



Let's Inspire Young People to Perform at a Higher Level.

I appreciate your participation in my recent presentation!

In the following pages, you'll find the PowerPoint slides you requested.

In our changing landscape, bridging the generational divide is crucial to our success. However you interact with the younger generations, you can make a powerful difference using these strategies.

In addition to the slides, I want to share some valuable resources and ways you can stay connected to the mission of shifting the paradigm in education, employment, and economic development.

[Follow me at Forbes.com](#)

Click the blue 'Follow' button to stay posted on my weekly articles to shift the paradigm in education, careers, and generational issues in the workplace.

[Subscribe to my YouTube channel](#)

Tune into the mind of the younger generations with my free videos, highlighting the most impactful strategies I share in my keynote speeches.

[Join my livestream experience](#)

At the National Call to Action, I call communities across the country to start creating Education with Purpose & Employment with Passion for their young people.

[Tune in to The Perna Syndicate Podcast](#)

Listen to my podcast library of quick, inspirational episodes covering education, careers, and the multigenerational workforce—available on Apple Podcasts, Google Podcasts, Alexa, and everywhere else you listen.

[Connect with me on social](#)

Connect with me on [Twitter](#), [LinkedIn](#), [Facebook](#), and [Instagram](#) see fresh insights and inspiration in your feed...every day!

If you're looking to make a bigger difference with the young people you influence, I'd love to help. Visit [MarkCPerna.com](#) for more information or call us at **330.840.2680**.

I appreciate and applaud your commitment to the next generation, and I hope we can stay in touch. Enjoy the PowerPoint slides!

MARK C. PERNA
SPEAKER | AUTHOR | CEO

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STAY CONNECTED



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Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations

WELCOME... 

Unleashing Passion, Purpose, and Performance in Younger Generations

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

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The AUDIENCE
The GOAL
The CHALLENGE

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WARNING

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

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The Shifting Landscape
Education & Workforce Development

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The World Has Changed

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THE GLOBAL SKILLS GAP

- **60% of employers** believe skills gaps in local labor markets will be one of the greatest barriers to their business transformations
(World Economic Forum "Future of Jobs" report)
- Nearly **nine in ten executives and managers** say their organizations either face skill gaps already or expect gaps to develop within the next five years
(McKinsey Global Survey)
- **\$11.5 trillion** in global GDP could be lost by 2028 if organizations do not take action to close their skills gaps
(World Economic Forum "Future of Jobs" report)

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THE FUTURE OF SKILLS

- Up to **40% of core job skills** are expected to change by 2025; and **50% of employees** will need to learn new skills
(World Economic Forum "Future of Jobs" report)
- **375 million workers globally** might have to change occupations in the next decade to meet companies' needs
(McKinsey Global Survey)
- **66% of workers** in Australia, UK and US said L&D opportunities make or break their decision to take a job or stay at a company
(HigherEd Dive)

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SKILLS IN THE AGE OF AI

- Approximately **30%** of hours spent on white-collar tasks could be "easily replicated" by **generative AI**
(Pearson study of Australia, Brazil, India, the US and UK)
- **73%** of employers who prioritize hiring talent with AI skills have difficulty finding qualified candidates
(Amazon Web Services)
- Organizations will **hike pay for AI-skilled workers** by:
 - 43% in sales and marketing
 - 42% in finance
 - 37% in legal, regulatory, and compliance
 - 35% in human resources
(Amazon Web Services)

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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: AGRICULTURE



- Average age of principal farm operators is 59; only **9%** are under the age of 35
(AG America Lending)
- Almost half (**45%**) of farms globally report they are facing a lack of expertise and training
(Shell Lubricant Solutions, 2021)
- **86%** of farmers have experienced equipment breakdown in the last 3 years due to lack of maintenance
(Shell Lubricant Solutions, 2021)

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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. (Harvard)
- **3.5 million** unfilled cybersecurity jobs globally (Harvard)
- **The IT skills gap** troubles 80% of managers in North America (CIO Dive)

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SKILLS GAP: HEALTHCARE



- 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)

