

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

FRIDAY, MAY 5, 2:00–4:00PM | RECEPTION TO FOLLOW
UNIVERSITY OF PITTSBURGH AT BRADFORD’S BROMELEY FAMILY THEATER
IN BLAISDELL HALL, 300 CAMPUS DRIVE, BRADFORD, PA

www.leadershipmckean.com

Join bestselling author **Mark C. Perna** to discover the game-changing strategies that are shifting the education and employment paradigm nationwide. Everyone—educators, employers, economic developers, parents, stakeholders, and community leaders—can use Mark’s nationally acclaimed tools to unleash the true potential of today’s younger generations.

Purpose-driven education and training are the heartbeat of this inspiring call to action. Though they’re often painted in a negative light, today’s young people have incredible power 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. With clear action steps you can implement immediately both in your home and professional life, this message will help you forge a human connection with young people, move them from static to active purpose, and empower them to achieve at a higher level.

Now you can join your colleagues across North America who are using these cutting-edge best practices to improve the outcome for their students, employees, organization, and community. Join Mark to recharge your passion for making a difference and start motivating young people like never before!

WHAT PEOPLE ARE SAYING:

“*I love how this relates not just to business but to education and my family dealing with a gen z-er! So inspirational! Meeting young people where they are and learning to understand how they think is so important.*”

LAURA LAPLANTE
HR Business Partner at AAA Minneapolis

“*Common sense, in your face, relatable and DO-ABLE calls to action that will make immediate impact. I’d tell people to NOT miss the opportunity to participate in this.*”

ANGELA WHITCOMB
Executive Vice President at Minneapolis Regional Chamber

“*Energetic way to see the other side of the ‘entitled and lazy’ generation. New perspectives are gained in a fun and humorous package!*”

MISTY HILTABIDEL
Workforce Development Specialist at Fay-Penn Economic Development Council

“*Energizing, to the point and focused on the bottom line when it comes to everyday people from all walks of life. Well worth the time. Motivating and helped me think about new ways to reach youth and tackle the everyday work.*”

HAKIM JONES
Youth Workforce Career Counselor at Montgomery County Intermediate Unit

“*Positive and practical with an inspirational touch on how to move into the future with success and purpose.*”

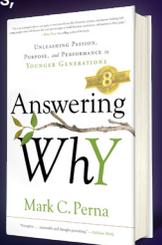
BRIAN BARNHART
Superintendent at Western Springs 101



MARK C. PERNA
SPEAKER | AUTHOR | CEO

Mark C. Perna is the founder and CEO of [TFS Results](http://TFSResults.com), 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](http://www.forbes.com) for Forbes.com, where he reaches an audience of 3.3 million. His micropodcast, [The Perna Syndicate](http://ThePernaSyndicate.com), 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](http://EducationWithPurpose.com) movement to help communities connect education, business, and economic pipelines. His bestselling book, [Answering Why](http://AnsweringWhy.com), 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



SALLY HARRISON

President & CEO Mesa Chamber of Commerce, President of Mesa Industry & Defense Council

“ For 2 fantastic hours, **MARK PERNA RIVETED OUR AUDIENCE** of business owners, corporations, community leaders, economic development, and educators. His message of truly connecting our pipelines was substantive, funny, and **FULL OF ACTIONABLE STRATEGIES** that people are still talking about. The keynote ended in an enthusiastic standing ovation, but the impact Mark made isn't over. What an incredible experience!



DR. DAWN BRIDGES

Executive Director at Suburban School Superintendents

“ 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!



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.



COLLIN CALLAWAY

Senior Policy Director at Arkansas Community Colleges

“ **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!



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!



CATHY LECOMPTE

Past President & Event Organizer at Alaska ACTE

“ 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.



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.