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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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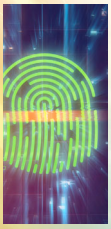
SKILLS GAP: CYBERSECURITY/IT



- 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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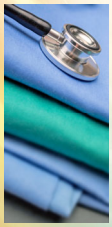

- From 2010 to 2030, 1 million+ registered nurses projected to exit the workforce
  (Nursing Economics)
- In August 2021, 92% of critical care nurses said the pandemic depleted nurses at their hospital, and two-thirds stated that the pandemic has caused them to consider leaving nursing
  (Medpage)

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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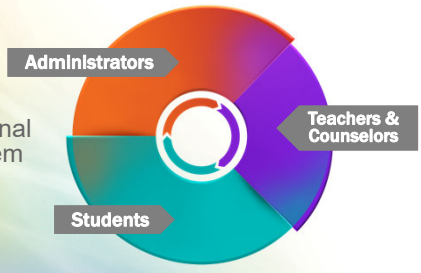
Educational Ecosystem



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

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

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

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

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The World Has Changed

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Younger Generations
The *WHY* Generation

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If The **"WANT TO"**
Is Strong Enough,
The **"HOW TO"**
Will Come!

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Focus On The Light
At The End Of The Tunnel

EWP

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Education
With Purpose
&
Employment
With Passion

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

PURPOSE MODES

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

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

– Plutarch

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Filling
VESSELS?
OR
Kindling
FLAMES?

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ACTIVE PURPOSE

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CONNECT

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

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CONNECT

Do you see me?

Do you hear me?

Do I matter?

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CONNECT

- Human Connection
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    - Empowering Performance

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ENGAGE

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

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

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ACTIVE PURPOSE

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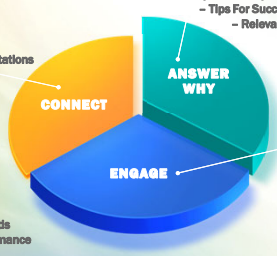
  - Empathetic Communication
    - Active Listening
    - Meet Them Where They Are
    - Validate Their Circumstances
    - Check-ins
  - Winning Hearts & Minds
    - Empowering Performance

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



ENGAGE
- Ownership
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  - Solution-based
- Perfection

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How do you currently connect, engage, and answer why with Gen Z?

How can we adapt our approach?

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Education
With Purpose

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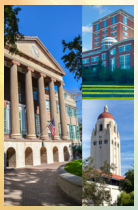
Georgetown University
Center for Education and Workforce



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

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Strada-Gallup Education Network
College Student Survey

32,000 students representing 43 random 4-year institutions

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

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Intelligent.com College Graduate Survey

University Or Post-Graduate Degree, Age 25+

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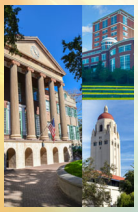

- Only 46% of U.S. college graduates are working in their field of study
- 25% earn less than $30,000/year
- Approximately one out of seven earns less than $15,000/year ($14,097 is the federal poverty threshold)
- 48% Living paycheck to paycheck

Educationdata.org

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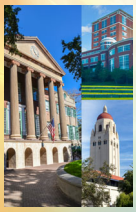

40% of all college students drop out.

College Debt in America

As Reported by Major News Agencies

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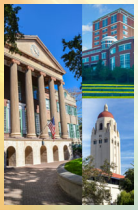

- $1.6 Trillion In Total Student Loan Debt
- $176 Billion (11%) Over 90-Days In Default
- 44.2 Million People Carry Student Loan Debt
- 4.86 Million People Are Over 90-Days In Default
- 3,000 Defaults Per Day In America

Nerd Wallet

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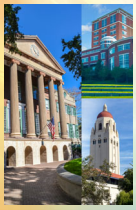

The average U.S. household with student debt owes $57,520.

College Debt in America

Business Insider, Survey of Millennials

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- 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"

Gates Foundation: Why Young People Are Bypassing College

Study of Adults Aged 18–30

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- 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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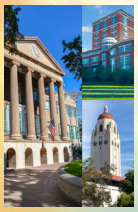
Gates Foundation: Are High Schools Falling Short?

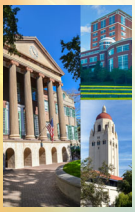
Study of Adults Aged 18–30



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

Gates Foundation: What Do You Wish High School Taught You?

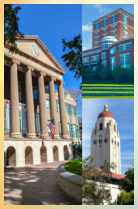
Study of Adults Aged 18–30



- **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

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"

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**

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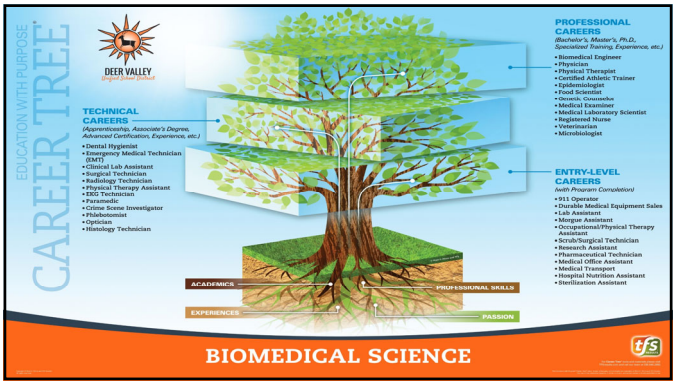

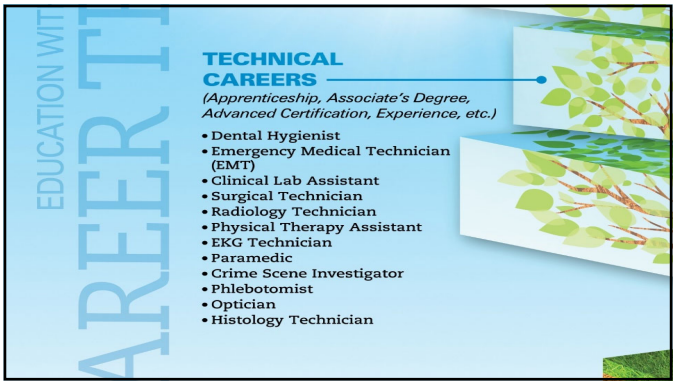

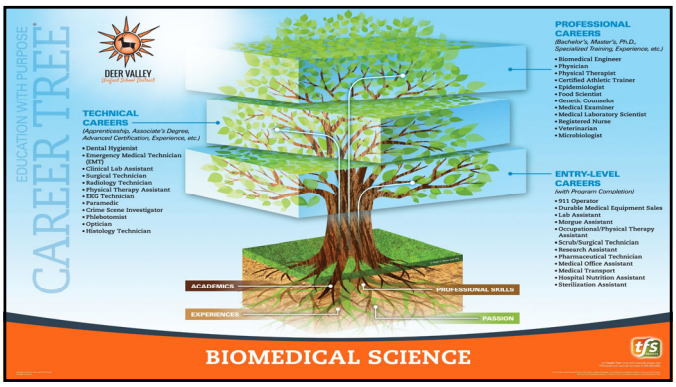

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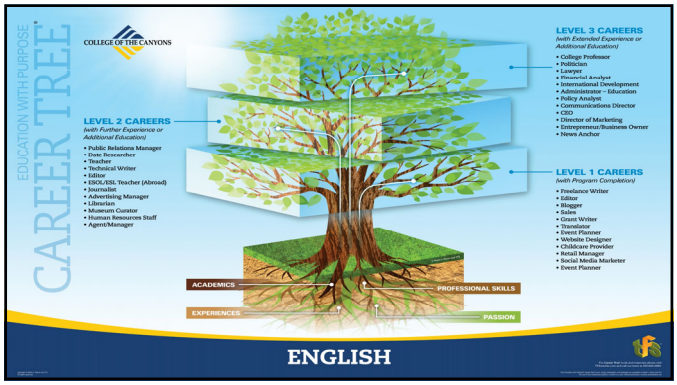