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SKILLS GAP: HOSPITALITY



- **Accommodation/Food Services Industry** has had the highest quit rate since July 2021, consistently above 5% (2x the 2.5% average) (US Chamber of Commerce)
- **Nearly 40%** of hospitality businesses are facing skilled worker shortages (RestaurantOnline.co.uk)

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SKILLS GAP: MANUFACTURING



- **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)

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SKILLS GAP: PETROCHEMICAL



"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)

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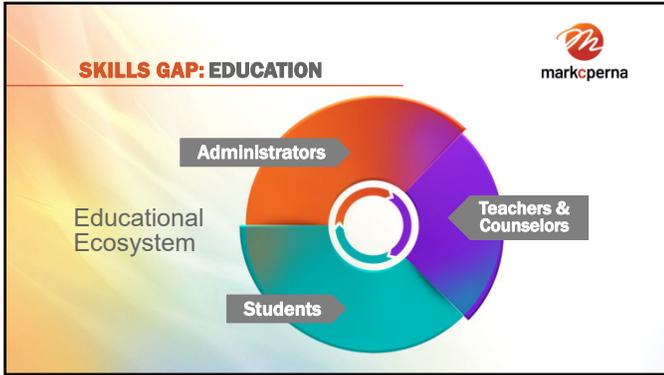
SKILLS GAP: TRANSPORTATION, SUPPLY CHAIN & LOGISTICS



- **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)
- **78%** of shippers and 56% of third-party logistics firms say shortages have impacted their supply chain operations (Food Logistics)

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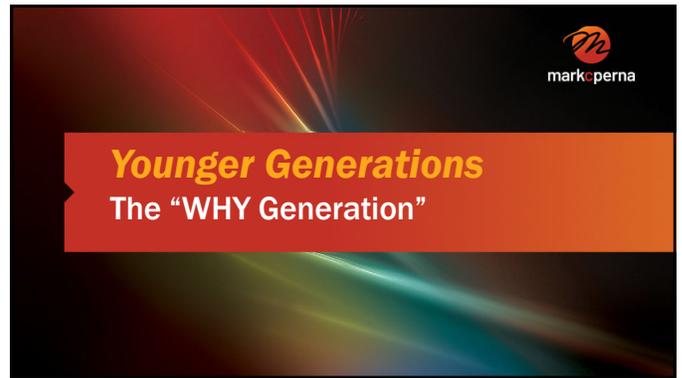


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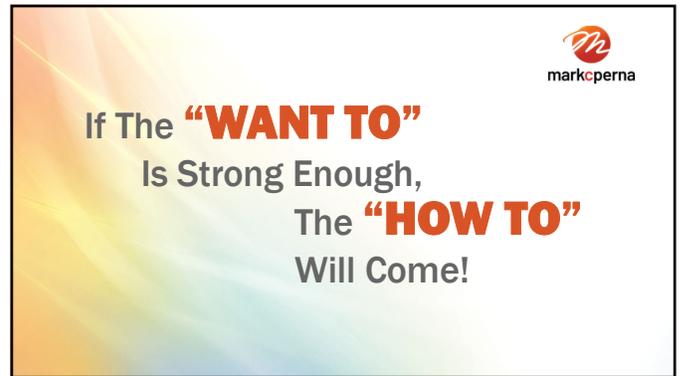
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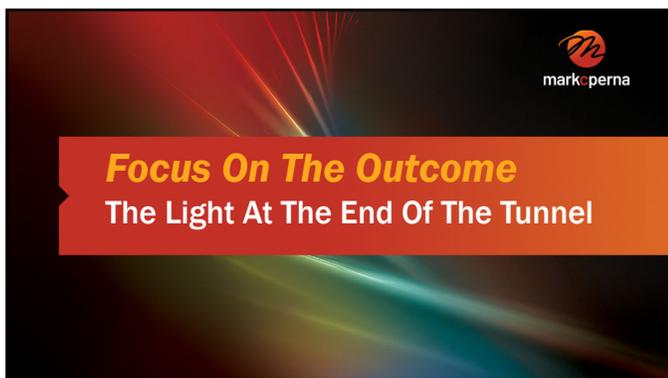
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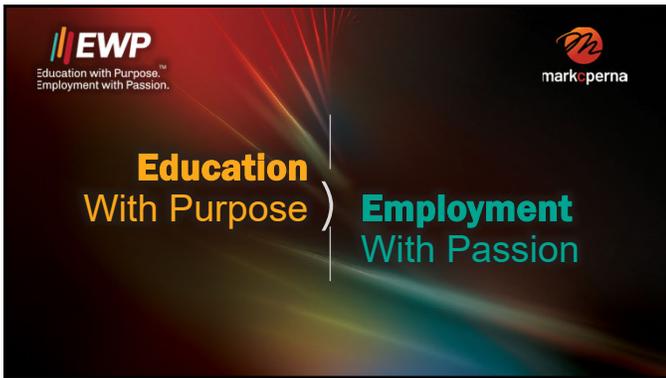


