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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

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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
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

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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*

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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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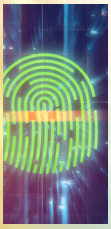
SKILLS GAP: CYBERSECURITY/IT



- 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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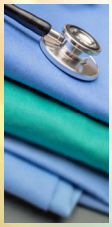

- From 2010 to 2030, 1 million+ registered nurses projected to exit the workforce
  (Nursing Economics)
- In August 2021, 92% of critical care nurses said the pandemic depleted nurses at their hospital, and two-thirds stated that the pandemic has caused them to consider leaving nursing
  (Medpage)

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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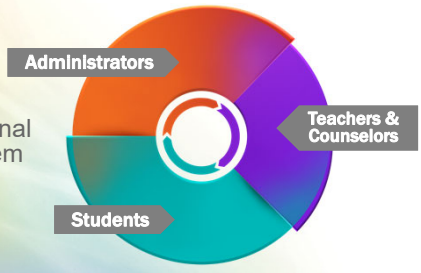
Educational Ecosystem



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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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The World Has Changed

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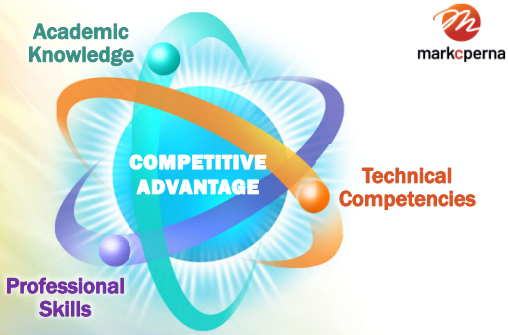

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Younger Generations
The *WHY* Generation

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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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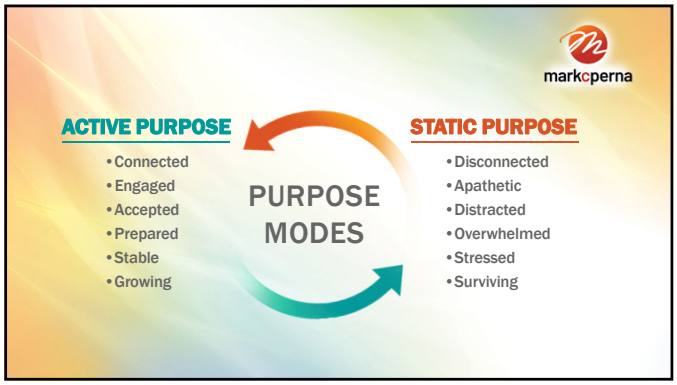
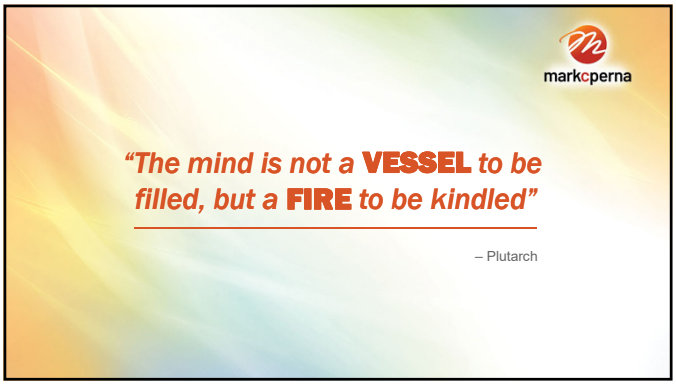
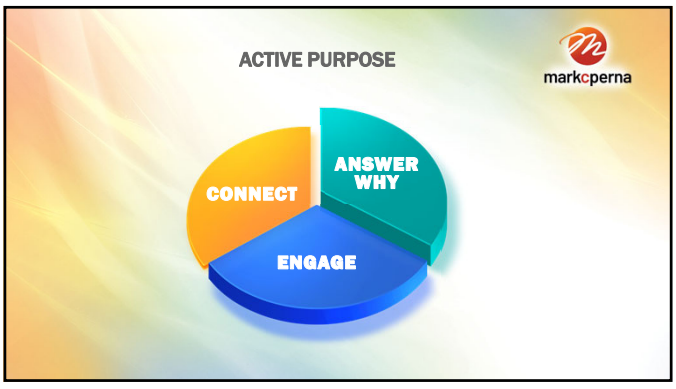
Visit MarkCPerna.com for free resources and information about Mark's award-winning bestseller Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations







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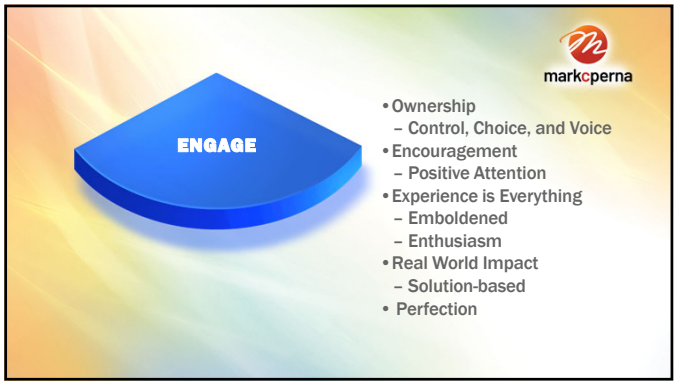

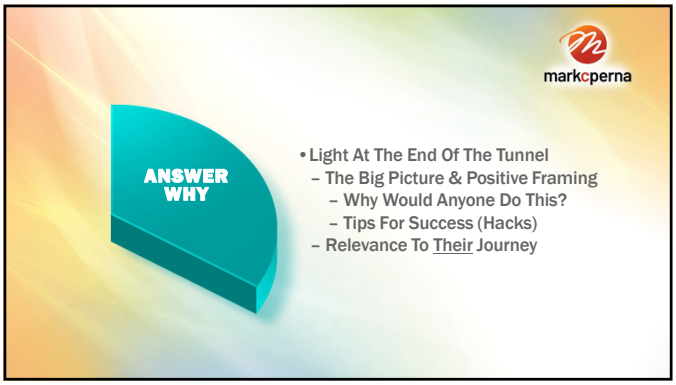

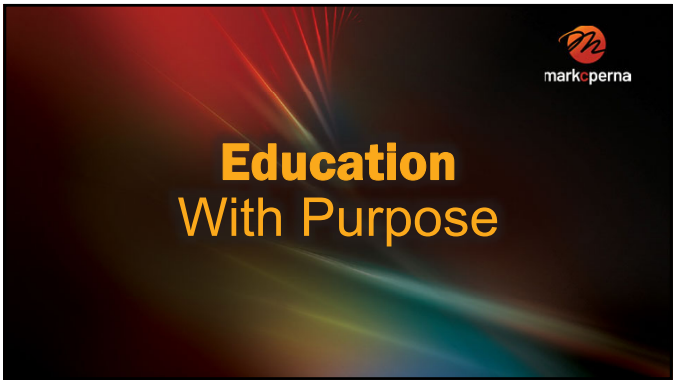

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Georgetown University Center for Education and Workforce