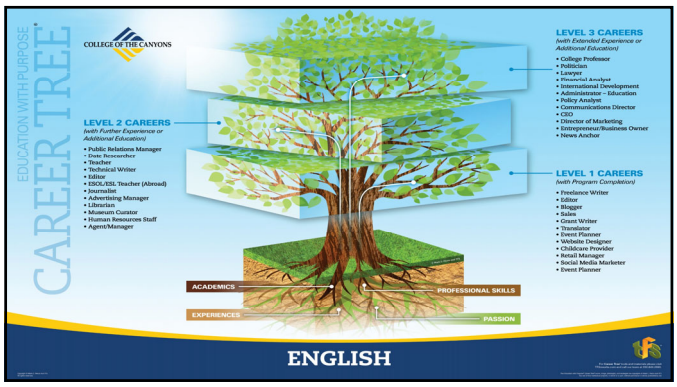

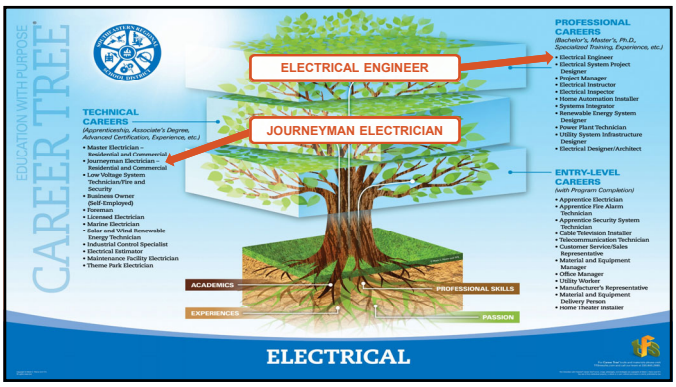

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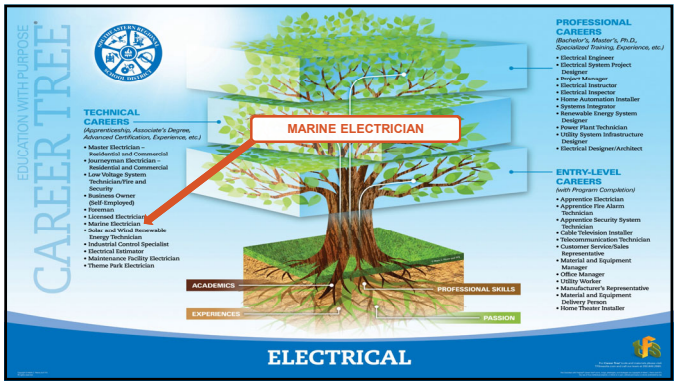

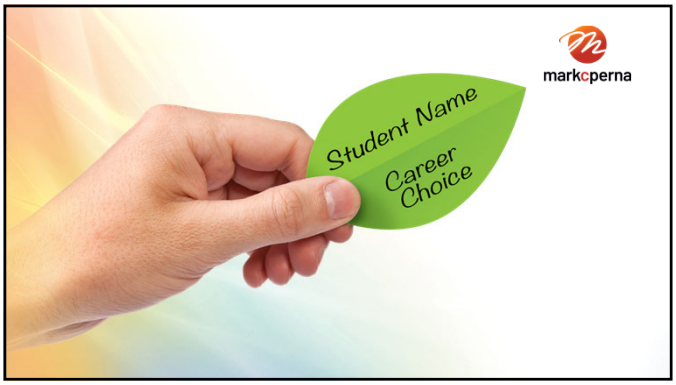

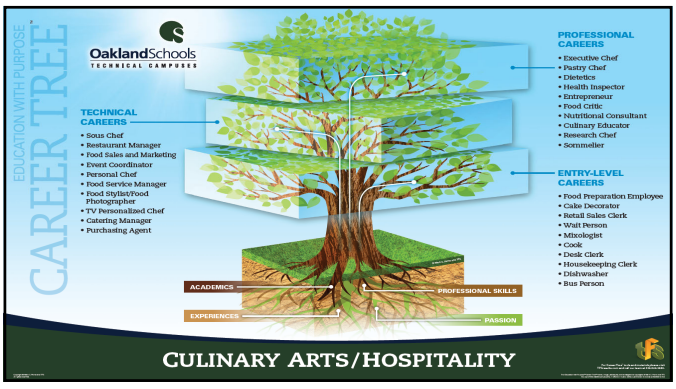

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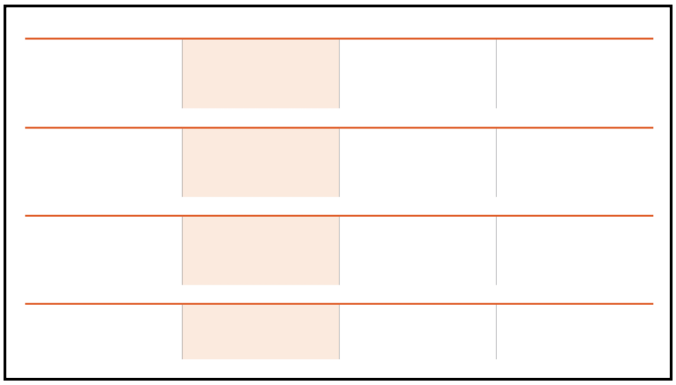

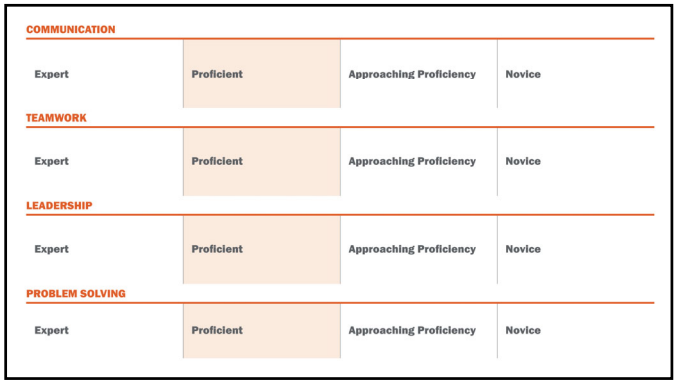

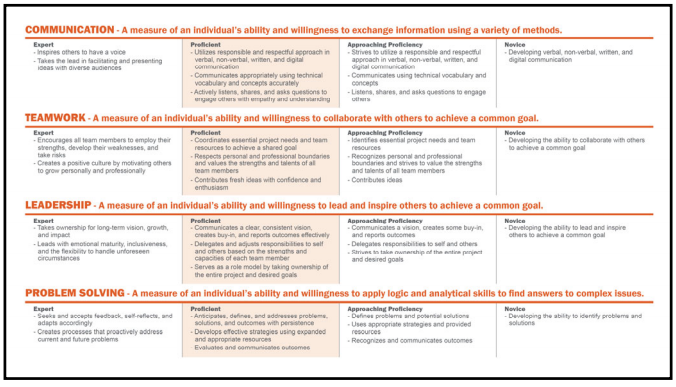

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COMMUNICATION

A measure of an individual's ability and willingness to exchange information using a variety of methods.

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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

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COMMUNICATION

Approaching Proficiency

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

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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
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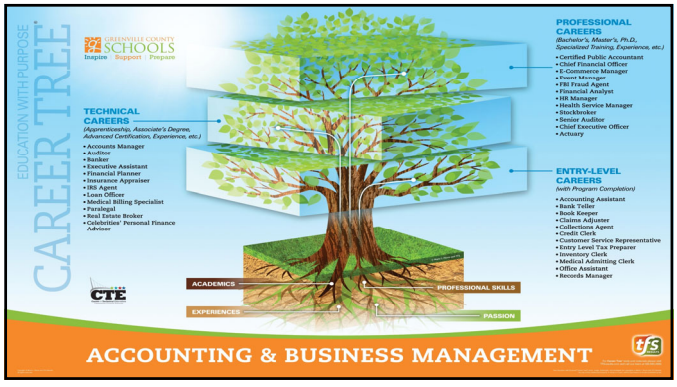
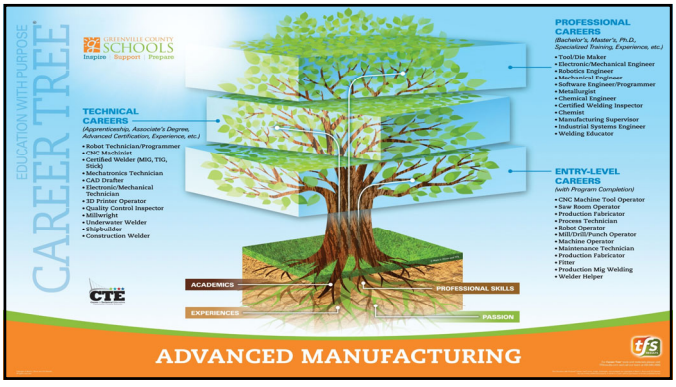
- Actively listens, shares, and asks questions to engage others with empathy and understanding