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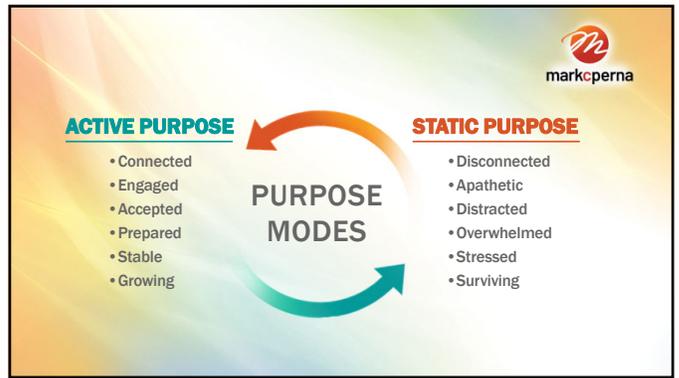


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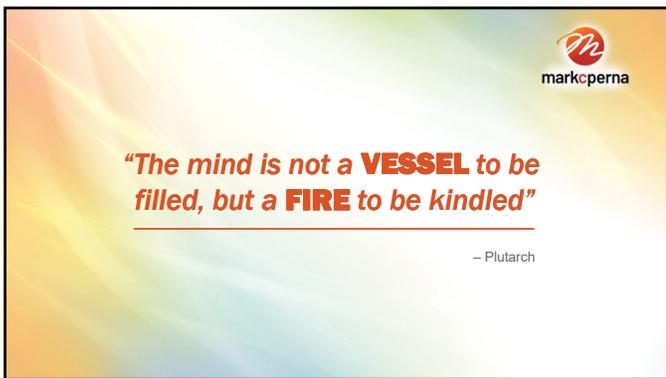
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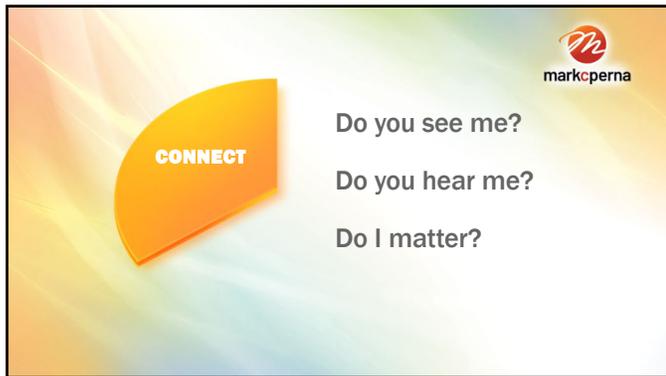


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-
- Human Connection
 - Human Needs Met
 - Respect
 - Trust
 - Boundaries & Expectations
 - Consequences
 - Punitive/Payoff
 - Empathetic Communication
 - Active Listening
 - Meet Them Where They Are
 - Validate Their Circumstances
 - Check-Ins
 -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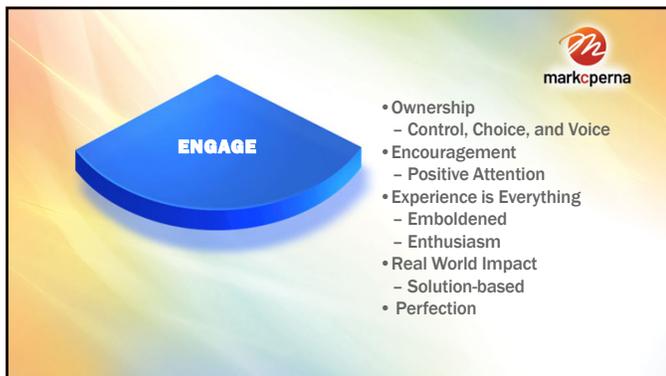