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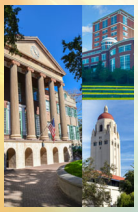

Estimates 1/3rd of nation's top-performing high school students (SAT over 1,000) do not obtain a college degree... and yet nearly all of them attempt college.

Strada-Gallup Education Network College Student Survey

32,000 students representing 43 random 4-year institutions

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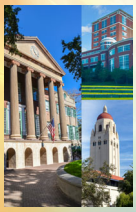

- Only 34% of students believe they will graduate with the skills and knowledge to be successful in the job market and workplace
- Only 50% believe their major will lead to a good job

Intelligent.com College Graduate Survey

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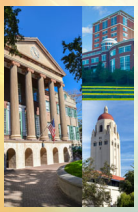

- Only 46% of U.S. college graduates are working in their field of study
- 25% earn less than $30,000/year
- Approximately one out of seven earns less than $15,000/year ($14,097 is the federal poverty threshold)

Educationdata.org

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40% of all college students drop out.

College Debt in America

As Reported by Major News Agencies

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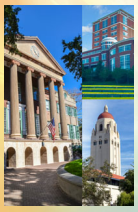

- $1.6 Trillion In Total Student Loan Debt
- $176 Billion (11%) Over 90-Days In Default
- 44.2 Million People Carry Student Loan Debt
- 4.86 Million People Are Over 90-Days In Default
- 3,000 Defaults Per Day in America

Nerd Wallet

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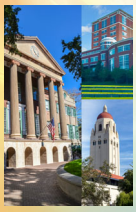

The average U.S. household with student debt owes $57,520.

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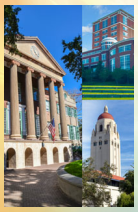
College Debt in America

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"

Employment With Passion

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

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
- **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

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**

Education With Purpose & Employment With Passion

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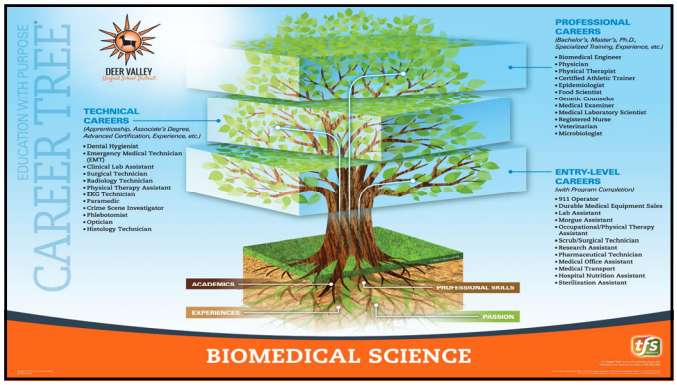

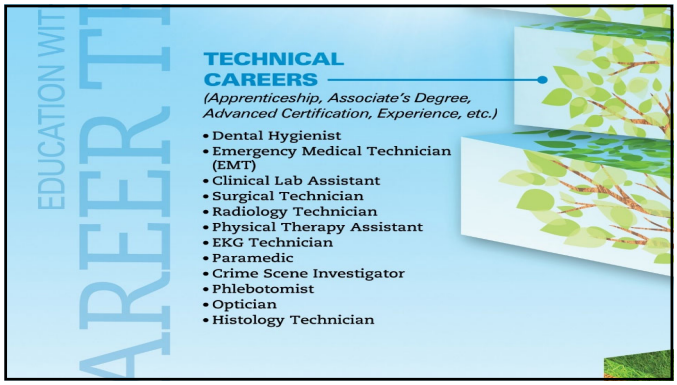

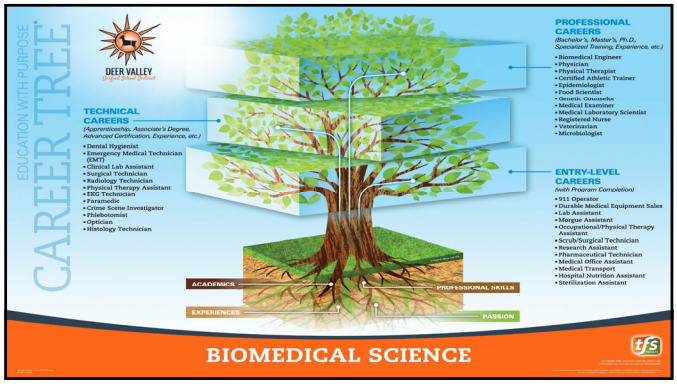

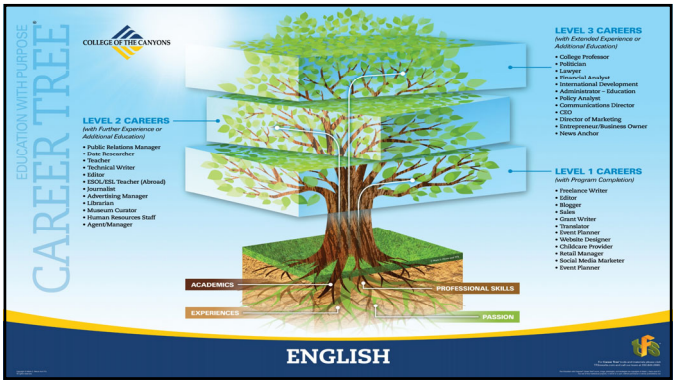

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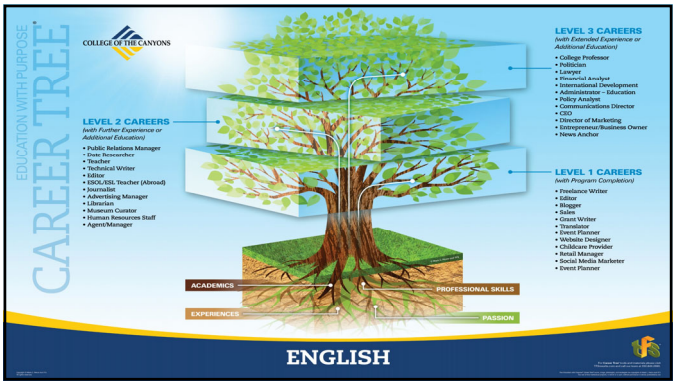

