

Implementation Guide

Motivate PK–16 learners with the skills, purpose, and lifestyle that matter to them

TABLE OF CONTENTS:

Welcome to the Career Tree!	1
Timeline: When to Teach What	2
Using the TFSCareerTree.com Portal	3–5
Meet the Skill Tree	6
The 21 Skills.....	7
3 Age-Appropriate Lesson Tracks.....	8
FAQ.....	9
Meet the Pathway/Academic Tree	10–11
How Does It Work?.....	10
Classroom Resources.....	12
Picking a Branch.....	12
Best Practices.....	13–14
FAQ.....	15
Competitive Advantage Track	16
Meet Career Tree Creator Mark C. Perna	16





Welcome to the Career Tree!

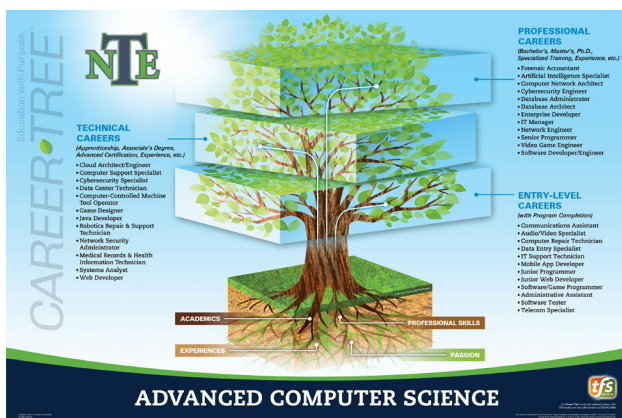
The **Career Tree** is a systemic, scalable approach to help learners of all ages develop life skills and explore careers—because they want to. It's flexible, personal, and above all EASY to use. With the Career Tree, anyone can teach anyone the vital life and career planning skills to thrive!



The Career Tree family includes three Trees: the **Skill Tree**, **Pathway Tree**, and **Academic Tree**:

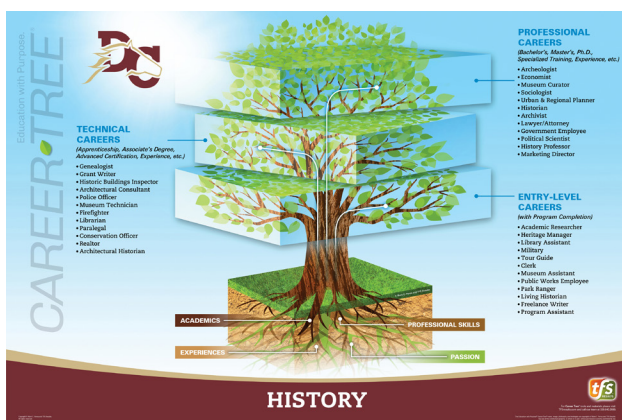
SKILL TREE™

The **Skill Tree** is a flexible lesson framework to teach 21 interrelated professional and life skills for every age and stage. Front-load these skills by starting in preschool/kindergarten, continuing throughout the student's entire education journey.



CAREER TREE® Pathway Tree

The **Pathway Tree** is aligned with your course/subject area and displays relevant career opportunities at every level of education. Start in seventh grade and continue through the rest of the student's education journey.



CAREER TREE® Academic Tree

The **Academic Tree** is designed to show students how your academic subject can prepare them for success in a wide variety of careers. As with the Pathway Tree, start in seventh grade and continue through the rest of the student's education journey.



Career Tree Timeline: When to Teach What

Your students can start using the Career Tree at any point:

PK-6

Preschool/Kindergarten – 6th Grade: **SKILL TREE**

Objective: Use the Skill Tree’s flexible lesson framework to easily teach 21 life skills each year, deepening application as students mature.

The **Skill Tree** introduces students to 21 academic, social, and life skills, including adaptability, communication, coping, leadership, self-management, and more. These concepts motivate their growth in a fun, flexible, and engaging way and are taught again each year as students mature. The Skill Tree is also an excellent way to address negative behaviors by encouraging positive ones.

Students track their progress with personal Skill Charts and Action Journals, which encourage self-reflection and goal setting.

7-12

7th – 12th Grade: **SKILL TREE & PATHWAY/ ACADEMIC TREE**

Objective: Introduce the Pathway and/or Academic Tree in academic and program classrooms. Continue deepening students’ understanding and application of the Skill Tree’s 21 skills.