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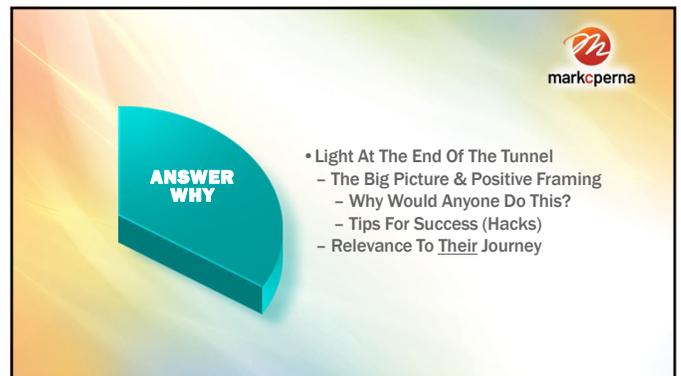


ENGAGE

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

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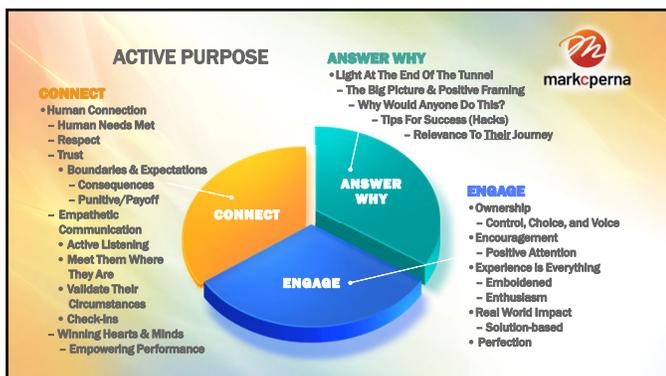


ANSWER WHY

- 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

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ACTIVE PURPOSE

CONNECT

- Human Connection
 - Human Needs Met
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ANSWER WHY

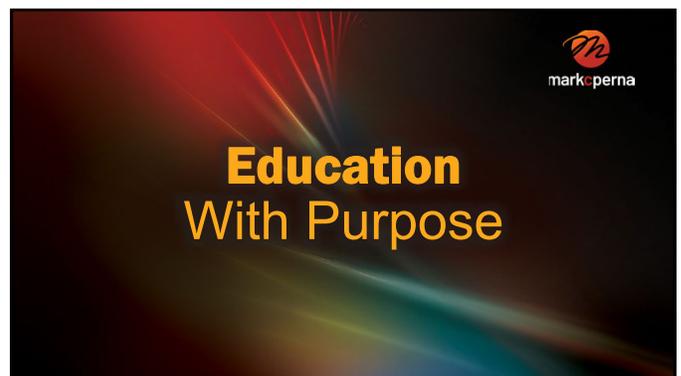
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Education With Purpose

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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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College Completion



Wall Street Journal



- **40%** of all college students drop out
- Of the 60% that earn a degree in 6 years, **20%** will end up chronically underemployed
- This means for every 5 students, **only 2** will graduate and find a job based on their degree

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College Enrollment



Wall Street Journal



- Percentage of students who enrolled in college after high school has fallen to **62%**
- **3 million** fewer students in college annually
- **2/3** of high school students think they will be just fine without a college degree

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Cost of College in America



Wall Street Journal



- **\$36k/year** to attend a public college
- Average time to earn a degree is **5 years**
- **\$36k x 5 + student loan debt service + opportunity cost** of not working while in school = real cost of college, **now topping \$300,000**