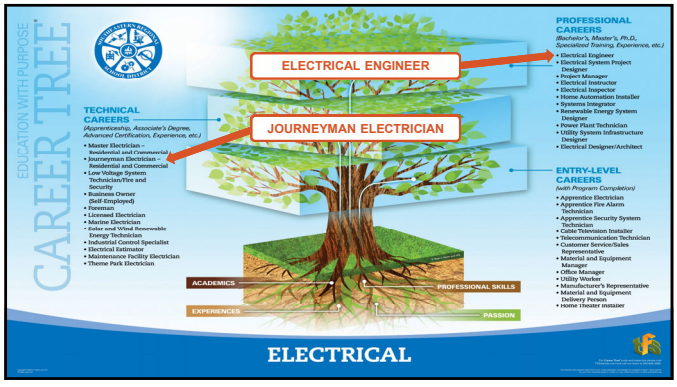

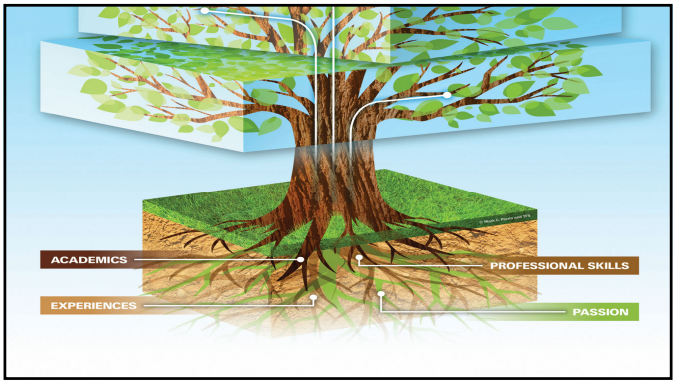

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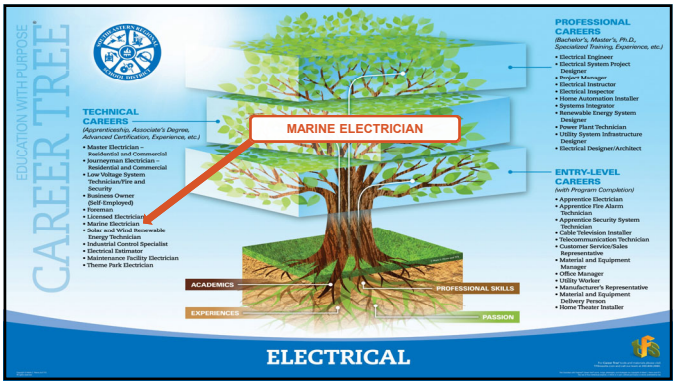

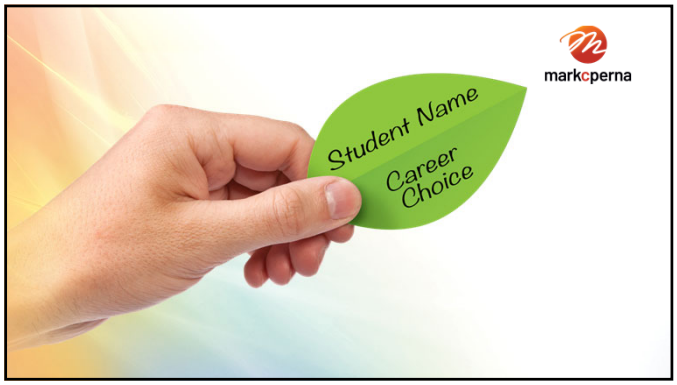

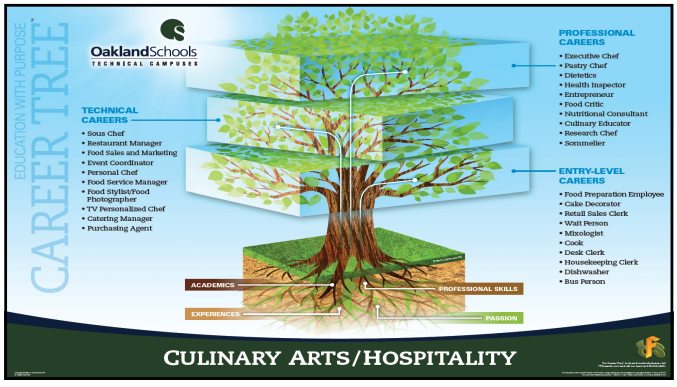

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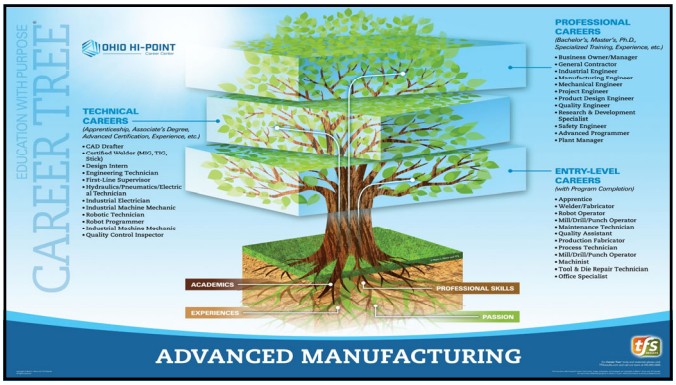

