

SHIFT YOUR PARADIGM *further*

10

QUESTIONS

to challenge your assumptions, change your thinking,
and champion the passion, purpose, and performance
of today's younger generations



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SPEAKER | AUTHOR | CEO

“There are only two ways to view the millennial and Z generations: as a challenge to overcome or a tremendous asset to unleash.”



QUESTION #1:

what's your view?



“Young people live up to the expectations we place on them— whether high or low.”

2



QUESTION #2:

how are you expecting them to perform?



“Together, millennials and Gen Z are the *Why* Generation. They have to know the reason behind everything they’re asked to do—so that they can deliver their greatest contribution.”

3



QUESTION #3:

are you giving them a real answer
to their all-important why?



“Respect works differently today—young people need to feel respected first. Once they do, they’ll quickly reciprocate.”

4



QUESTION #4:

how are you making young people feel respected in your interactions with them?



“The ‘for-now’ career direction makes education relevant without the pressure of making a lifelong decision.”



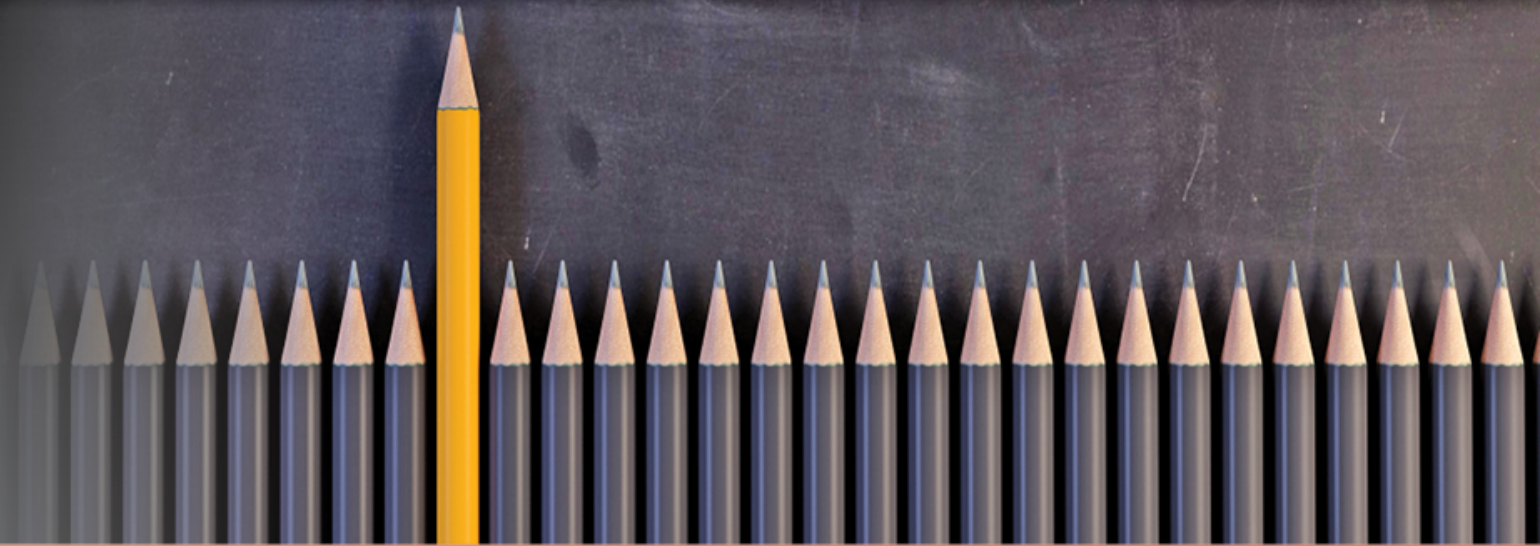
QUESTION #5:

how can you help young people
make forward progress—
right where they're at?



“In today’s new economy, the single most important competitive advantage is the synergy of academic knowledge, technical competency, and professional skills.”

6



QUESTION #6:

how are you supporting young people
on their journey to a dynamic
competitive advantage?



“Growth mindset is the belief that human intelligence, talents, and abilities are not innate but can be developed. Fixed mindset is the belief that intelligence is predetermined, inborn, and essentially unchangeable.”



QUESTION #7:

do you have a growth mindset about yourself—and about young people?



“Today’s young people believe they are unique, special, and important—because that’s what they were raised to believe.”

8



QUESTION #8:

how are you affirming young people
in your sphere of influence?



“Instead of spending priceless time building other people’s dreams—watching movies, playing videogames, scrolling social media—the Why Generation needs to take time to develop their own opportunities.”

9



QUESTION #9:

how are you inspiring young people to define and build their dream?



“A branch-creak crisis moment is a powerful opportunity for growth.”



QUESTION #10:

how can you help young people experience more branch-creak moments?



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where do you go from here?

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