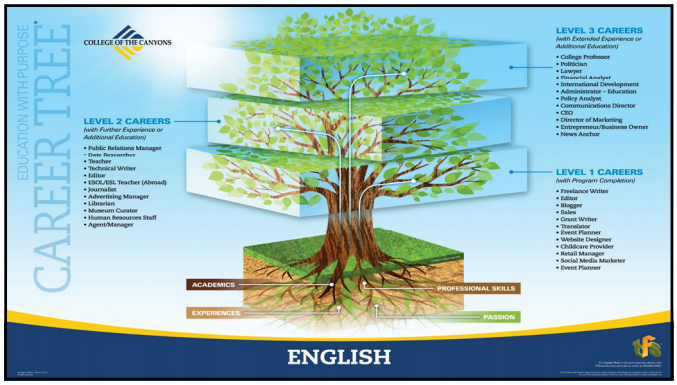


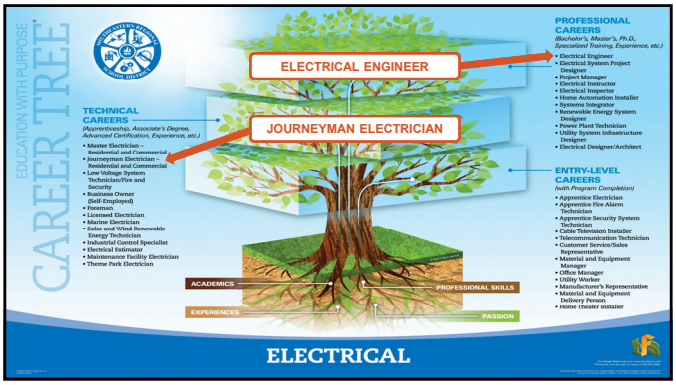
(C)Mark C. Perna All Rights Reserved

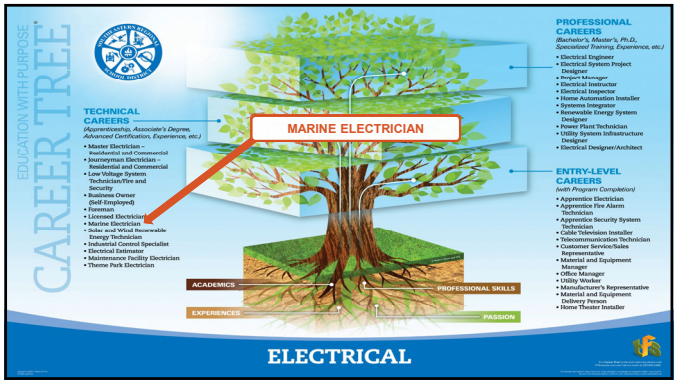




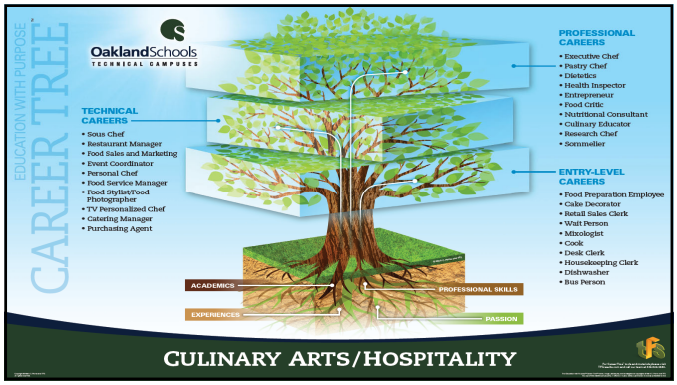
(C)Mark C. Perna All Rights Reserved

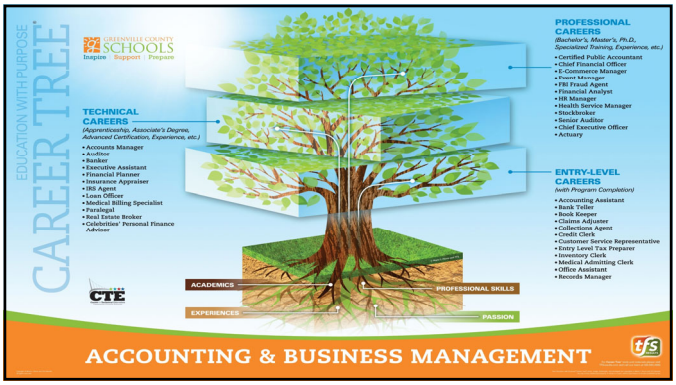


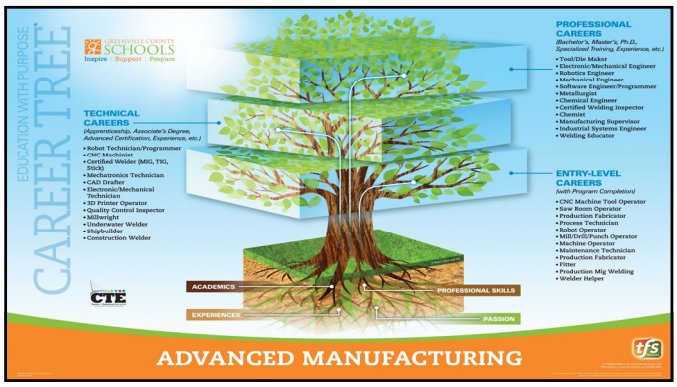


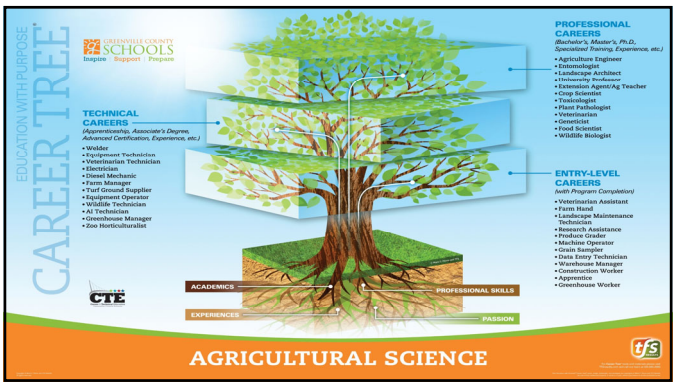


(C)Mark C. Perna All Rights Reserved

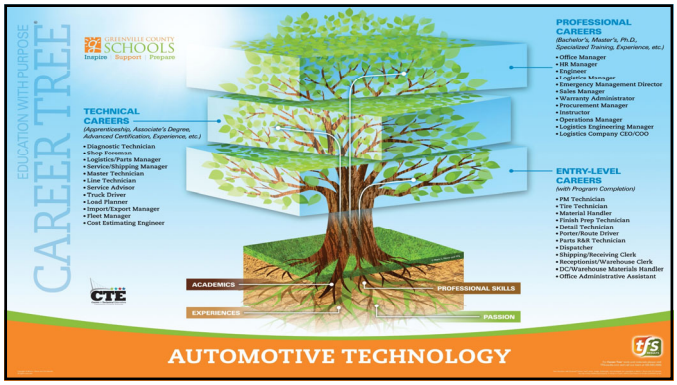