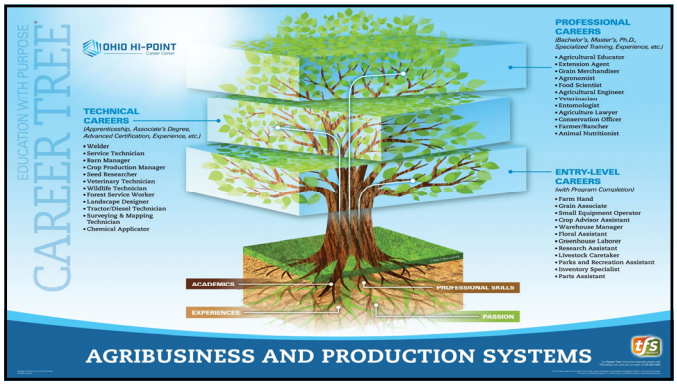

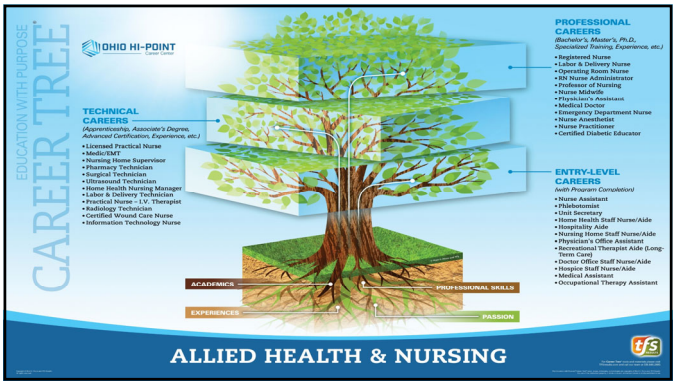

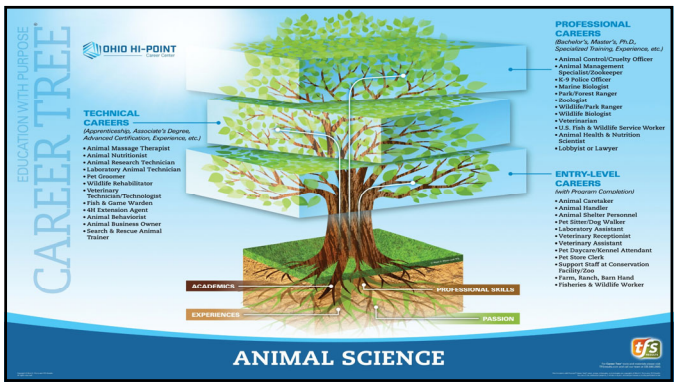

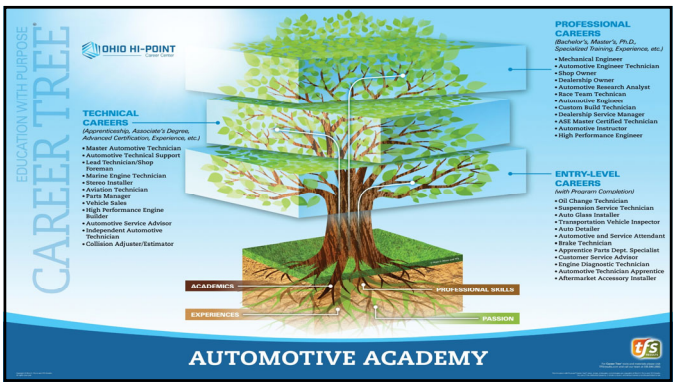

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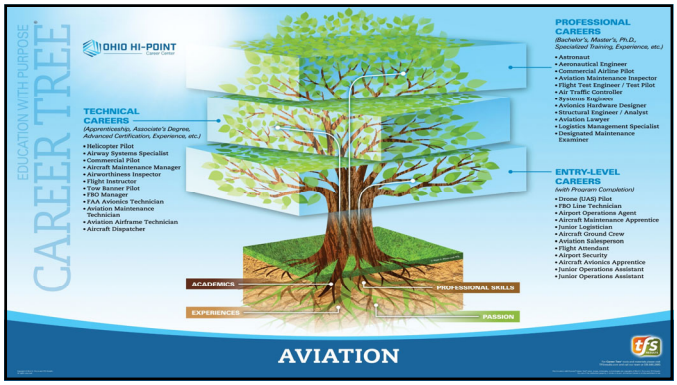