The **Pathway/Academic Tree**, customized to your academic subject or technical program, shows a range of the most viable, exciting, living-wage careers at all levels of education. After research and dialogue, students choose a “for-now” career direction and affix their name and career to the wall graphic, creating a visual reminder of their goal. They can change their career choice at any time without losing the progress they’ve made. Everything they accomplish now counts for their future!

The **Skill Tree** 7–12 Lesson Track supports their journey as they continue to develop the 21 professional skills they’ll use for the rest of their lives.

13-16

Years 13 – 16 (postsecondary): **SKILL TREE & PATHWAY/ ACADEMIC TREE**

Objective: Continue using the Pathway/Academic Tree to hone purpose and motivation, and the Skill Tree to enhance the real-world skills every employer is looking for.

In college and workforce development settings, the **Pathway/Academic Tree** and **Skill Tree** gain additional importance as students prepare to step into a successful career. Young adults and older learners pursuing a degree, certification, trade, or new life direction will use the Skill Tree’s 13–16 Lesson Track to focus on the life skills most relevant to their area of study. Each lesson also includes a 2-page Action Planner to assimilate these skills into everyday life and learning. The Pathway/Academic Tree will continue to promote deeper understanding of their career options and personal goals. Learners will also appreciate the included resume planning tools and other resources.

Using the TFSCareerTree.com Portal

Your TFSCareerTree.com portal is home to many helpful resources, including:

SKILL TREE™

CAREER TREE®

Overview | Skill Tree | Pathway Tree | Competitive Advantage Track | FAQ | Administer | Account

- 1 Intro video:** Learn more about the Skill Tree in this quick video by Mark C. Perna
- 2 Lessons:** Download 21 robust and flexible lessons to easily teach life skills and foster productive discussion
- 3 Worksheets:** Download 21 thought-provoking worksheets to reinforce the lessons
- 4 Action Journal:** View low-resolution files on the portal and order spiral-bound, printed Action Journals to drive deeper skill development and self-reflection
- 5 Skill Chart:** Download or order Skill Charts to help students track their growth

See page 6 for more information on how to use the Skill Tree!

If you experience issues logging in to your TFSCareerTree.com account, contact us at contact@TFSresults.com. We're here to help!

CAREER TREE

Overview | Skill Tree | Pathway Tree | Competitive Advantage Track | FAQ | Administer | Account

7-12 SKILL TREE

WELCOME TO THE 7-12 SKILL TREE!

These resources will empower you to teach 21 vital life skills to your students in seventh through twelfth grade. All lessons in this track focus on the individual skill being taught as it relates to their personal competitive advantage. This advantage is what allows them to create the kind of life they want to enjoy—and that's why they care.

Everything we ask students to do in the classroom is framed as part of building this advantage. Together, we can inspire them with a fresh drive to start practicing these positive behaviors.

LESSON SEQUENCE

- We highly recommend that the first five lessons be introduced first, after that, you may proceed through the rest of the lessons in our provided sequence, or choose to introduce each skill in whatever order you need based on your unique environment.

LESSON FLEXIBILITY

- These skill lessons are designed to be flexible in a wide range of learning environments. They may be used as a bellringer exercise, as material for a full period, as a weekly check-in, or in any other way that best serves your students.

LESSON CONTENT

Each lesson contains:

- A relatable Real-Life Scenario to introduce the concept
- 8 Group Discussion Questions with follow-up prompts
- 8 Journal Prompts that support drawing or writing
- 10 Creative and age-appropriate classroom activities
- A printable Worksheet to reflect on their small steps and goals

In addition to the Worksheet, you may download and print or purchase spiral-bound Action Journals to deepen the learning experience.

IMPLEMENTATION SUPPORT VIDEOS

SKILL TREE

MAKE THE SKILL TREE WORK FOR YOU

Watch as Mark C. Perna, creator of the Career Tree, shows why the Skill Tree can change the game for today's younger generations.

