

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

Wednesday, February 24, 2021 | 6:00-7:00 pm
Virtual Presentation plus Q&A

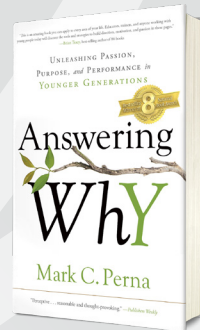
Meeting ID: 848 7826 2795 | Passcode: 277383

To submit questions during the presentation, please email PernaEvent@oakland.k12.mi.us

➤ **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

“ My ah-ha moment was when I realized that I had been creating a mom-driven life for my son. I will be apologizing to him tonight and listening to and supporting his son driven life. Thank you!

– *Lynnette Van Winkle, Parent*

Good insight as a parent to move our children to the light at the end of the tunnel.

– *Sheila Ann Dagarag, Parent*

Fantastic delivery of an incredibly relevant topic. Who doesn't want to understand Gen Y better? The storytelling format made the entire presentation so much more interesting and relatable. I would say this was one of the best I've heard on this topic.

– *Dana Zorn, Training & Development Specialist at Hilite International*

Absolutely amazing! I'm going to go home and have a different conversation with my daughter who told me she wants to be an astronomer. Thank you.

– *Carissa Kennedy, Parent*

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*

Not only was this useful to me as an educator, but it will serve as a tool to help me work with my 17 year old who is stuck and perplexed about her future. I now have a clear path to help her with goal setting and future planning.

– *Wanda Coates, Parent and Principal at S. Christa McAuliffe Elementary*



OaklandSchools



MARK C. PERNA

SPEAKER | AUTHOR | CEO

Speaker, author, and performance expert Mark C. Perna is a strong advocate for the incredible potential of today's young people. On 200+ TV, radio, and podcast shows, he's shared his powerful message of making a bigger difference. Every weekday, he hosts *The Perna Syndicate*, an Alexa Flash Briefing show that opens the playbook for success across generations. Mark also [contributes weekly at Forbes.com](#), where he covers the challenges and opportunities of today's new multigenerational workforce.

Mark CEOs his company *TFS Results*, a strategic communications and consulting firm at the forefront of the national paradigm shift in education and workforce development. He's spoken at Harvard University by special invitation and today delivers 70+ keynotes annually across North America. As the winner of eight national awards, his bestselling book, *Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations*, was written to help educators, employers, and parents understand the millennial and Z generations. Mark, the father of two successful millennials, resides in Cleveland, Ohio. Find out more at MarkCPerna.com.

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