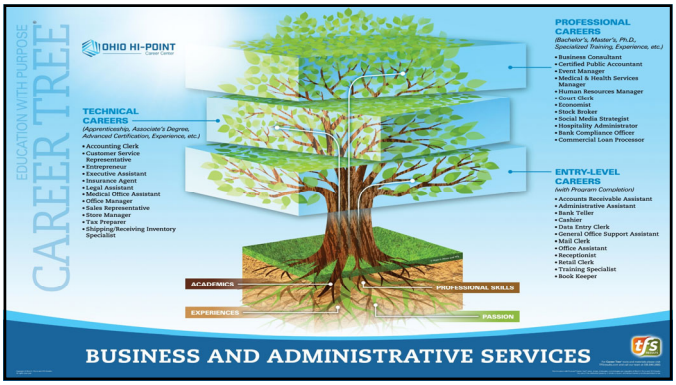

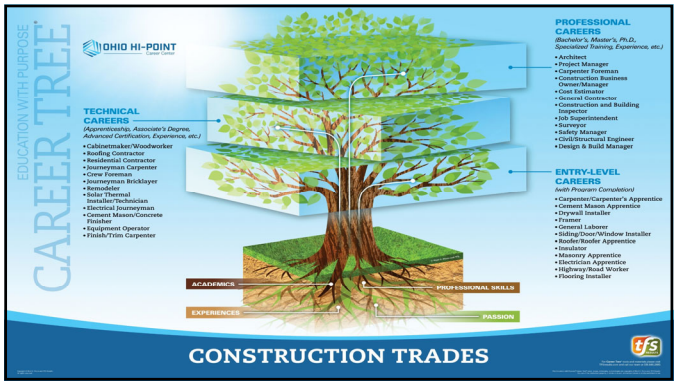

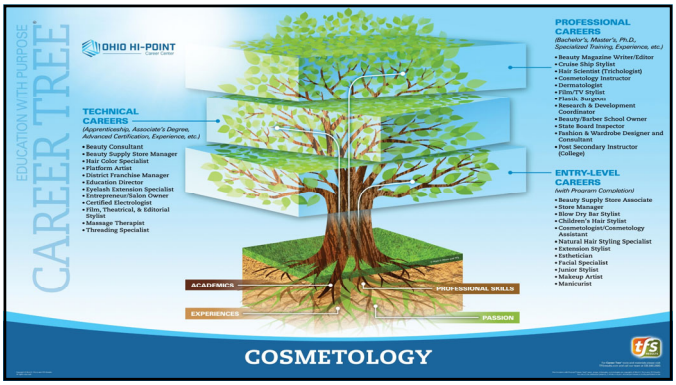

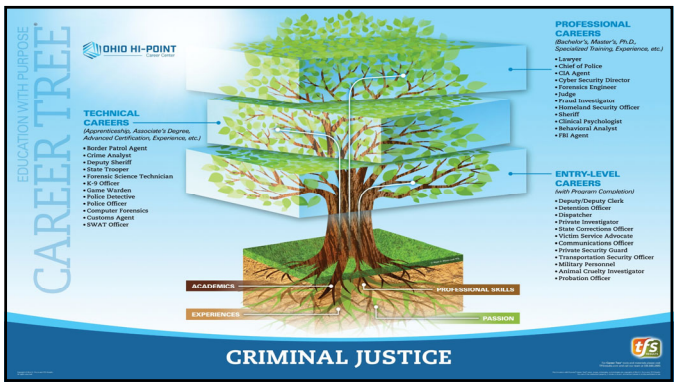

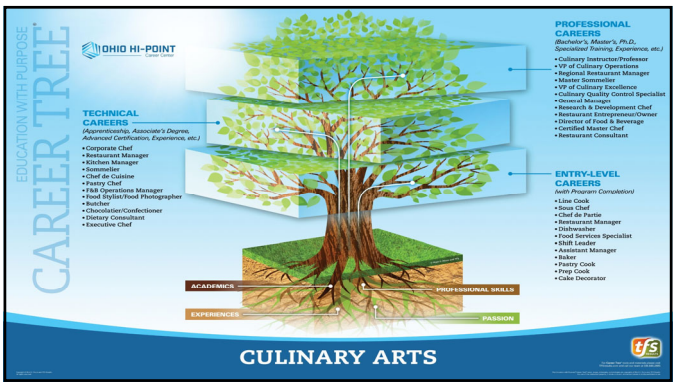

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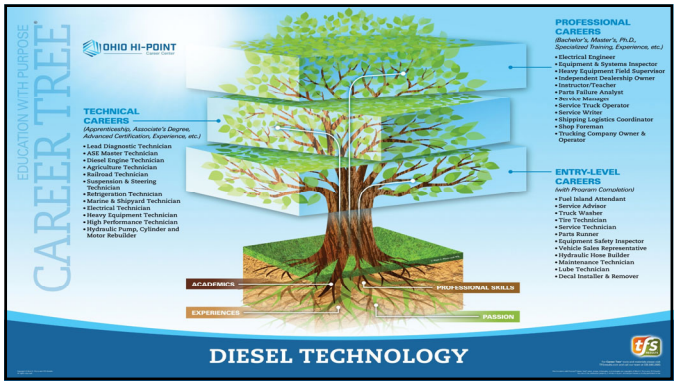