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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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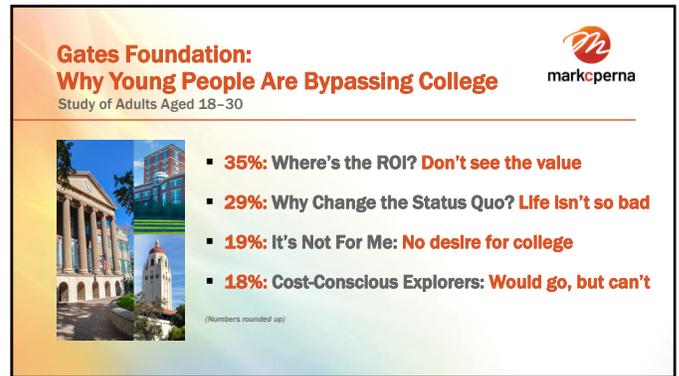
College Debt in America
Business Insider, Survey of Millennials



- **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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**Gates Foundation:
Why Young People Are Bypassing College**
Study of Adults Aged 18-30

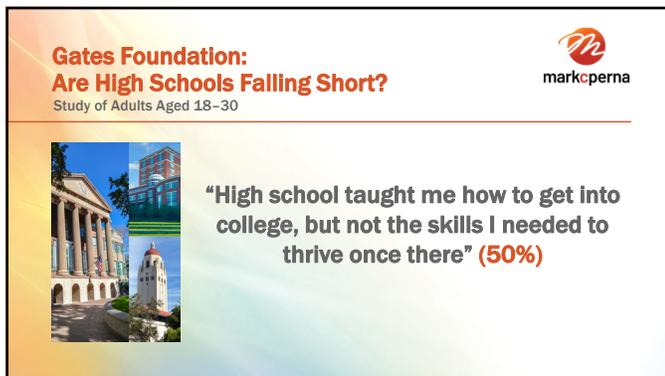


- **35%:** Where's the ROI? **Don't see the value**
- **29%:** Why Change the Status Quo? **Life Isn't so bad**
- **19%:** It's Not For Me: **No desire for college**
- **18%:** Cost-Conscious Explorers: **Would go, but can't**

(Numbers rounded up)

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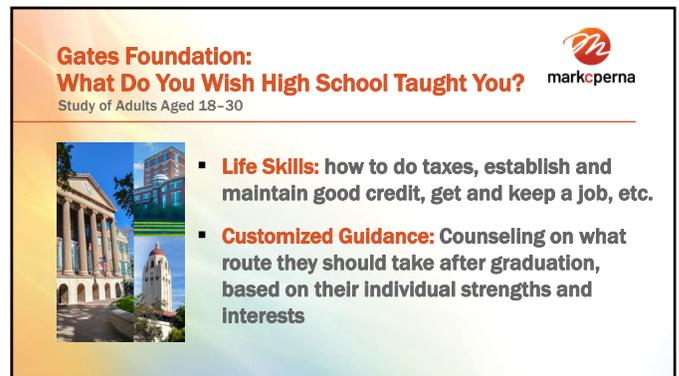
**Gates Foundation:
Are High Schools Falling Short?**
Study of Adults Aged 18-30



"High school taught me how to get into college, but not the skills I needed to thrive once there" **(50%)**

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**Gates Foundation:
What Do You Wish High School Taught You?**
Study of Adults Aged 18-30



- **Life Skills:** how to do taxes, establish and maintain good credit, get and keep a job, etc.
- **Customized Guidance:** Counseling on what route they should take after graduation, based on their individual strengths and interests

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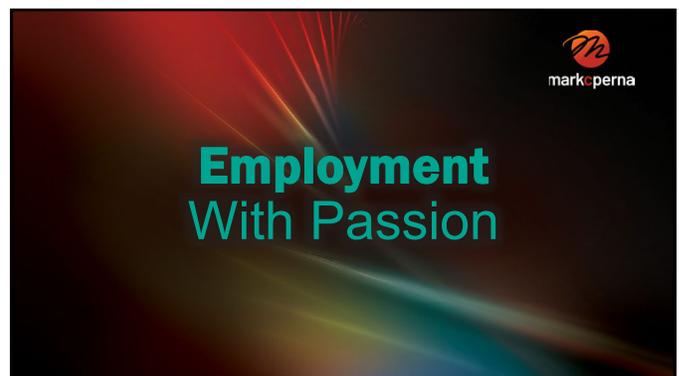
**Gates Foundation:
Top 15 Priorities in the Next Few Years**
Study of Adults Aged 18-30