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

markcperna

- **Professional Skills**
  - Gravitas
    - Certificate
    - Endorsement
    - Badges
    - Graduation Cord/Tassel
    - Medals
    - Special Events
    - LinkedIn Recommendations





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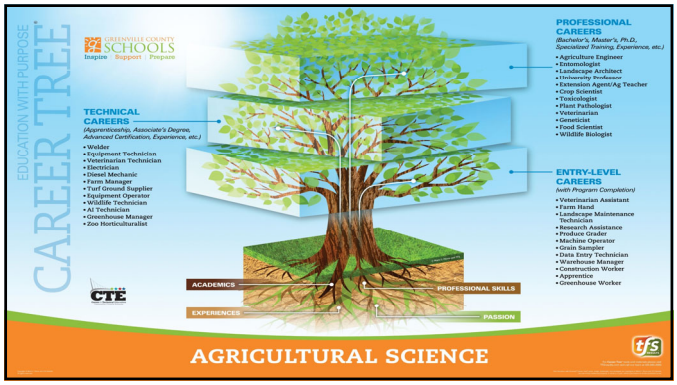

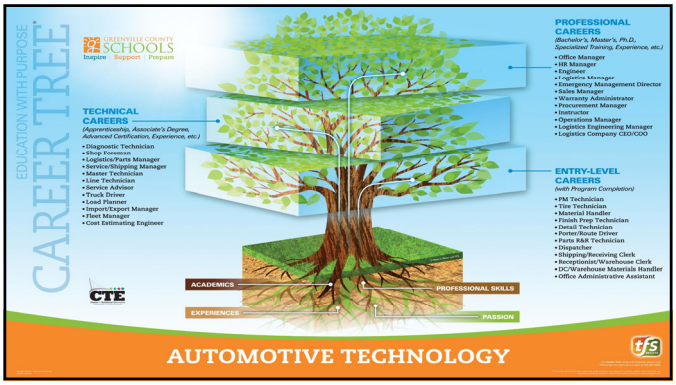

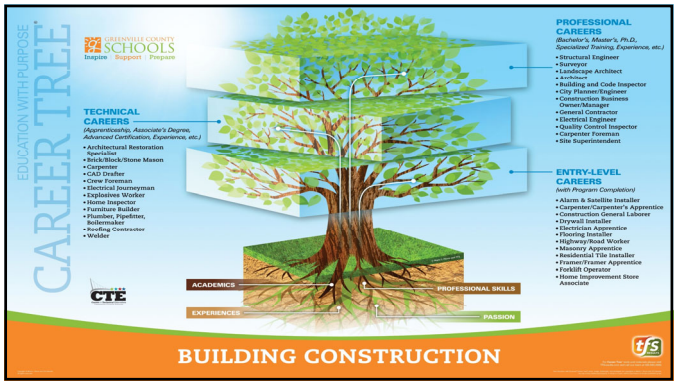

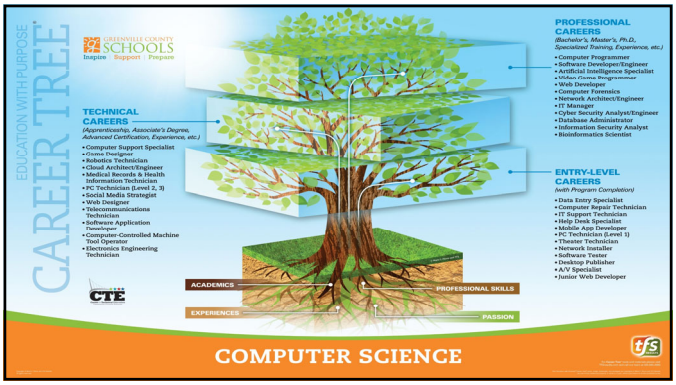

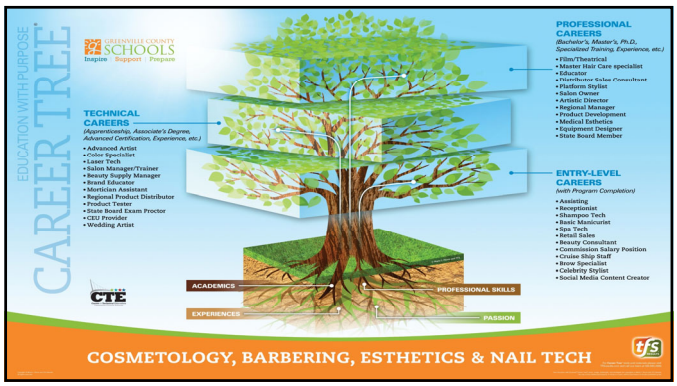

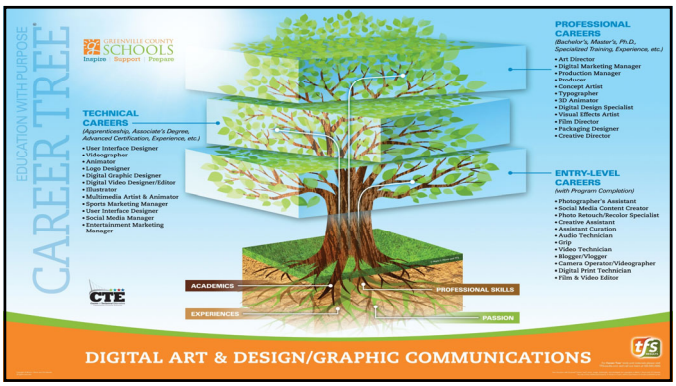

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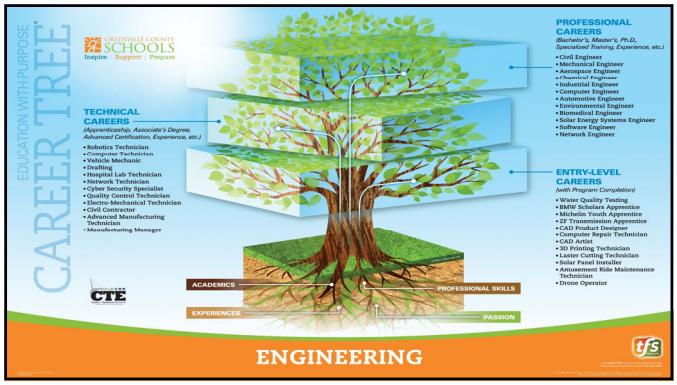