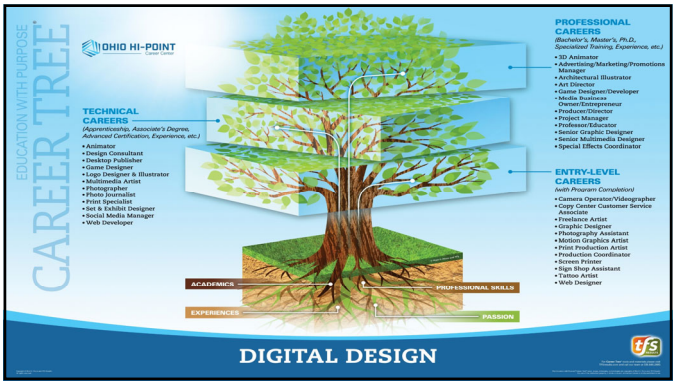

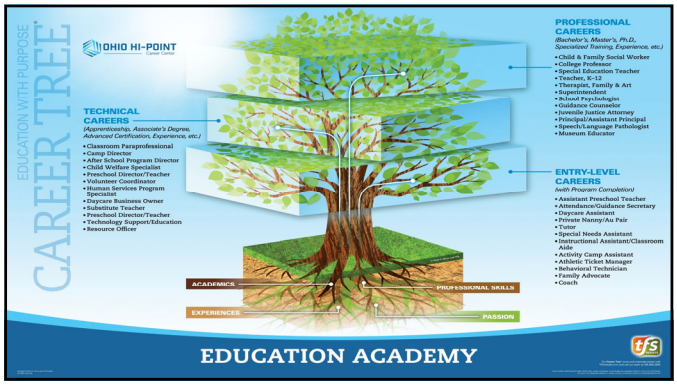

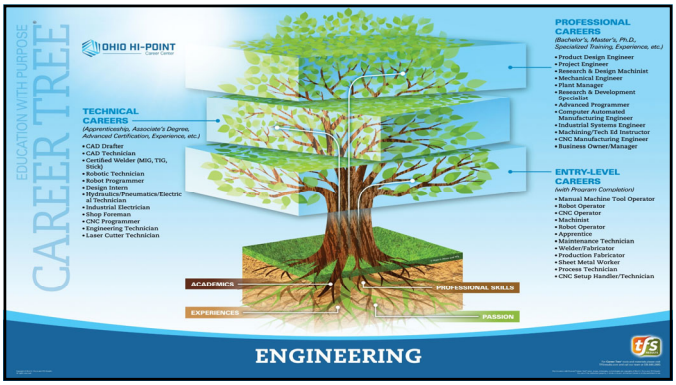

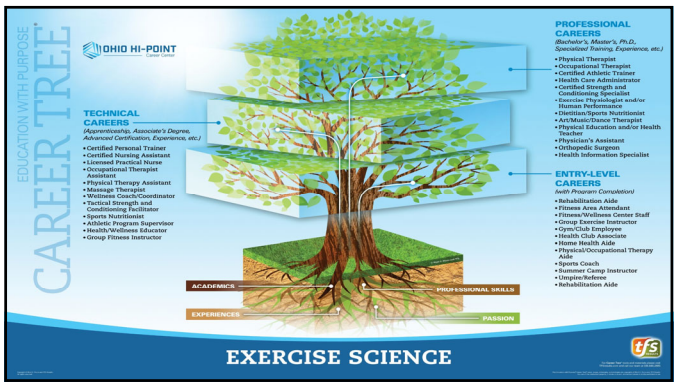

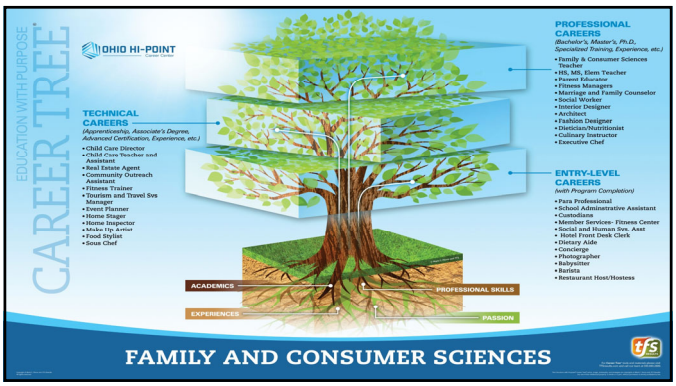

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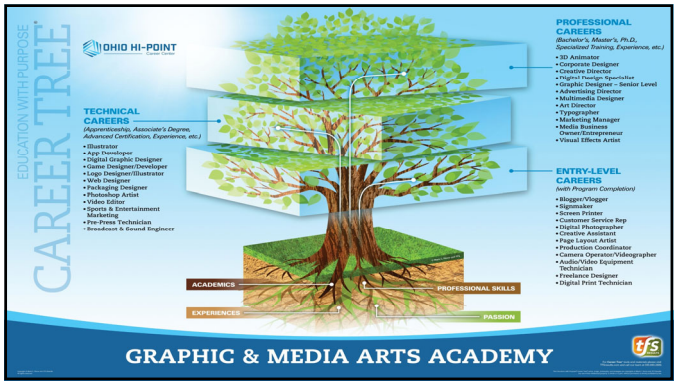

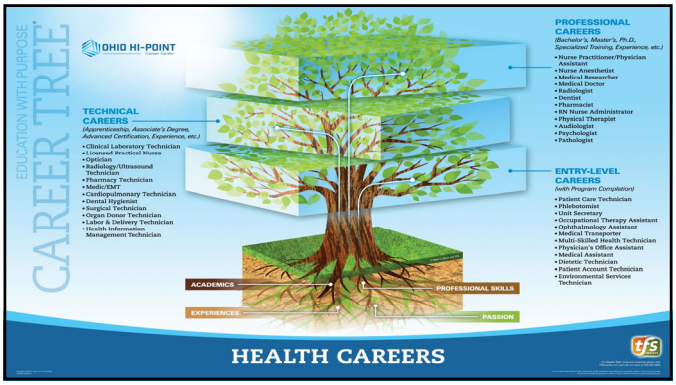

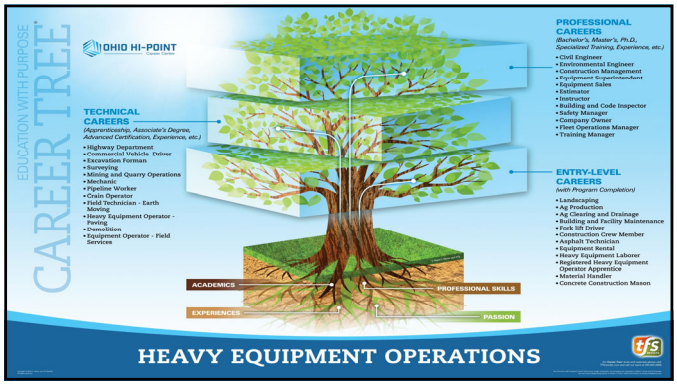

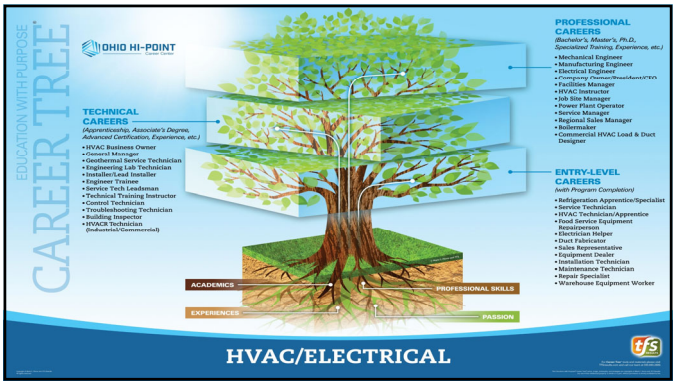

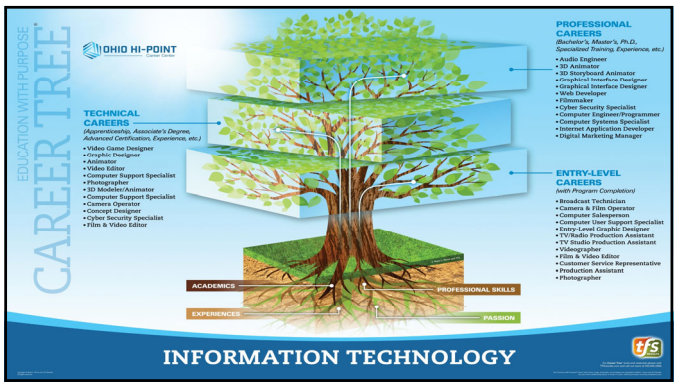

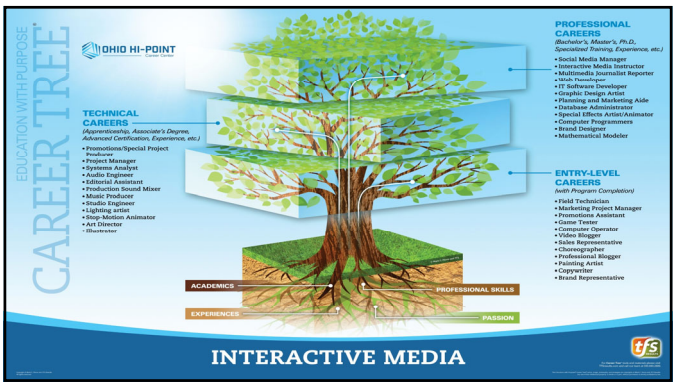

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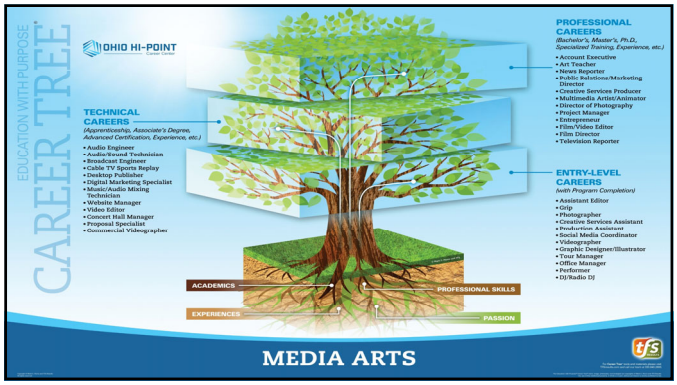