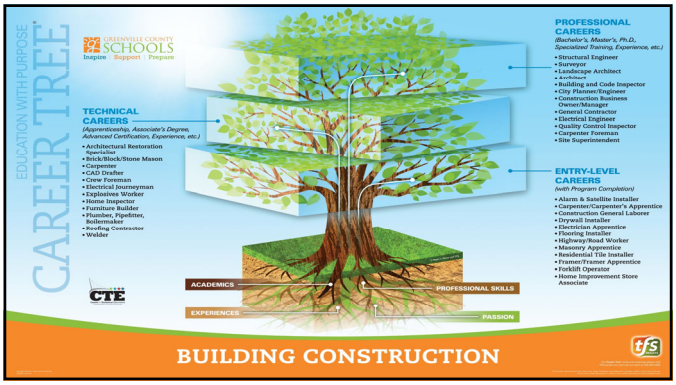


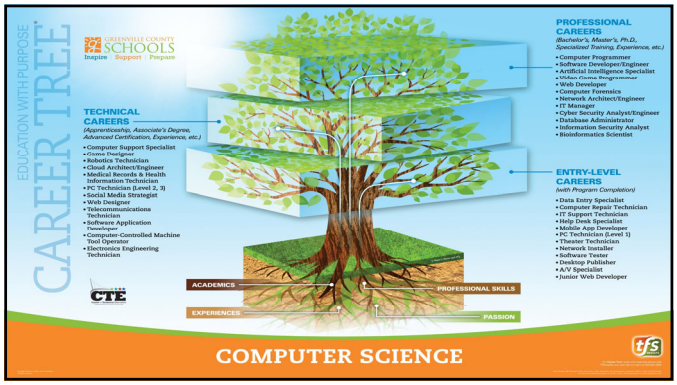


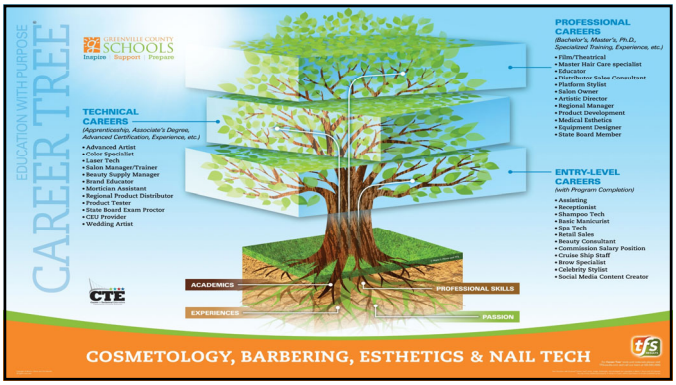


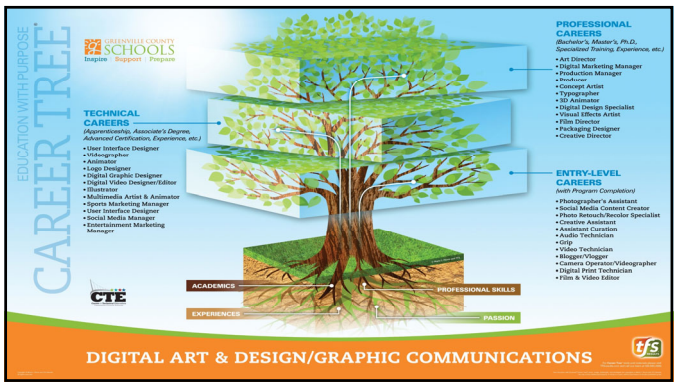
(C)Mark C. Perna All Rights Reserved

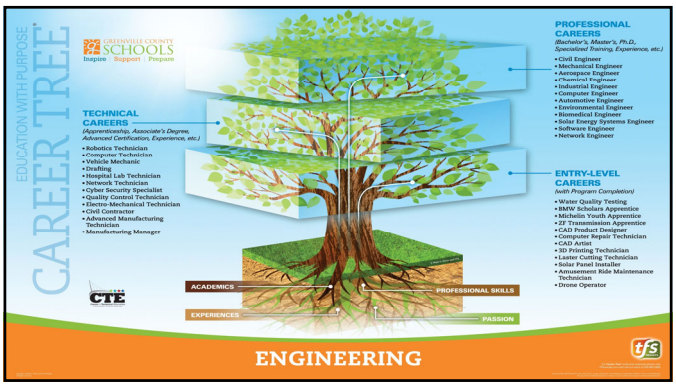




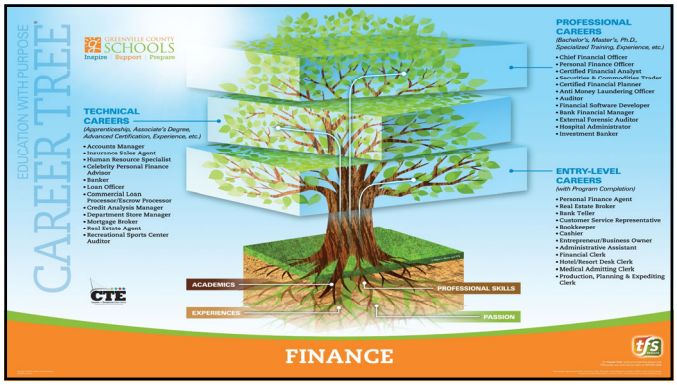


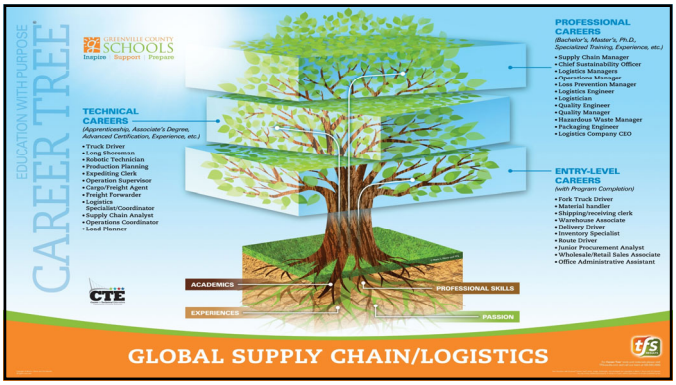


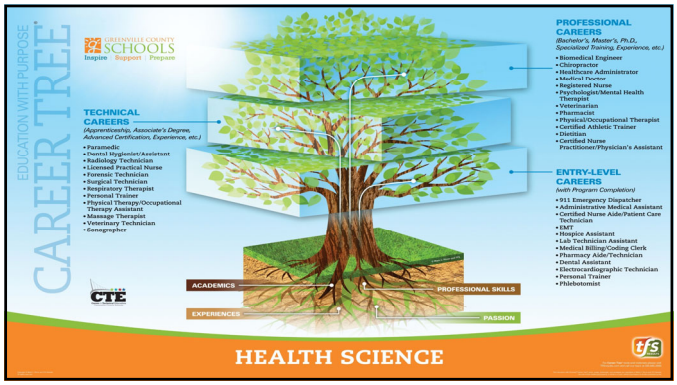


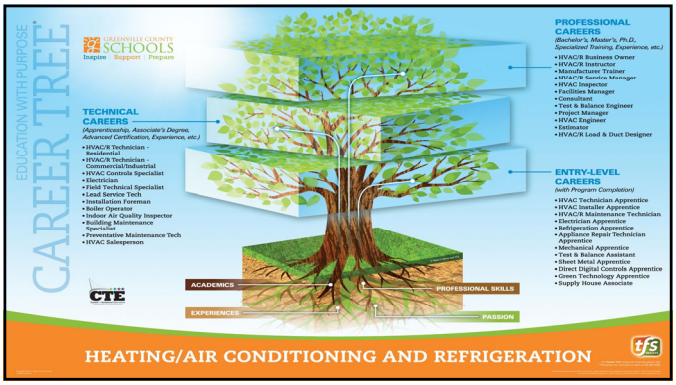


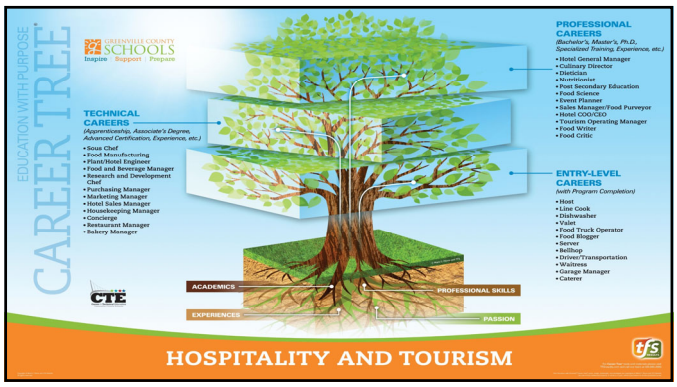
(C)Mark C. Perna All Rights Reserved