1. "Being in a good place emotionally/ positive emotional health"
2. "Feeling financially stable"
3. "Earning more money"
4. "Being able to spend time with family"
15. "Getting a college degree"

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**Employment
With Passion**

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THE GROWING SKILLS GAP

9.5 million open jobs in the U.S. (historic high).
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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Transitioning to Skills-Based Hiring

- **Nearly 70% of U.S. jobs require a bachelor's degree, but only 37% of the workforce has one** (Opportunity@Work; U.S. Census Bureau)
- **Skills-first hiring increases the talent pool for Gen Z by 10.3x and Millennials by 9x** (LinkedIn)
- **45% of companies intend to eliminate bachelor degree requirements for some positions in 2024** (Intelligent.com)



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TOP STRATEGIES TO ATTRACT AND RETAIN TOP TALENT

- **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
- **Diversity**
- **Expand the onboarding experience**
 - Gallup: 88% of organizations don't onboard well with 20% of turnover tied to first 45 days
- **Focus on culture**

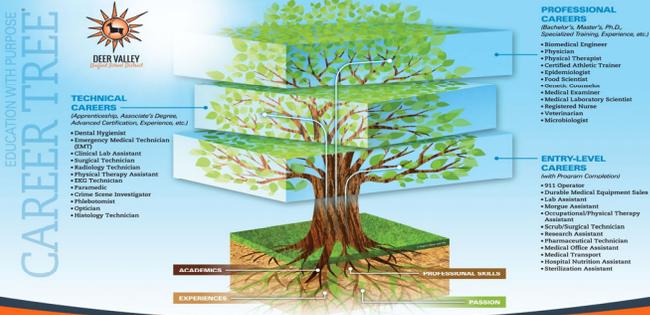


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Education With Purpose | **Employment With Passion**

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TECHNICAL CAREERS (Apprenticeships, Associate's Degree, Advanced Certification, Experience, etc.)

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Surgical Technician
- Radiology Technician
- Physical Therapy Assistant
- EKG Technician
- Parasitologist
- Crime Scene Investigator
- Phlebotomist
- Optician
- Histology Technician

ENTRY-LEVEL CAREERS (Entry/Paralegal/Computerized)

- x11 Operator
- Biomedical Equipment Sales
- Lab Assistant
- Hospital Staircase
- Occupational/Physical Therapy Assistant
- Scrub/Surgical Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transcription
- Hospital Nutrition Assistant
- Sterilization Assistant

PROFESSIONAL CAREERS (Bachelor's, Master's, Ph.D., Significant Training, Experience, etc.)

- Biomedical Engineer
- Physician
- Physical Therapist
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

BIOMEDICAL SCIENCE



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ENTRY-LEVEL CAREERS
(with Program Completion)

- 911 Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Morgue Assistant
- Occupational/Physical Therapy Assistant
- Scrub/Surgical Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transport
- Hospital Nutrition Assistant
- Sterilization Assistant

PROFESSIONAL SKILLS

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- Crime Scene Investigator
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Biomedical Engineer
- Physician
- Physical Therapist
- Certified Athletic Trainer
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Examiner
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

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ACADEMICS **EXPERIENCES** **PROFESSIONAL SKILLS** **PASSION**

BIOMEDICAL SCIENCE

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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Electrical Engineer
- Electrical System Project Designer
- Electrical Manager
- Electrical Inspector
- Electrical Inspector
- Home Automation Installer
- System Integrator
- Renewable Energy System Designer
- Power Plant Technician
- Utility System Infrastructure Worker
- Electrical Design/Architect

JOURNEYMAN ELECTRICIAN

- Residential and Commercial
- Master Electrician
- Journeyman Electrician - Residential and Commercial
- Line Voltage Systems Technician/Service and Safety
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Master Electrician - Solar and Wind Renewable Energy Technician
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

ENTRY-LEVEL CAREERS
(with Program Completion)