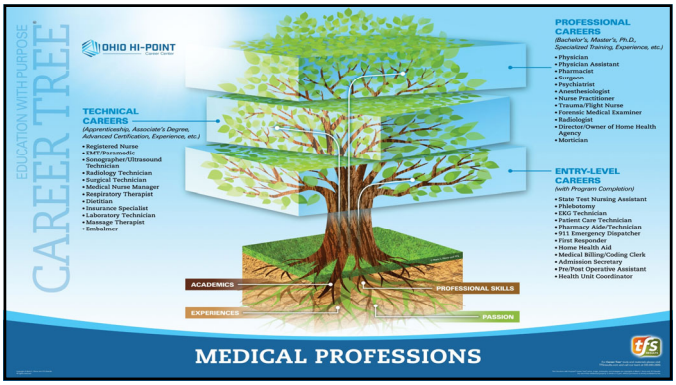

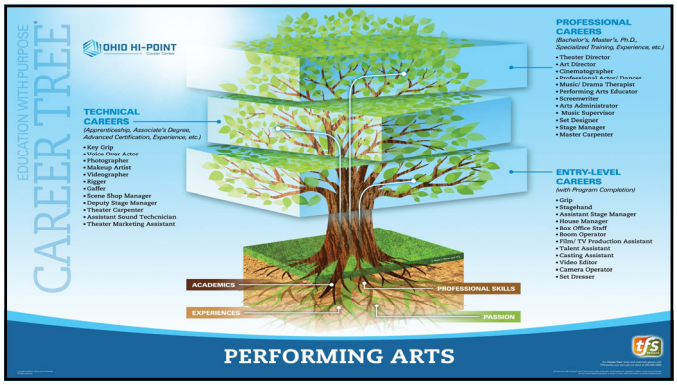

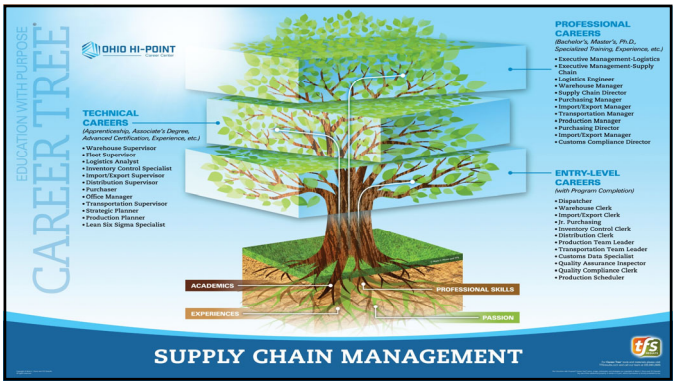

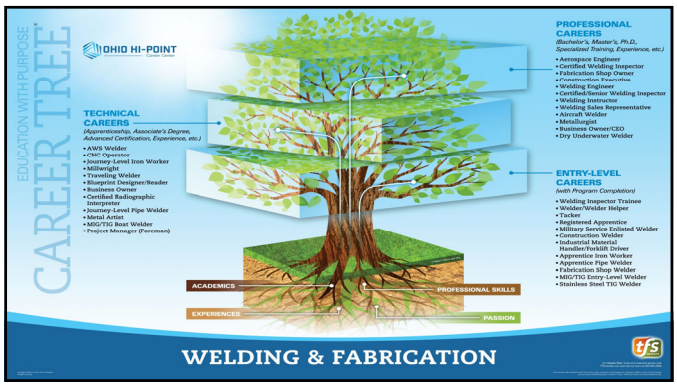

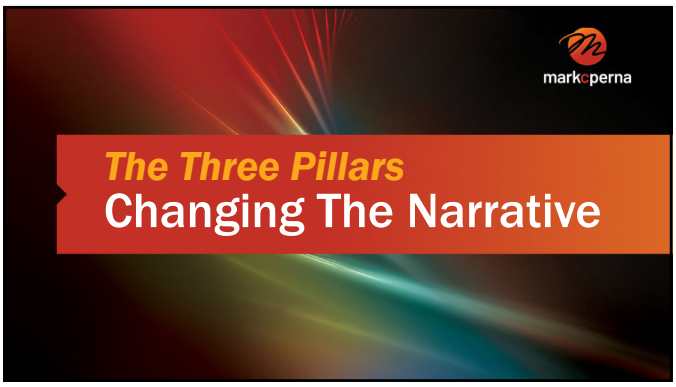

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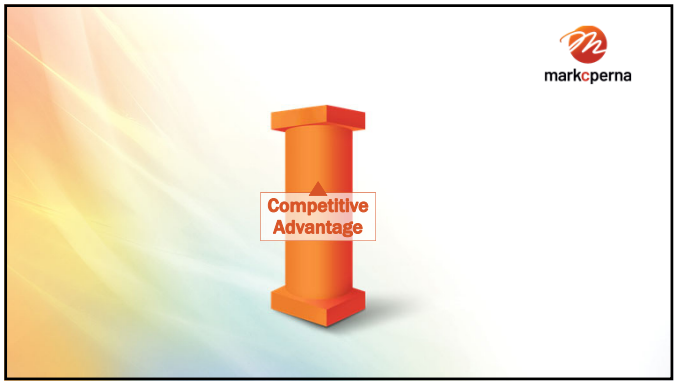

