



**Mark C. Perna**  
Founder, Author, and CEO

## Let's Change the Game for Enrollment, Engagement, Retention, and Performance.

At TFS, we appreciate your interest in the strategies and national best practices that will increase your enrollment, retention, and performance rates and ultimately benefit both your students and larger community.

You'll find the PowerPoint slides you requested starting on the next page. At TFS, it's our mission 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 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](http://MarkCPerna.com/resources):

- **Book Discussion Guide:** This robust *Answering Why* discussion guide includes robust content and application questions for each chapter. It's relevant to everyone: administrators, instructors, trainers, critical support staff members, and parents too!
- **Career Conversation Starter:** Share this resource with parents to help them spark productive dialogue with their child about career exploration.
- **30-Second Action Guide:** These three simple strategies can have a big impact on our daily conversations with the younger generations, and they're quick to read.

If you're looking to create transformational change across your organization and build a thriving culture driven by excellence, we'd be thrilled to achieve that vision together. To learn more, please visit us at [TFSresults.com](http://TFSresults.com) or give us a call at **330.840.2680**.

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

Warmest Regards,

A handwritten signature in black ink, appearing to read 'Mark C. Perna', is written over a light-colored background.

**Mark C. Perna** and the TFS Team







WELCOME... 

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

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


Connect with Mark now on social media!

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 linkedin.com/in/markperna |  @mark\_c\_perna


TFSresults.com | mark.perna@tfsresults.com | 330.840.2680



*The*  
**Changing Landscape**




*Meet The*  
**Younger Generations**




YOUNGER GENERATIONS		
•Lost Generation	1883-1900	117+
•Greatest Generation	1901-1924	93-116
•Silent Generation	1925-1942	75-92
•Baby Boomer Generation	1943-1964	53-74
•Generation X (MTV)	1965-1978	39-52
• <b>Generation Y (Millennial)</b>	<b>1979-2000</b>	<b>18-38</b>
• <b>Generation Z (I-Generation)</b>	<b>2001-????</b>	<b>0-17</b>

YOUNGER GENERATIONS 

**EXPERIENCE  
 IS  
 EVERYTHING**


- YOUNGER GENERATIONS 
- Experience is Everything
  - Friends = Family
  - Prefer Groups to One-on-One Interaction
  - Nurtured
  - Unique – Special - Important
  - Entitled
  - Celebrate Diversity
  - High Expectations
  - Rewrite the Rules

Visit: MarkCPerna.com to ORDER or learn more about Mark's book  
 Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations

**YOUNGER GENERATIONS** 

- Extremely Tech Savvy - Connected
  - Wi-Fi Enabled Web (Anywhere)
  - Blogging
  - Facebook
  - Twitter
  - Pinterest
  - Snap Chat
  - Instagram
  - YouTube
  - Netflix
  - Text Messaging
  - Video Games


**Unlimited Options**

**YOUNGER GENERATIONS** 


*Younger Generations...*  
**The WHY Generation**

**YOUNGER GENERATIONS** 


- Education/Workforce Issues
  - Mentoring Do's
    - Supportive Work Environment
    - Formal Structure Needed
  - Lots of Challenges – Provide Structure
    - Breakdown Goals into Steps
    - Offer Resources & Info to Meet Challenge
  - Interactive Relationships
  - High Expectations
  - Be Prepared for Demands
    - Complaints = Demands

**YOUNGER GENERATIONS** 

**Many Do NOT  
Hear The  
Branch Creak!**

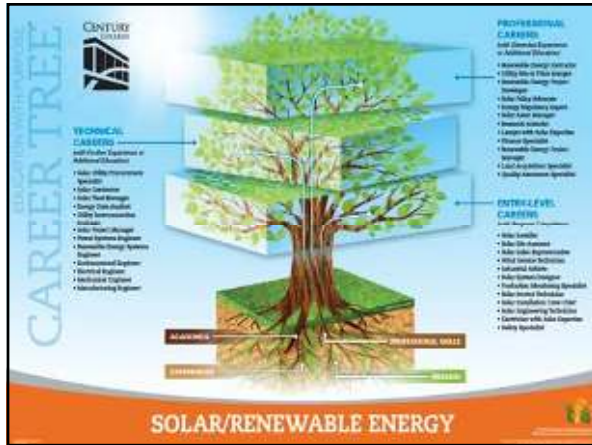
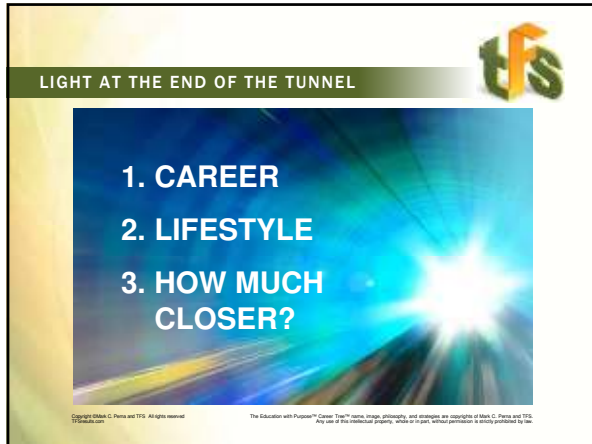
**YOUNGER GENERATIONS** 

**If The “Want To”  
Is Strong Enough,  
The “How To”  
Will Come!**

**YOUNGER GENERATIONS** 

*Focus on the Light...*  
**The Light At The End Of  
The Tunnel**


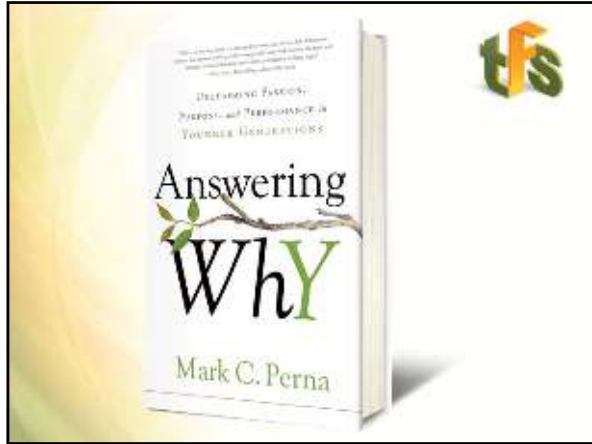
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- CALL TO ACTION**
- **Connect, Engage, and Answer WHY**
  - **Create Experiences That Are Tied To Purpose**
  - **Tell The Story With Passion**
  - **Develop the WADE FACTOR**
    - ✓ You
    - ✓ Team
    - ✓ Organization




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**MarkCPerna.com**

- ✓ **Author & Book Information**
- ✓ **FREE Resources:**
  - Intro Chapter
  - Book Study/Discussion Guide (PDF)
  - Parent/Child Career Conversation Starter (PDF)
  - Action Guide (PDF): (3) 30-Second Ways To Maximize Interactions With Today's Younger Generations
- ✓ **Endorsements & Reviews**
- ✓ **Links To Order**

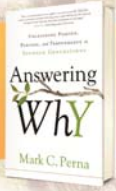


**Jim Lovell**  
*Apollo 13 Commander*





“From now on we live in a world where man has walked on the moon...  
**it wasn't a miracle,  
we just decided to go!”**

**Don't miss Mark's new book!**  
Order today at [MarkCPerna.com](http://MarkCPerna.com).

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



Connect with Mark now on social media!

 @MarkCPernaLeadership |  @markperna  
 [linkedin.com/in/markperna](http://linkedin.com/in/markperna) |  @mark\_c\_perna

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