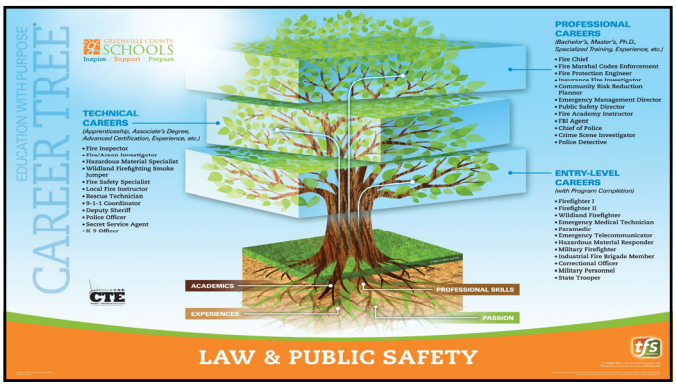




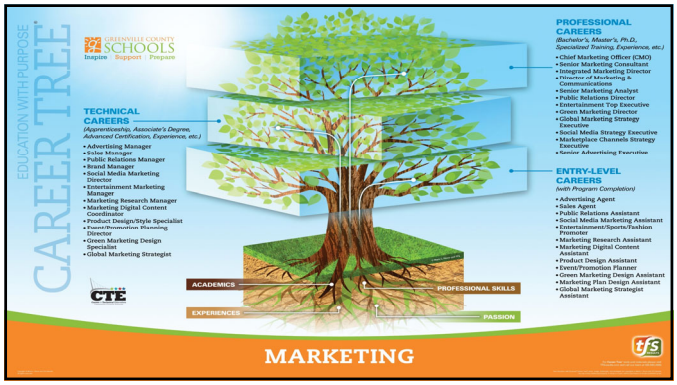


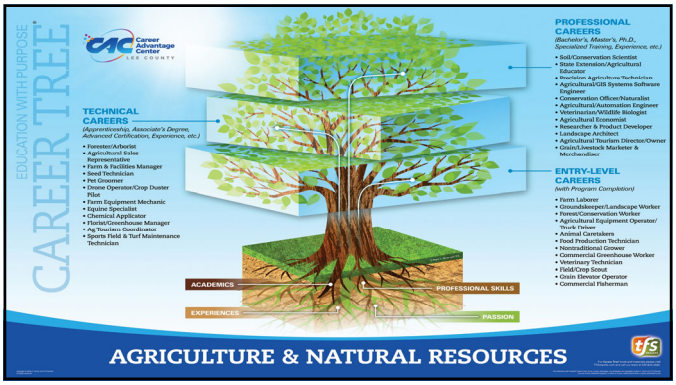


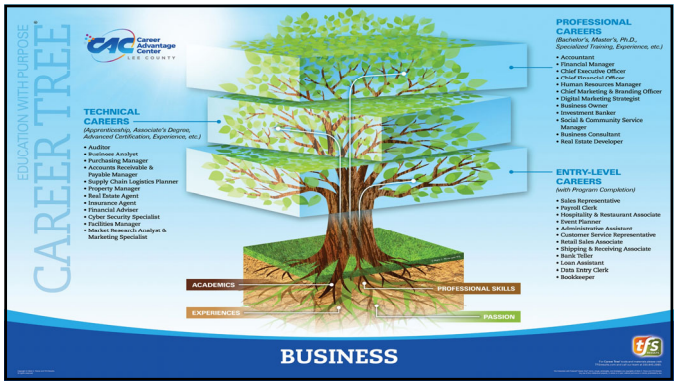


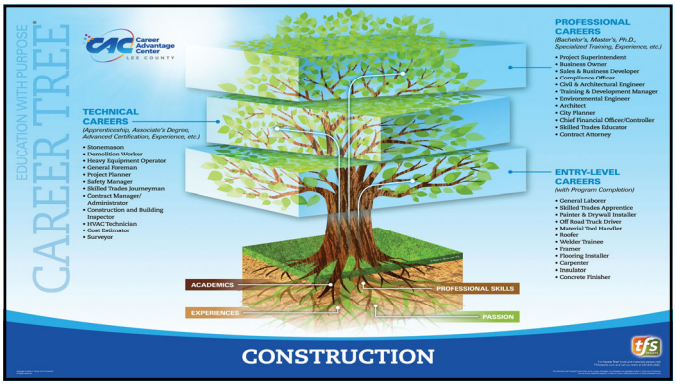


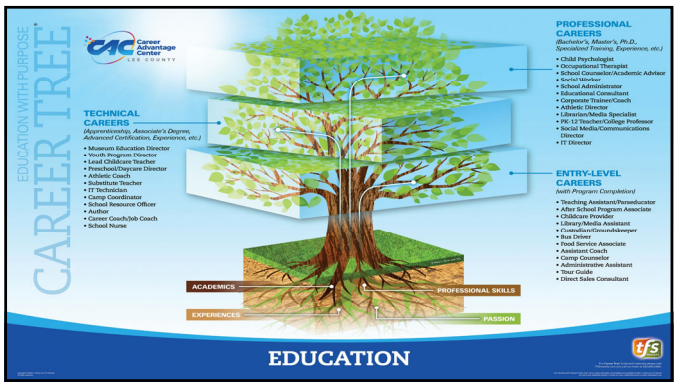
(C)Mark C. Perna All Rights Reserved

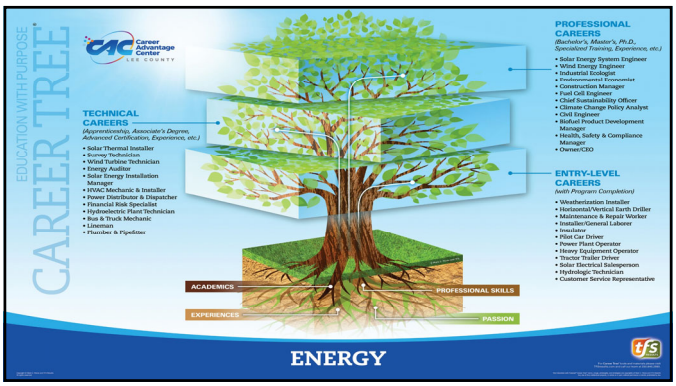




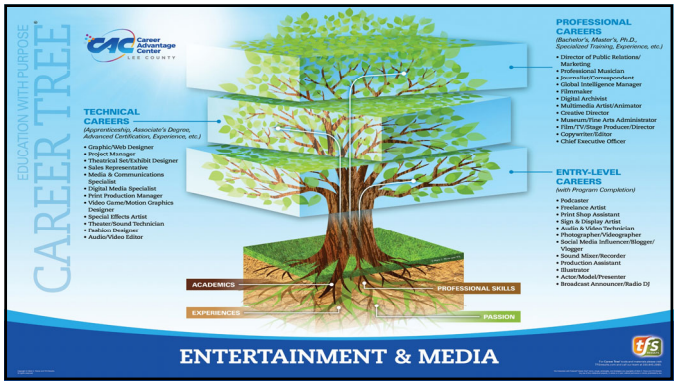


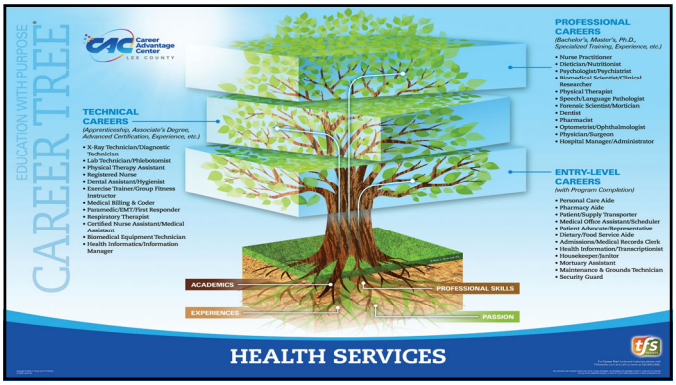


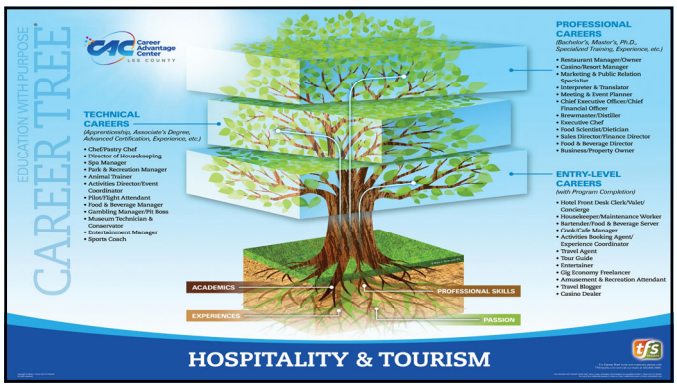


