

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

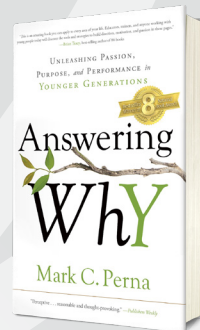
Tuesday, January 26, 2021 | 6:00-7:00 pm
Parent & Community Virtual Keynote plus Q&A

Meeting ID: 874 3741 5345 | Passcode: 901761

➤ **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

- “**Best keynote speech I have heard in 30 years.**
– **Stephen Freeman, VP at M&T Insurance Agency Inc.**
- 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**
- Mark provides valuable information about engaging younger generations in a very energetic and captivating way, with great examples and stories.**
– **Scot McLemore, Technical Workforce Development at Honda North America, Inc.**
- 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**
- Insightful, energetic, challenging and spot on!**
– **Bob Pautke, Founder/President at SOAR with Purpose**
- 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. One of the best I've heard on this topic.** – **Dana Zorn, Training & Development Specialist at Hilite International**
- 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 VanWinkle, parent**



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 CEO's 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](#).

 mark@perna.com



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