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunications Technician
- Customer Service/Sales Representative
- Material and Equipment Manager
- Office Manager
- Utility Worker
- Construction Representative
- Material and Equipment Delivery Person
- Home Theory Installer

ACADEMICS **EXPERIENCES** **PROFESSIONAL SKILLS** **PASSION**

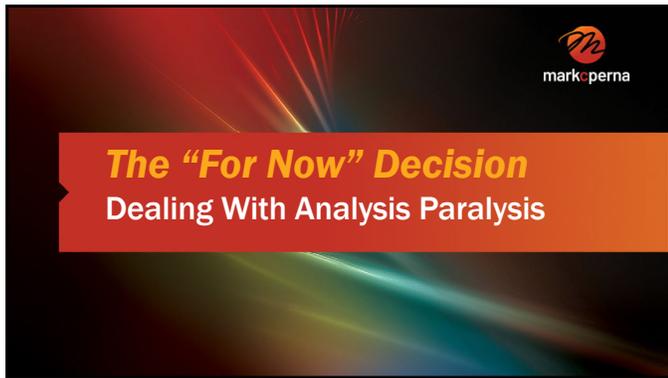
ELECTRICAL

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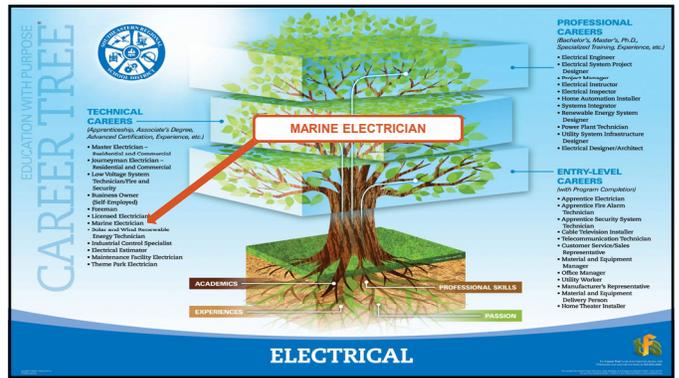
ACADEMICS **EXPERIENCES** **PROFESSIONAL SKILLS** **PASSION**

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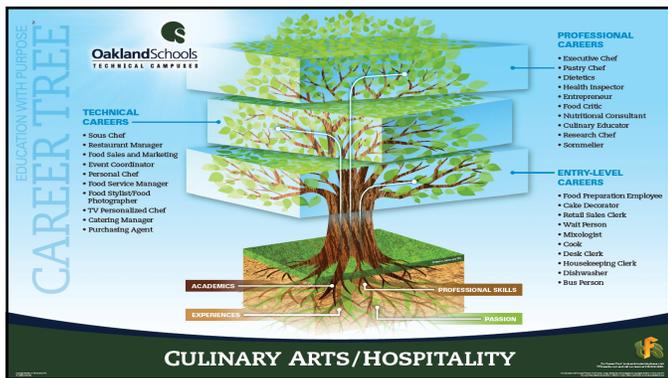
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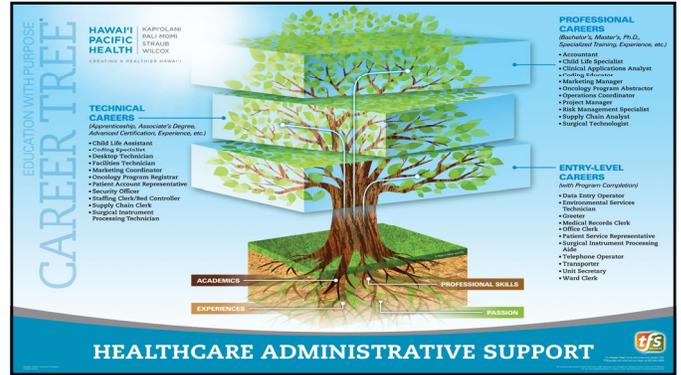