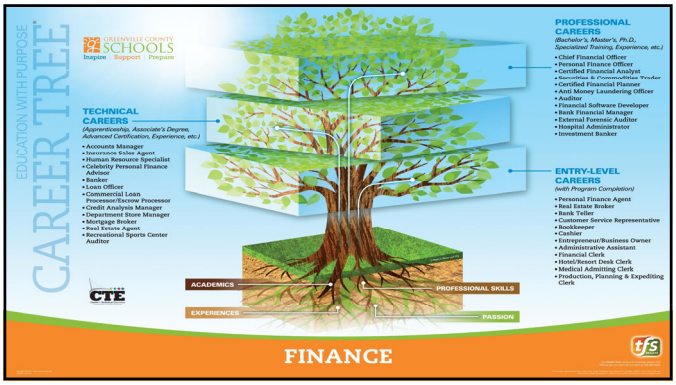

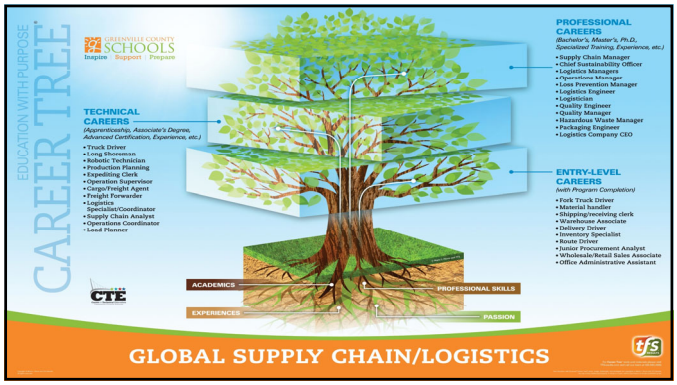

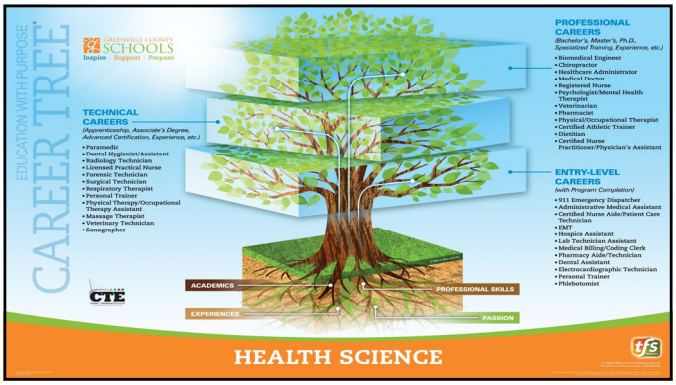

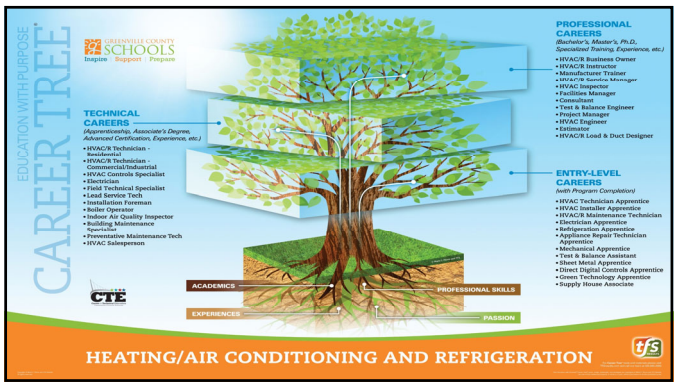

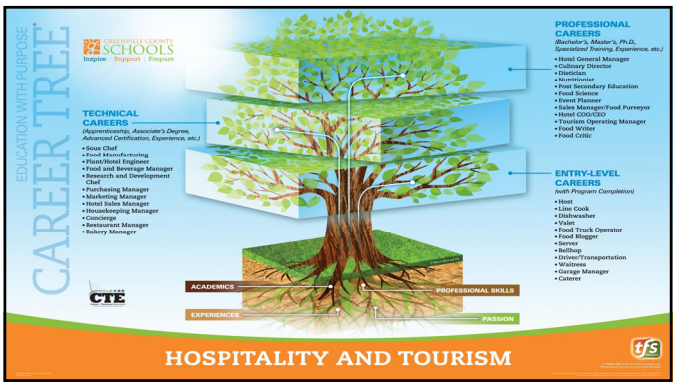

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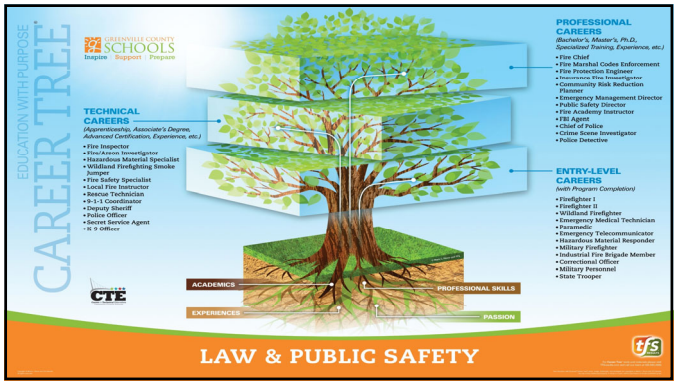

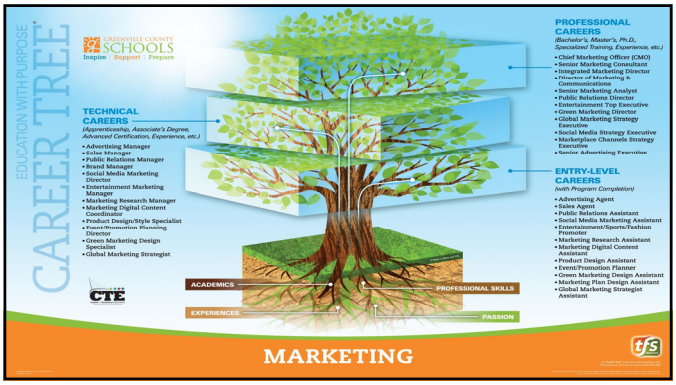

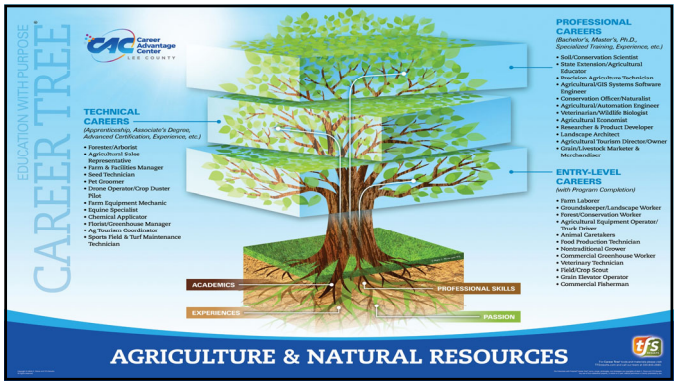

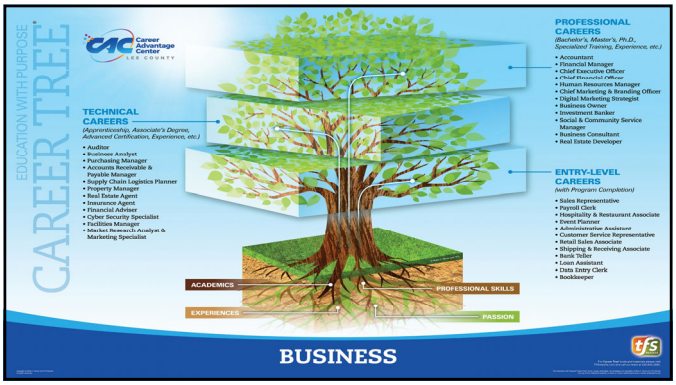

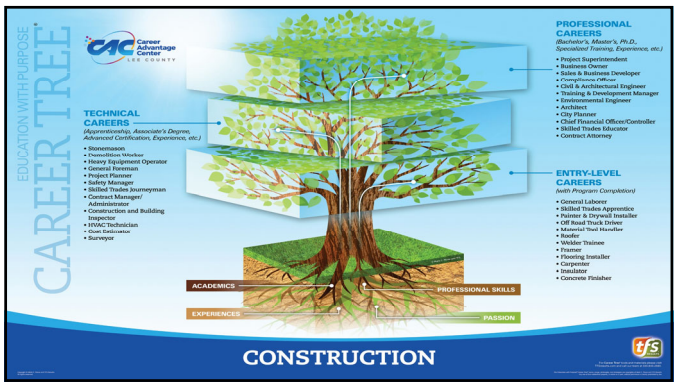

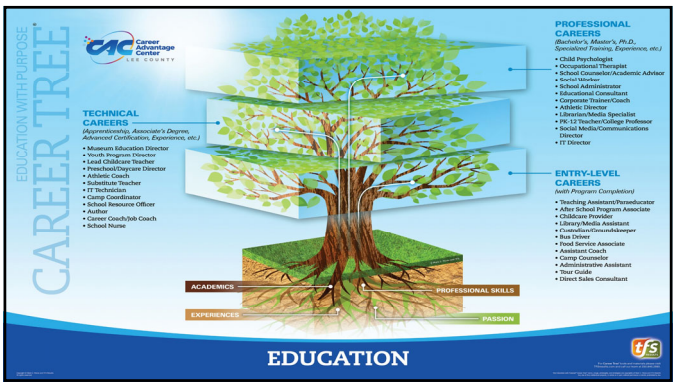

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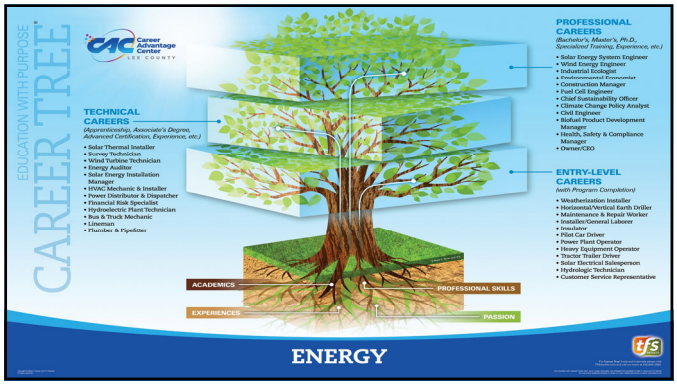