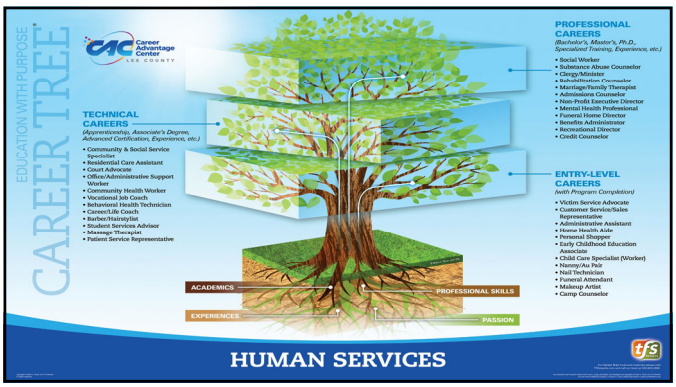


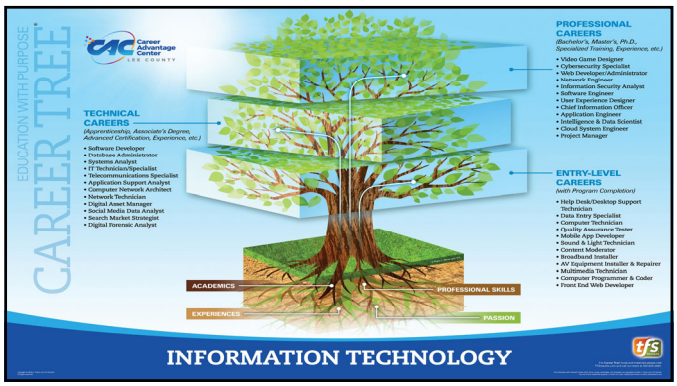
(C)Mark C. Perna All Rights Reserved

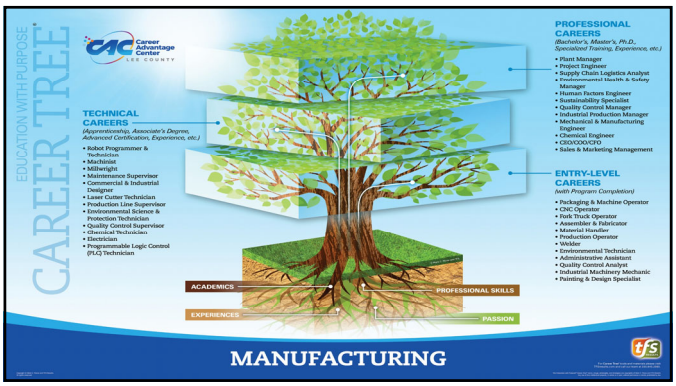




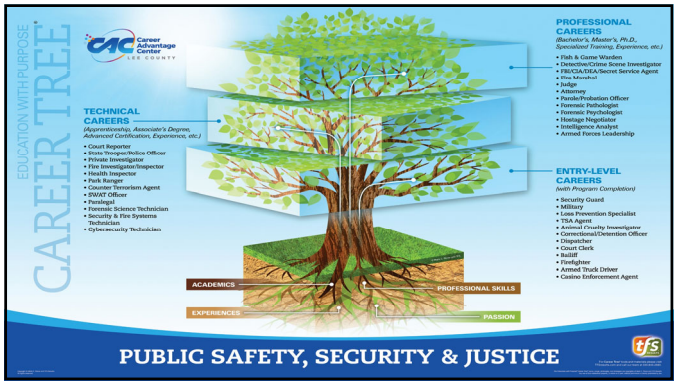


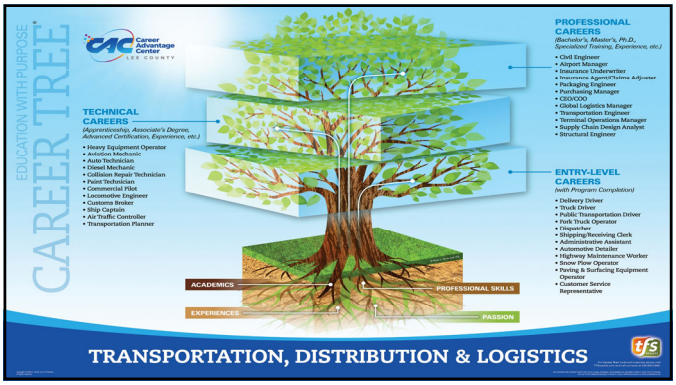


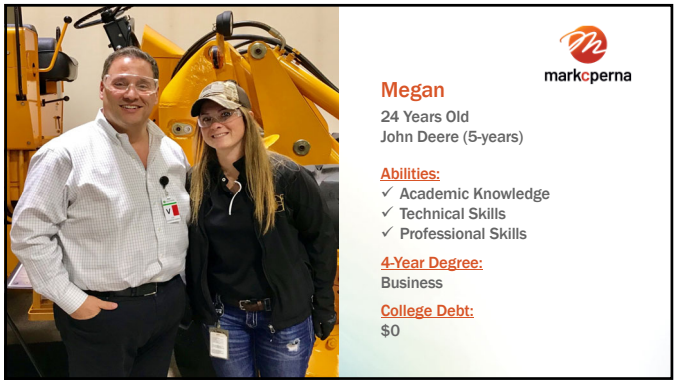




(C)Mark C. Perna All Rights Reserved







(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

Connect, Engage And Answer Why

markcperna

