



“Unleashing Passion, Purpose, and Performance in Younger Generations”

MARK C. PERNA
SPEAKER | AUTHOR | CEO

Wednesday, January 25, 6:30–7:30pm

Selah Middle School, 411 N 1st St, Selah, WA 98942

Join dynamic education expert Mark C. Perna as he unveils the groundbreaking innovations for empowering today’s younger generations. Parents, community leaders, educators, and employers will benefit from these proven strategies to bridge the generational divide, help young people find their purpose, and equip them with a powerful competitive advantage.

Purposeful education is the heartbeat of this inspiring call to action. Students who experience education with purpose can then pursue passion-driven employment at all levels of learning and experience. Though they’re often painted in a negative light, they have incredible potential to change the world. We just have to unleash it. As the skills gap widens, we must tap into the vast creativity, intelligence, and potential of the next generation.

A father to two successful young people, Mark delivers key insights on how they think, what makes them tick, and how they make decisions. Mark will show you how to connect, engage, and answer why to inspire their greatest effort. Countless parents, educators, and employers have used Mark’s strategies to maximize their interactions and outcomes with today’s younger generations.

Discover how to implement the Light at the End of the Tunnel strategy to help students set goals they’re motivated to reach. With highly practical generational insights and signature inspiration, Mark’s nationally acclaimed methods will open your eyes to the amazing promise of the younger generations. Recharge your passion for making a difference and start motivating the young people in your life like never before!

WHAT PEOPLE ARE SAYING

“My ah-ha moment was when I realized that I had been creating a mom-driven life for my son and I will be apologizing to him tonight and listening to and supporting his son-driven life. Thank you!”
– **Lynnette VanWinkle**, Parent, Teacher at Sardis Secondary SD 33

This has been a conversation that many have been wanting and attempting to have for 10+ years. Now we have a common experience and common vocabulary to work from. Thank you!
– **Michelle Wilson**, Executive Director at Southwest Iowa Resource Conservation & Development

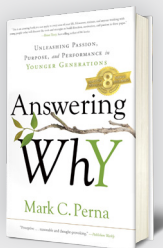
As a parent, thank you. I now know how to talk to my daughter, figure out what she wants to do and how to get there.
– **Kara Rowlinson**, Parent, Payroll Clerk at Pioneer CTC

High energy and incredibly insightful/reaffirming to a new way of thinking. Packed with credible data and excellent graphics.
– **Benjamin Snow**, Director, Economic Health & Housing at City of Greeley

Your dynamic and energetic presentation opened my eyes to how to better nurture my son’s growth towards the goal of discovering his interest and passions in education and in life. Thank you for your insight and dedicated work towards teaching the necessity of purpose.
– **Curtis Widerholdt**, Parent, Regional Sales Manager at Gema US Inc.

Mark C. Perna is the founder and CEO of [TFS Results](#), a full-service strategic consulting firm at the forefront of the national paradigm shift in education and workforce development. As a generational and performance expert, Mark has spoken at Harvard University and today delivers 70+ in-person and virtual keynotes annually across North America. He [writes weekly](#) for Forbes.com, where he reaches an audience of 3.3 million. His micropodcast, [The Perna Syndicate](#), is heard in more than 60 countries every weekday.

Mark, who serves on the Advisory Council for the Coalition for Career Development in Washington, DC, founded the [Education with Purpose & Employment with Passion](#) movement to help communities connect education, business, and economic pipelines. His bestselling book, [Answering Why](#), has won eight national awards, including the Nautilus Award which is given to books thought to make a positive difference in the world. Find out more at [MarkCPerna.com](#).



[markperna.com](#)



[TFSresults.com](#)



Experience the Power of Mark's Message For Yourself!



markperna.com



CARRIE AMANN
*Executive Director at
Pennsylvania Workforce
Development Association
(PWDA)*

“

Every year we work hard to bring in the best workforce thought leaders to keynote at the PWDA Annual Conference. This year, **MARK PERNA BLEW OUR EXPECTATIONS OUT OF THE WATER** with his energetic style and timely message. Mark's passionate keynote was perfect to follow the Governor of PA's speech at the conference. He connected instantly with the audience as he delivered valuable strategies that they can implement in both their professional and personal lives. We recommend Mark as a dynamic, personable, and genuine speaker who keeps his audience riveted with truly actionable content.

“

At our national conference of K-12 superintendents, Mark Perna shared a stirring keynote on not just why we urgently need to shift the K-12 school paradigm, but also how to effect that change. His message laid the groundwork for further productive dialogue around how education must adapt and move forward to connect the dots for our younger generations. Mark's passion for understanding Gen Z **WAS A RALLYING CALL FOR ALL OF US** to learn, reflect, and build a stronger future—together!



DR. DAWN BRIDGES
*Executive Director at
Suburban School
Superintendents*



TAIT STRAND
*Executive Director of
Central Wisconsin
Manufacturing Alliance*

“

When we brought Mark in to address our huge regional audience of business, industry, education and community leaders, we knew he would light up the room. But **WE DIDN'T REALIZE JUST HOW ACTIONABLE AND INSPIRING HIS MESSAGE WOULD BE**. Mark's message absolutely hit the sweet spot for our diverse audience. It was relevant, exciting, and empowering for everyone in attendance, and we've been flooded with positive feedback. Throughout the entire process, from planning through execution, Mark and his team were remarkably proactive and easy to work with. In short, Mark's dynamic vision couldn't have come at a better time and we're thrilled with the impact he has made here.

“

MARK PERNA BROUGHT OUR AUDIENCE TO THEIR FEET with his energetic, engaging, and inspiring message! His insights will help us move forward effectively in a changing world. Mark knows how to bring the heat and challenge every participant to forge a genuine human connection with the young people we serve. Our audience left with valuable tools they can start using immediately to improve their day-to-day interactions and outcomes, and the feedback has been amazing. Thanks, Mark!



COLLIN CALLAWAY
*Senior Policy Director at
Arkansas Community Colleges*



MINDY STALKER
*Executive Director at
Union County Development
Association*

“

Our diverse audience was **DEEPLY MOVED BY MARK'S DYNAMIC MESSAGE!** Superintendents, principals, counselors, employers, HR folks, economic development, state legislators, and community leaders were all inspired to rethink what we do with young people—and why. **IT WAS AN EXTRAORDINARY EXPERIENCE** that has created the desire for an ongoing dialogue among all stakeholders. Mark brought our community together and ignited the spark we needed. We're ready to focus, plan, and most importantly, take action!

“

Mark Perna's high-powered keynote was the capstone of our statewide conference! Afterward Mark led a frank and candid VIP discussion about where the world has changed and how we take action as communities—as well as how we move forward as a state. **WE HAD LEADERS AND INFLUENCERS IN ATTENDANCE WHO NOW FEEL THE URGENCY** to bring this message to the capital for legislators and the governor to take action. With the powerful momentum Mark has helped create, we will accomplish great things.



CATHY LECOMPTE
*Past President & Event
Organizer at Alaska ACTE*