

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

Friday, October 23, 2020 | 9:00-10:30 am

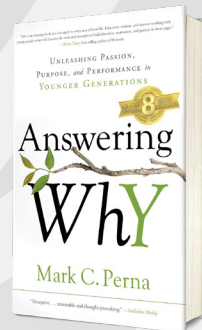
## Virtual Presentation plus Q&A

There is no registration fee for any individuals in the North Point Educational Service Center (NPESC) region of Erie, Huron, Ottawa & Sandusky Counties. Interested participants outside of the NPESC region should contact Andrea Smith at [asmith@npesc.org](mailto:asmith@npesc.org)

➤ **Join bestselling author and generational expert Mark C. Perna** as he unveils the groundbreaking innovations and strategies for working with today's younger generations. You'll discover why the synergy of robust academic knowledge, technical competency, and professional skills is the single most important competitive advantage a young person can possess — and how to help them achieve it.

Today's young people are often painted in a negative light, but they have incredible potential to change the world. Parents, educators, employers, and young people themselves will benefit from Mark's perspective on the amazing promise of millennials and Generation Z. A father to two successful millennials, Mark delivers key insights on today's younger generations, how to answer their all-important question why, and how to connect with them at a deeper level.

With clear action steps you can implement immediately both in your home and professional life, Mark's message will help you motivate young people, show them why education matters, and empower them to achieve at a higher level. Recharge your passion for making a difference and start motivating young people like never before!



Don't miss Mark's award-winning bestseller, *Answering Why!*

## WHAT PEOPLE ARE SAYING

“I like the perspective shift and language that I can use to articulate that shift. Very engaging speaker, with so many great stories to share! I love the way he presents virtually and that this message is spreading! This is what EVERYONE needs to hear!”

— **Shelby Greene, Math Educator and Department Chair**

If the “Want To” is strong enough the “How To” will come! Mark was awesome! I'm part of Gen X, his virtual presentation was very engaging and helped me to understand how Gen Y and Gen Z think. I look forward to reading his entire book, “Answering Why.” It'll make me a better mom and teacher.

— **Florence Kaai, Secondary Teacher**

I could have listened for another hour. Too short! This presentation should be delivered to every school teacher in America.

— **TerriAnn Brennan, Sr. Communications Manager at Montgomery County Public Schools**

Dynamic and powerful! Inspiring educators like myself to change the way we can be game changers in our students' lives and get them where they need to be. Mahalo!

— **Michael Sana, Instructor/Academy Lead at Waipahu High School**

Exceptional, motivational, practical ideas to engage students, improve morale and raise the caliber of work we receive from our students.

— **Lisa Moon, Nursing/Health Science Director at Bridgerland Applied Technology College**

WOW WOW WOW! Loved every speeding minute of it! Kept wishing I could share it with others. Thank you. This is a game changer.

— **Minerva White, Paraprofessional**



## MARK C. PERNA

SPEAKER | AUTHOR | CEO

Mark C. Perna is the founder and CEO of TFS Results, a strategic communications and consulting firm at the forefront of the national paradigm shift in education and workforce development. As an international generational expert and weekly *Forbes.com* contributor, Mark empowers individuals, teams, and leaders to successfully navigate the new multigenerational workplace.

A dynamic public speaker, Mark delivers 70+ keynotes annually across North America and spoke at Harvard University by special invitation. His award-winning bestseller, *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*, was written to help educators, employers, and parents understand the millennial and Z generations and inspire them to greater performance in all areas of life. Mark, the father of two successful millennials, resides in Cleveland, Ohio. Find out more at [MarkCPerna.com](http://MarkCPerna.com).



[TFSresults.com](http://TFSresults.com)