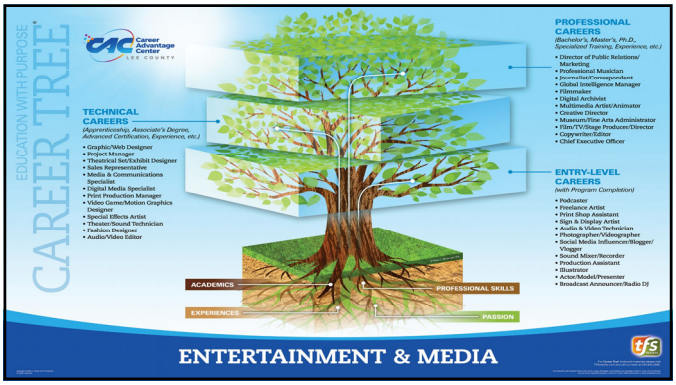

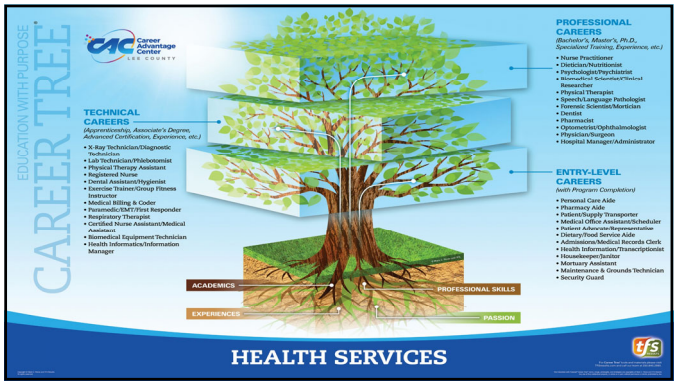

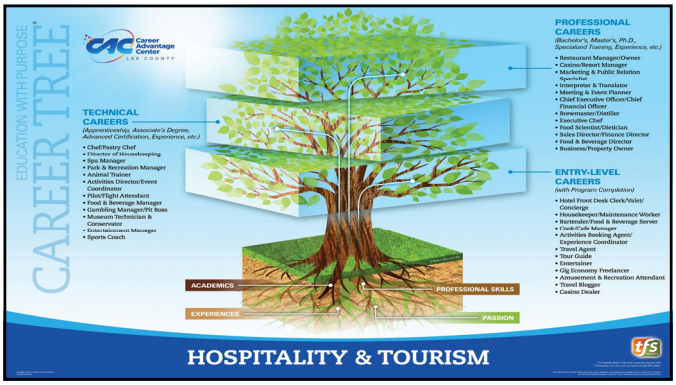

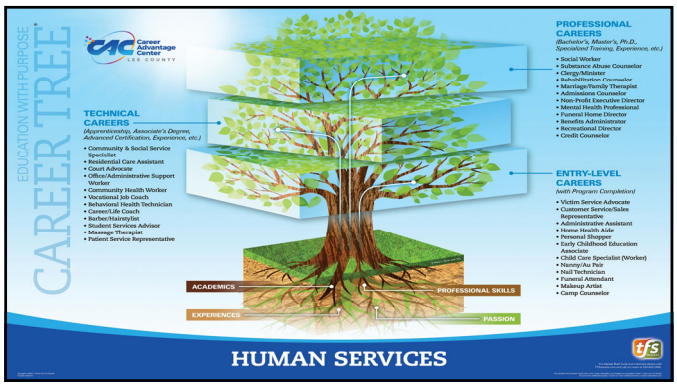

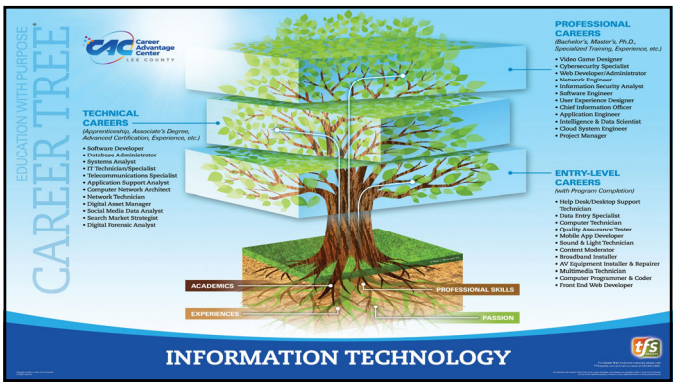

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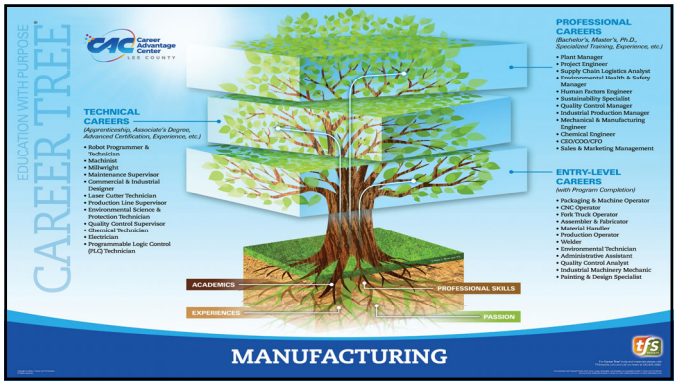

