

"Increasing Performance and Engagement with the Younger Generations"

Tuesday,
November 28, 2017

7:30–8:00 am: Light Breakfast and Networking
8:00–10:00 am: Session (8:00 am sharp start)



[REGISTER NOW! Click Here](#)

Join dynamic education expert **Mark C. Perna** as he unveils the groundbreaking innovations that are making the difference for students nationwide. In our ever-changing national landscape of education, it's critical to give our students a competitive advantage by expanding their options and opportunities. These proven strategies, pioneered through years of experience with educational organizations of all sizes, will change the game for educators and the students they seek to serve.

Mark's revolutionary *Education with Purpose*® philosophy helps young people define their goals sooner, improving their performance through purpose-driven learning. You'll gain key insights on today's generation, how they make decisions, and how to build meaningful connections with them. You'll also find out how the proven Light at the End of the Tunnel strategy helps keep students from all backgrounds engaged and enthusiastic about their studies. You'll discover a strategic approach to the first ten days of school that yields powerful results for the rest of the school year. In addition, the unforgettable Wade Factor story will inspire you to make a bigger difference in your sphere of influence.

Finally, you'll experience the compelling *Career Tree*® model that schools across the nation are implementing with truly outstanding results. The *Career Tree*® is a breakthrough strategy that sparks ongoing student dialogue and expands students' opportunities through career-minded education — motivating them to set goals, discover their passion, and achieve at a higher level.

Now you and your team can join the thousands of high school and college administrators, counselors, teachers, and critical support staff members who are using these cutting-edge best practices to improve the outcome for their students and community. Get ready to discover the secrets for increasing your students' performance and igniting their passion to succeed like never before!



[Click Here to see Mark in action!](#)

WHAT PEOPLE ARE SAYING



- "This was the best presentation I have attended in years. It was informative, fast paced and worth my time. Thank you." – V.A., *Department Chair and Instructor*
- "He laid out specific, step-by-step strategies for getting students in the door, keeping them interested, and helping them cross the finish line. He truly made a lasting impact here!" – M.R., *Community College Faculty Development Coordinator*
- "This was the most motivating workshop I've attended. I'm excited to create excitement in my students and staff." – G.K., *CTE Assistant Director*
- "Mark presented a lot of great ideas in a short period of time. I left with a couple of potential solutions to pressing issues that we are struggling with." – J.R., *Director*
- "Mark's presentation was full of great information. An hour was too short! I could listen to Mark all day!" – W.P., *Principal*
- "Great presentation. Informative and helpful. You addressed the why...thanks!" – J.H., *Assistant Principal*
- "Insightful and practical approach." – T.S., *Director at State Department of Education*
- "You unlocked the next level in me." – M.D., *Career Coach*
- "Great presentation, all educators need to hear this!" – G.B., *Assistant Principal*



Century College
WEST Campus Theater
3300 Century Avenue N
White Bear Lake, MN 55110
Contact: Jill Stewart-Kellar (651) 415-5610



Mark C. Perna
Author, Speaker, and TFS® Founder/CEO

Mark C. Perna is the founder and CEO of TFS, a full-service strategic communications and consulting firm whose mission is to share and support every client's desire to make a difference. As a noted generational expert, Mark has devoted his career to empowering educators to unleash the tremendous potential of today's young people.

Mark's best practices have helped parents, schools, districts, businesses, and state organizations nationwide to connect more effectively with the younger generations. He frequently delivers keynote speeches at national and statewide events and recently spoke at Harvard University by special invitation. At TFS, Mark's team shares his vision of helping organizations of all sizes experience significant gains in recruitment, engagement, retention, and performance rates.

Mark's upcoming book, *Hearing the Branch Creak: How to Motivate and Empower Today's Younger Generations—And You!*, was written to help parents, employers, and educators understand Generations Y and Z and inspire them to greater performance in all areas of life. Mark is the father of two successful Millennials and resides in Cleveland, Ohio.



TFSresults.com
MarkCPerna.com