Create A Strong Message Of Purpose

markcperna

Education With Purpose & **Employment** With Passion

markcperna

Action Guide

markcperna

Team Development

markcperna

The Dialogue:

Current Situation

(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

The Dialogue:

Where You Want To Be

markcperna

- Mission
- Goals
- Career Planning
- Motivating Young People
- Shifting The Paradigm
- Next Steps

markcperna

Keynote Speech

Unleashing Passion, Purpose, and Performance in Younger Generations

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

Shifting The Paradigm With…
Educators, Parents, Employers, and Communities

markcperna

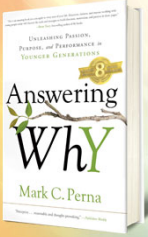
Keynote Speech

Building Your Dream
By Developing A Powerful Competitive Advantage

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

Shifting The Paradigm With…
Middle & High School Students

markcperna.com



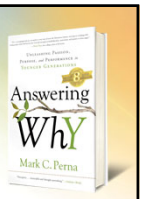
- Independent Press Award Winner: **Education**
- Independent Press Award Winner: **Career**
- National Indie Excellence Awards Winner: **Business**
- National Indie Excellence Awards Winner: **Parenting & Family**
- National Indie Excellence Awards Winner: **Career**
- IPPY Silver Award Winner: **Parenting**
- Axiom Business Book Awards: **Human Resources**
- Nautilus Award Winner: **Relationships/Communication**

(C)Mark C. Perna All Rights Reserved

Forbes.com Weekly Contributor

Audience of over 3.3 million

- Career
- Education
- Younger Generations
- Workforce Development
- Multigenerational Workplace



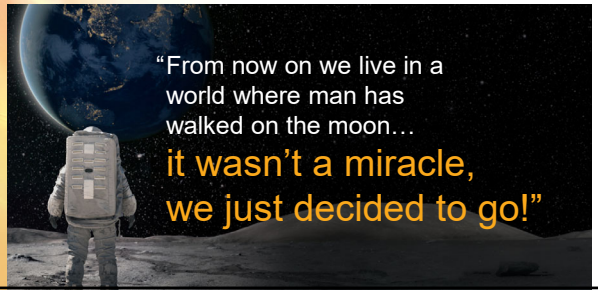
"The Perna Syndicate"

Heard in 51 countries every weekday

- Weekday, 90-Second Micro-Podcast
- iTunes, Spotify, Google Play, Amazon Flash Briefings, etc.

Jim Lovell
Apollo 13 Commander

markcperna



IMPACT THE SHIFT

TFSresults.com/impact

markcperna.com

(C)Mark C. Perna All Rights Reserved