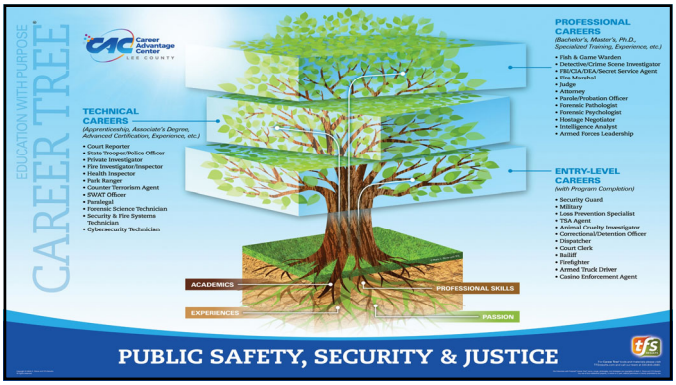

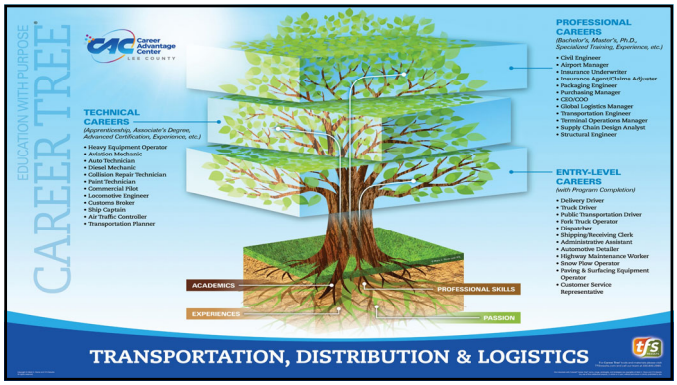

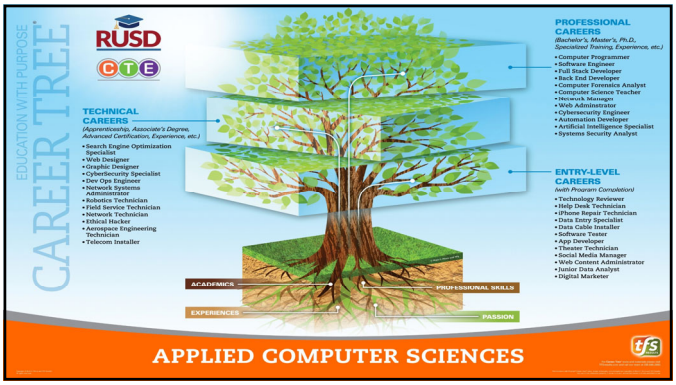

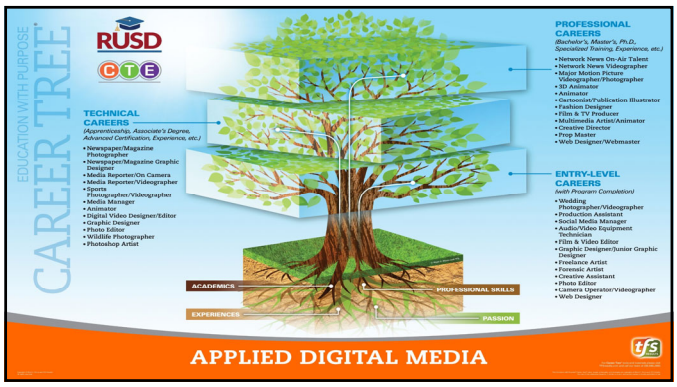

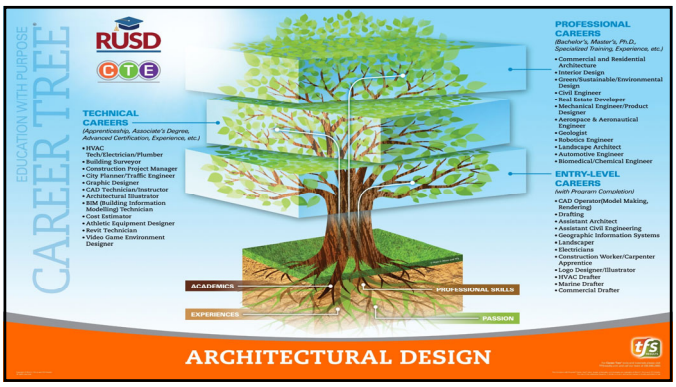

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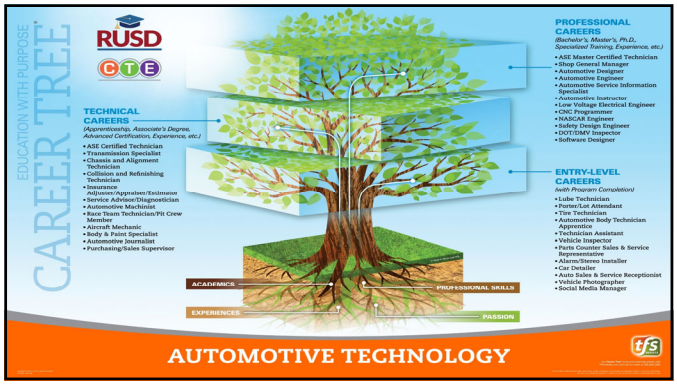

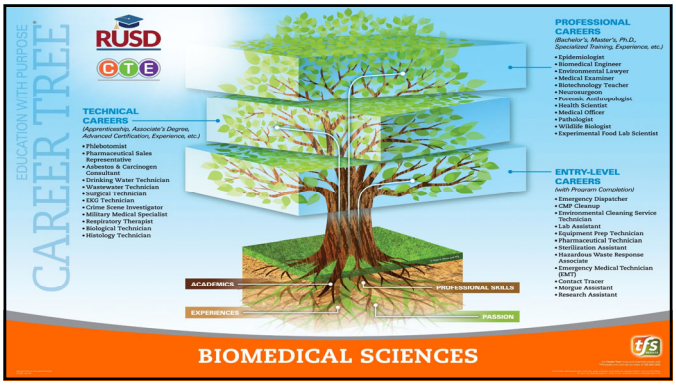

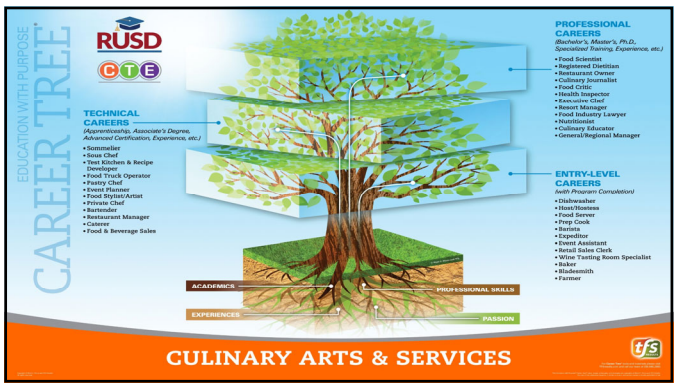

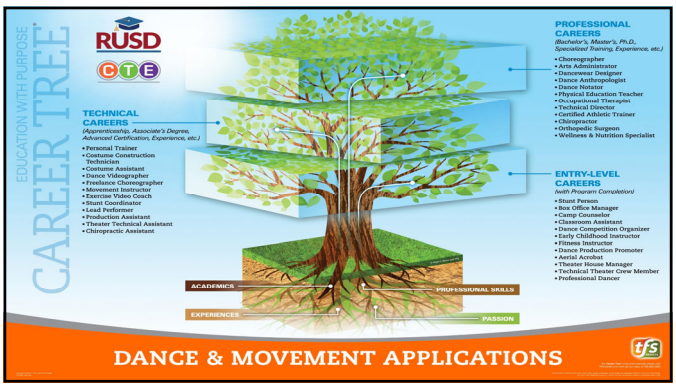

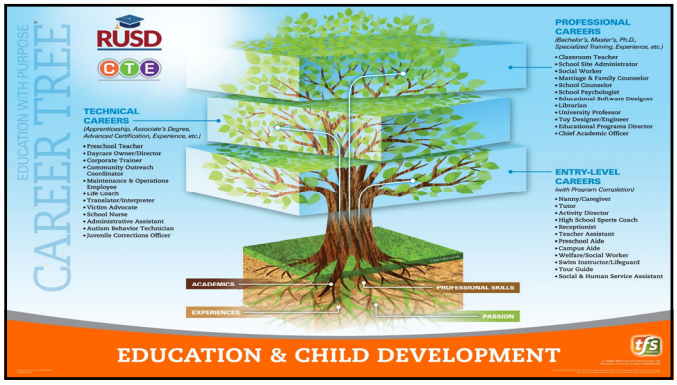

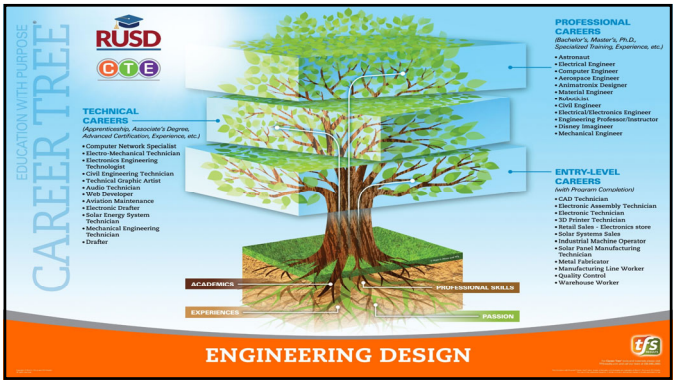

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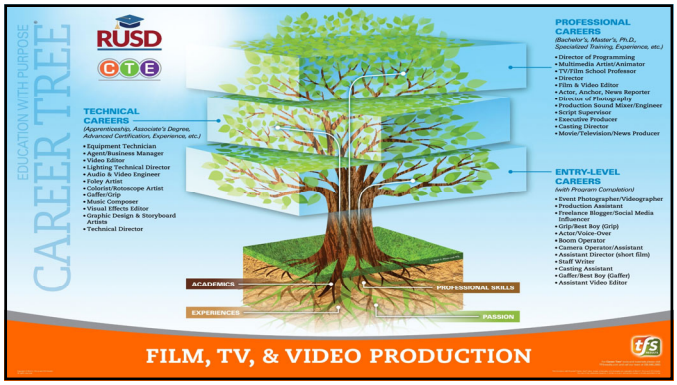