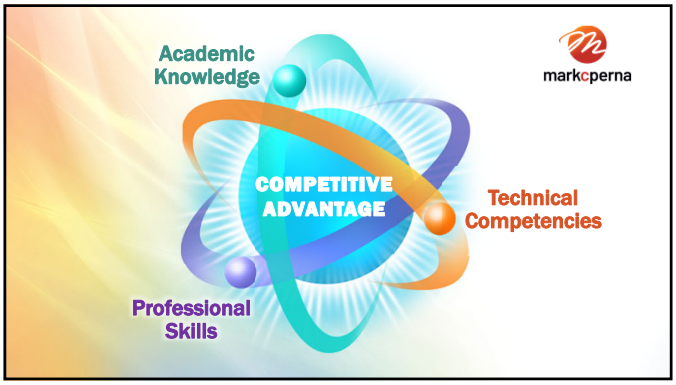

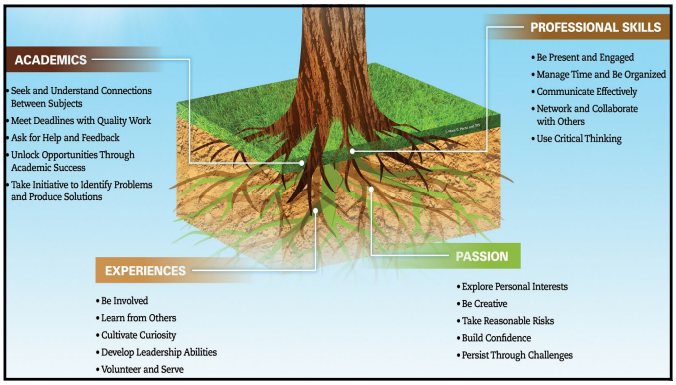

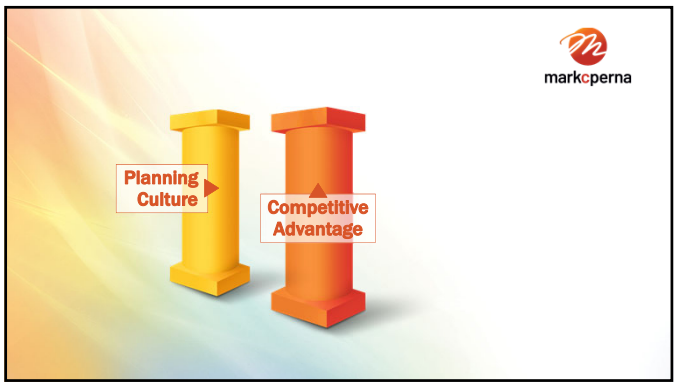

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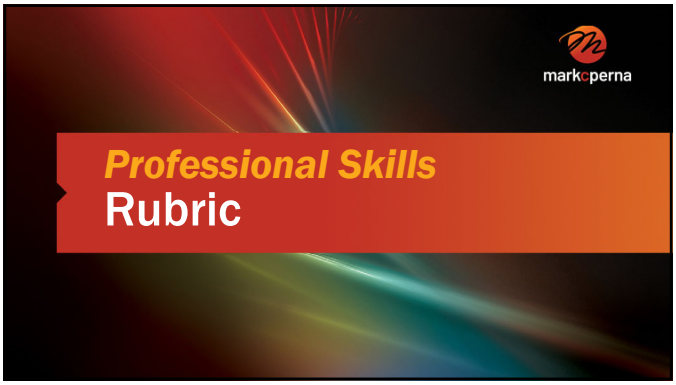

HEADING 1			
Expert	Proficient	Approaching Proficiency	Novice
HEADING 2			
Expert	Proficient	Approaching Proficiency	Novice
HEADING 3			
Expert	Proficient	Approaching Proficiency	Novice
HEADING 4			
Expert	Proficient	Approaching Proficiency	Novice

COMMUNICATION			
Expert	Proficient	Approaching Proficiency	Novice
TEAMWORK			
Expert	Proficient	Approaching Proficiency	Novice
LEADERSHIP			
Expert	Proficient	Approaching Proficiency	Novice
PROBLEM SOLVING			
Expert	Proficient	Approaching Proficiency	Novice

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COMMUNICATION

Proficient

- Utilizes responsible and respectful approach in verbal, non-verbal, written, and digital communication
- Communicates appropriately using technical vocabulary and concepts accurately
- Actively listens, shares, and asks questions to engage others with empathy and understanding

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COMMUNICATION

Approaching Proficiency

- Strives to utilize a responsible and respectful approach in verbal, non-verbal, written, and digital communication
- Communicates using technical vocabulary and concepts
- Listens, shares, and asks questions to engage others

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COMMUNICATION

Novice

- Developing verbal, non-verbal, written, and digital communication

markcperna

COMMUNICATION

Approaching Proficiency

- Strives to utilize a responsible and respectful approach in verbal, non-verbal, written, and digital communication
- Communicates using technical vocabulary and concepts
- Listens, shares, and asks questions to engage others

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COMMUNICATION

Proficient

- Utilizes responsible and respectful approach in verbal, non-verbal, written, and digital communication
- Communicates appropriately using technical vocabulary and concepts accurately
- Actively listens, shares, and asks questions to engage others with empathy and understanding

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COMMUNICATION

Expert

- Inspires others to have a voice
- Takes the lead in facilitating and presenting Ideas with diverse audiences

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COMMUNICATION

Proficient

- Utilizes responsible and respectful approach in verbal, non-verbal, written, and digital communication
- Communicates appropriately using technical vocabulary and concepts accurately
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COMMUNICATION			
Expert	Proficient	Approaching Proficiency	Novice
TEAMWORK			
Expert	Proficient	Approaching Proficiency	Novice
LEADERSHIP			
Expert	Proficient	Approaching Proficiency	Novice
PROBLEM SOLVING			
Expert	Proficient	Approaching Proficiency	Novice

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- **Professional Skills Rubric**
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    - Certificate
    - Endorsement
    - Badges
    - Graduation Cord/Tassel
    - Medals
    - Special Events
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Jim Lovell
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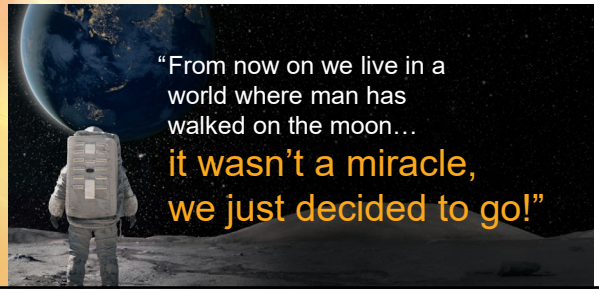

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