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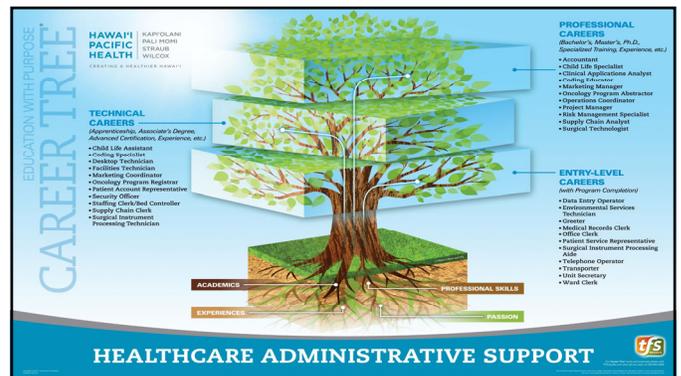
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FREE GIFT! **Shift Your Paradigm Further**
With a Special Gift from Mark

SHIFT YOUR PARADIGM further

10 STRATEGIES
to challenge your assumptions, change your thinking, and unleash the passion, purpose, and performance of today's younger generations

Text keyword **UNLEASH** to 33777 now and claim your free gift.

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John Deere Davenport Works
Davenport, Iowa

Manufacturing:
Heavy Construction & Agricultural Equipment

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Megan
24 Years Old
John Deere (5-years)

Abilities:

- ✓ Academic Knowledge
- ✓ Technical Skills
- ✓ Professional Skills

4-Year Degree:
Business

College Debt:
\$0

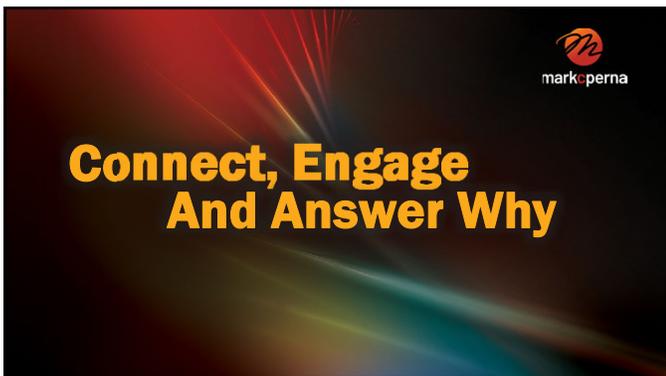
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Shifting The Paradigm
The CALL TO ACTION

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**Connect, Engage
And Answer Why**

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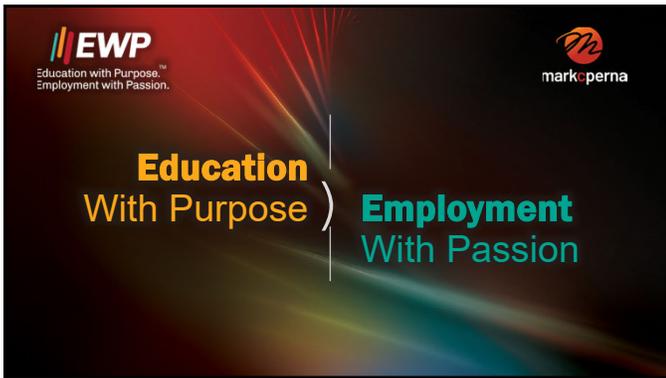


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**Create A Strong
Message Of Purpose**

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Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations



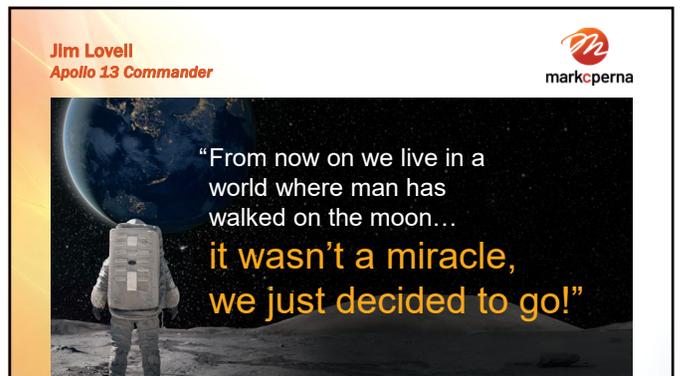
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