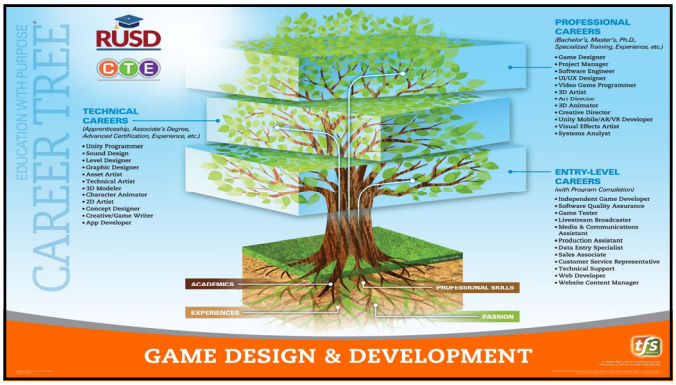

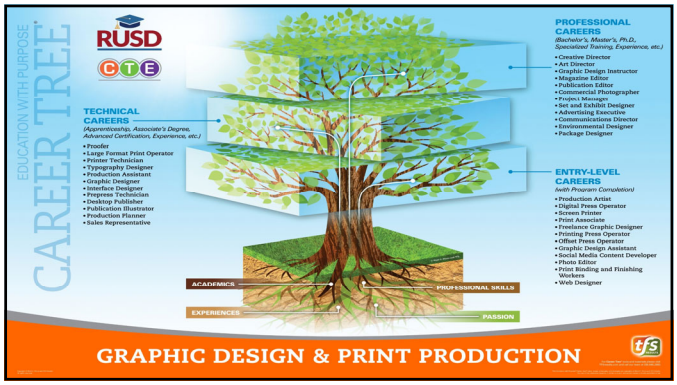

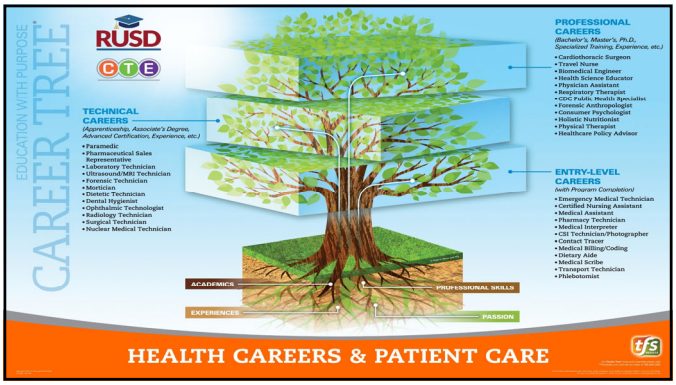

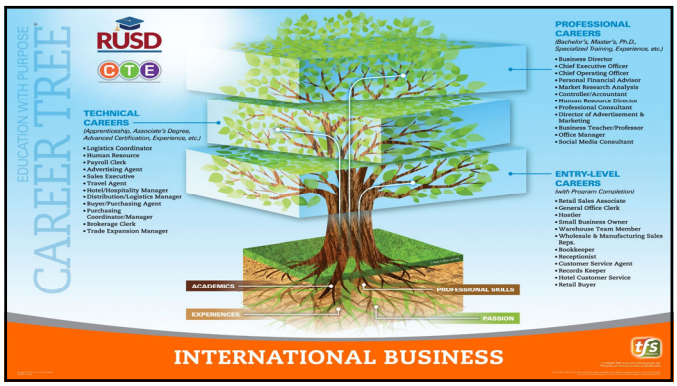

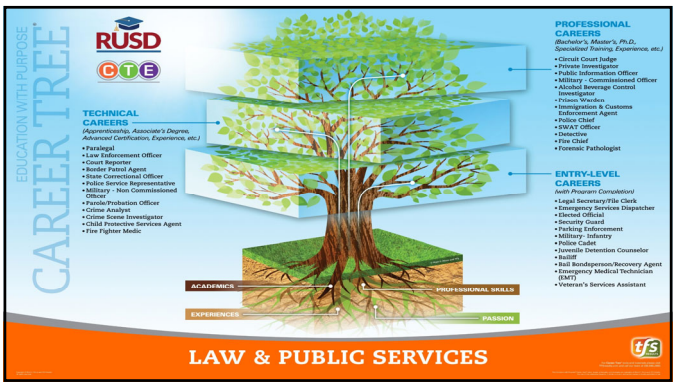

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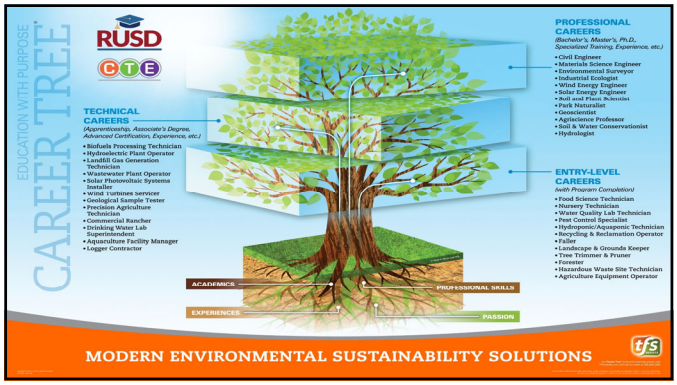

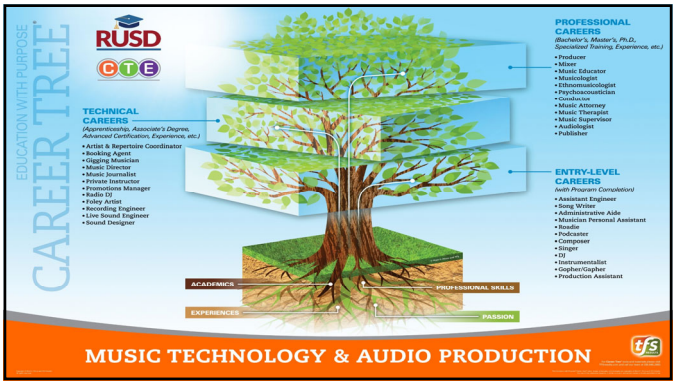

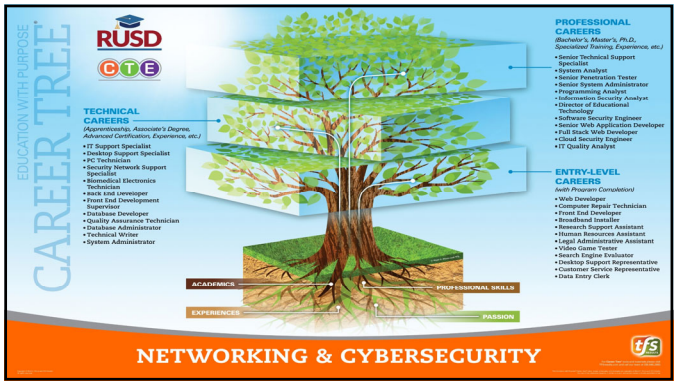

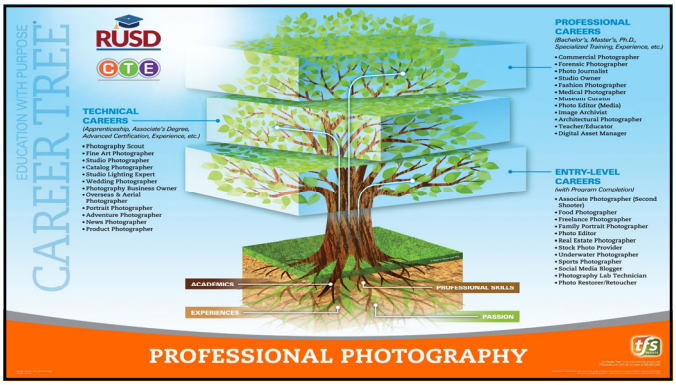

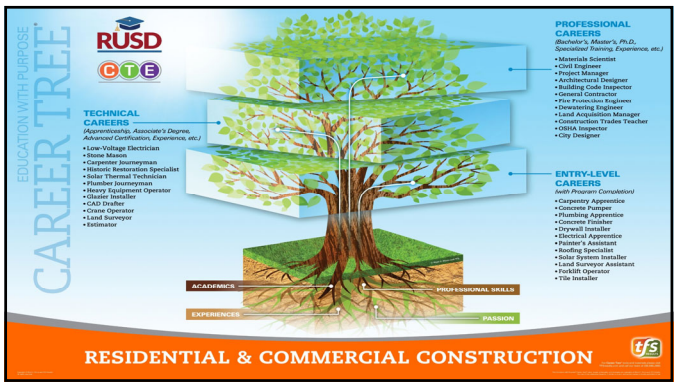

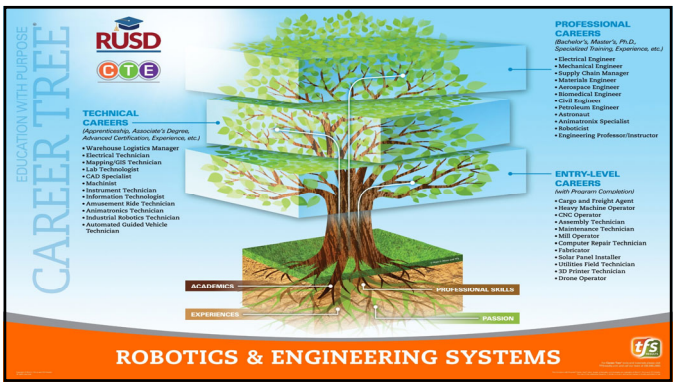

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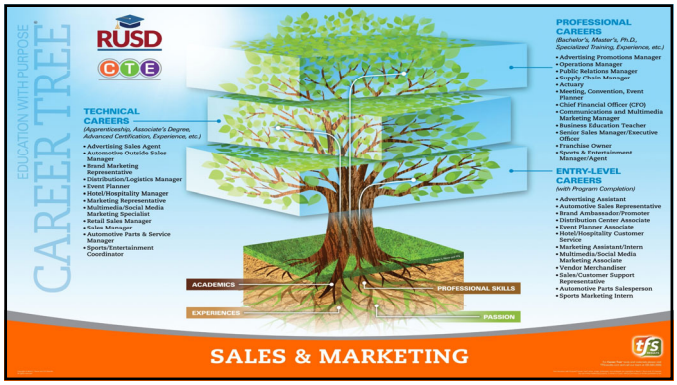

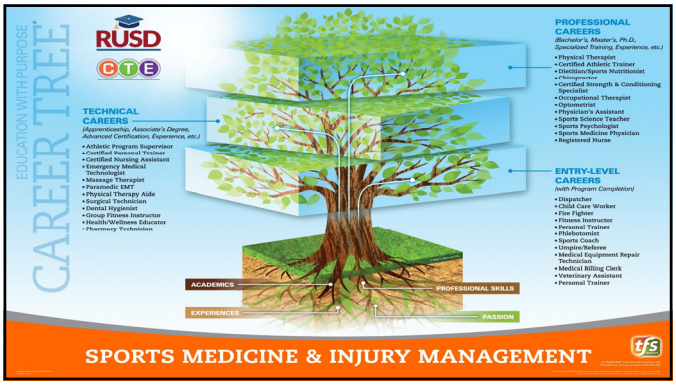

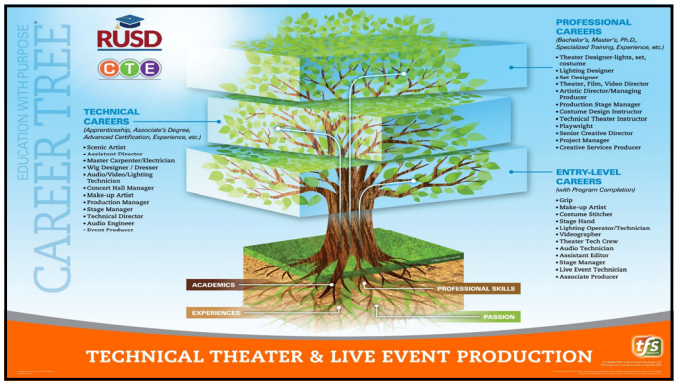

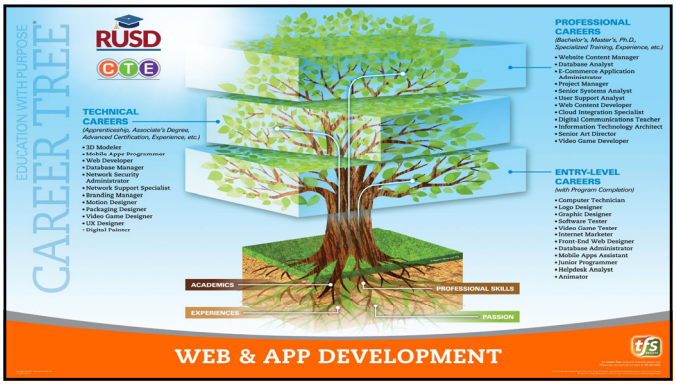

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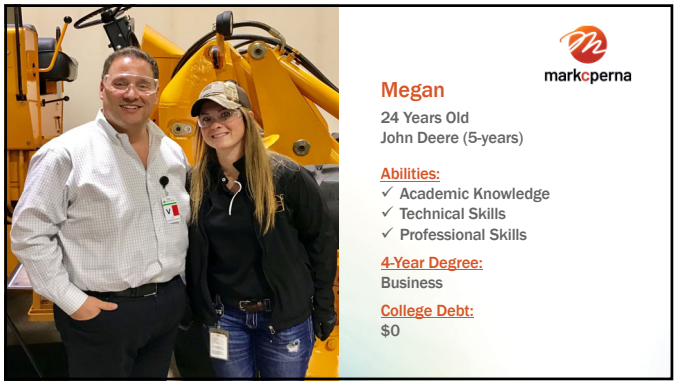

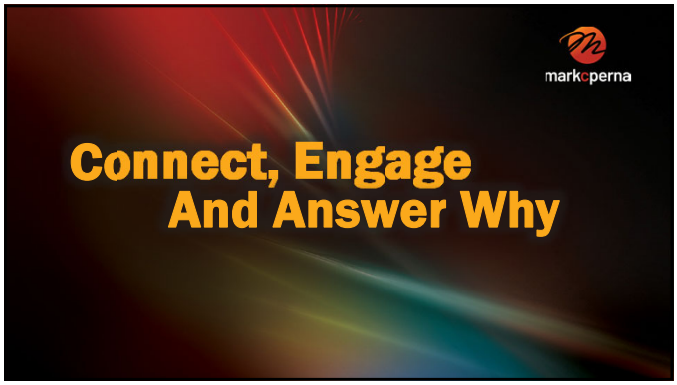

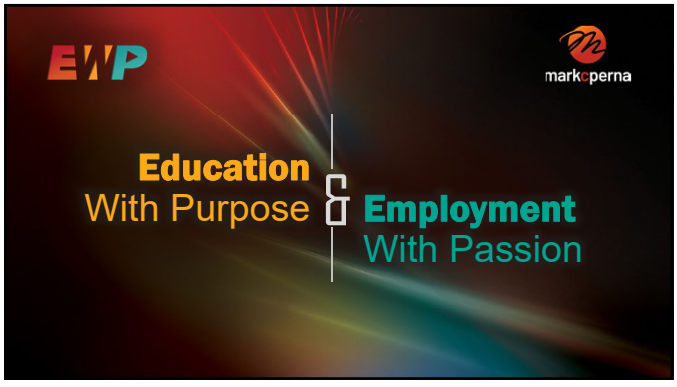

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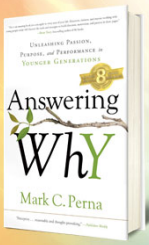

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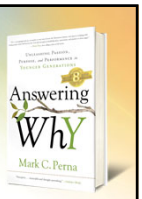

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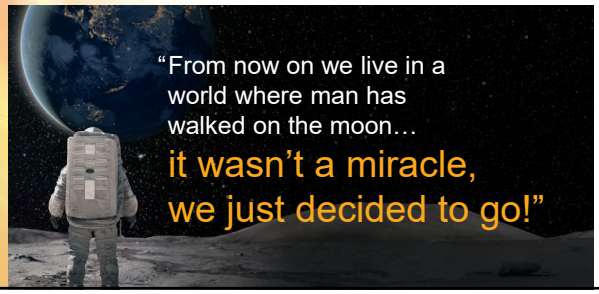

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