7:53

SKILL TREE RESOURCES

1 DOWNLOAD 7-12 SKILL LESSONS & WORKSHEETS

SKILL	7-12 LESSON DOWNLOAD	7-12 WORKSHEET DOWNLOAD
1: Small Steps/Consistency	1: Lesson.PDF	1: Worksheet.PDF
2: Human Connection	2: Lesson.PDF	2: Worksheet.PDF
3: Self-Management	3: Lesson.PDF	3: Worksheet.PDF
4: Emotional Intelligence	4: Lesson.PDF	4: Worksheet.PDF
5: Coping	5: Lesson.PDF	5: Worksheet.PDF
6: Communication	6: Lesson.PDF	6: Worksheet.PDF
7: Active Listening	7: Lesson.PDF	7: Worksheet.PDF
8: Empathy	8: Lesson.PDF	8: Worksheet.PDF
9: Leadership	9: Lesson.PDF	9: Worksheet.PDF
10: Teamwork	10: Lesson.PDF	10: Worksheet.PDF
11: Adaptability	11: Lesson.PDF	11: Worksheet.PDF
12: Problem Solving	12: Lesson.PDF	12: Worksheet.PDF
13: Critical Thinking	13: Lesson.PDF	13: Worksheet.PDF
14: Time Management	14: Lesson.PDF	14: Worksheet.PDF
15: Work-Life Balance	15: Lesson.PDF	15: Worksheet.PDF
16: Networking	16: Lesson.PDF	16: Worksheet.PDF
17: Creativity	17: Lesson.PDF	17: Worksheet.PDF
18: Productivity	18: Lesson.PDF	18: Worksheet.PDF
19: Negotiation	19: Lesson.PDF	19: Worksheet.PDF
20: Conflict Resolution	20: Lesson.PDF	20: Worksheet.PDF
21: Bully-Proof	21: Lesson.PDF	21: Worksheet.PDF

2 ACCESS MATERIALS

Use the materials below to support your Skill Lessons in your learning environment.

PREMIUM VS. SUPPLEMENTAL MATERIALS!

Premium Skill Tree materials, such as Wall Graphics and Skill Stickers, require specialized production and must be purchased (contact your administrator to place an order). Supplemental materials may be downloaded and printed and are also available for purchase.

ORDER PREMIUM MATERIALS

SKILL TREE WALL GRAPHICS

Available in multiple sizes, this colorful set of wall graphics is the first part of classroom conversations around the skills you're learning together.

SKILL TREE STICKERS

When students demonstrate a particular skill, you may reward them with the corresponding Skill Sticker to adhere to their Skill Charts. Skill Stickers are purchased separately (see below).

SKILL TREE BANNERS

When wall space isn't available, use our standard banner to display the Skill Tree front and center in your learning environment. Also great for on-the-go!

ACTION JOURNALS

Who doesn't prefer to draw or write, progress trackers, and more. The Action Journal gives students a single place to record their journey and reflect on how far they've come.

STUDENT SKILL CHARTS

Download and print individual 8.5"x11" Skill Charts for students to record their progress on each skill, or purchase pre-printed Skill Charts in packs of 50.

CHILDREN'S BOOK SERIES

Coming in 2024, "The Single & Bold" book series will introduce 11 vital skills your students are learning. \$16.95 each to stay posted on new, fourth-grade and more!

Please note that all orders must be placed by your organization's administrator. Contact your administrator with purchase requests.

[DOWNLOAD PRICING SHEET](#)

SUPPLEMENTAL MATERIALS

Download the following materials as needed, or purchase printed materials by contacting your administrator to place the order.

	DOWNLOAD
DIGITAL SKILL TREE GRAPHIC SAMPLE	PDF
7-12 ACTION JOURNAL	PDF
7-12 SKILL CHART	PDF

ORGANIZATION RESOURCES

Access your organization's Career Tree documents, files, custom Wall Graphics (if any), and other materials provided here for your reference.

	VIEW DOCUMENT
CAMPUS RESOURCES	TFS Results ABC Schools
	TFS Results ABC Schools
	TFS Results ABC Schools

Secure a TFS Results ABC School

CAREER TREE® Pathway/Academic Tree

Overview | Skill Tree ▾ | **Pathway Tree** | Competitive Advantage Track | FAQ | Administer ▾

- See page 10 for more information
on how to use the
Pathway/Academic Tree!**

on how to use the
Pathway/Academic Tree!

**If you experience issues
logging in to your
TFSCareerTree.com
account, contact us at
contact@TFSresults.com.
We're here to help!**



The image shows a hand pointing at a laptop screen displaying the Career Tree website. The screen content includes the following sections:

- CAREER TREE** (header)
- MANAGE YOUR CAREER TREE PORTAL** (section title)
- Welcome to your Career Tree Administrator account! Here are your next steps:**
- 1. Get started:** To set up your program, add users, and approve your organization's Pathway Trees, please view the Support videos below.
- 2. Order materials:** To order printed materials, including Pathway Tree and Skill Tree Wall Graphics, contact Kirsty Worn kirsty.worn@tfsresults.com.
- 3. Train staff:** Use our Staff Training Videos, delivered by Career Tree creator Mark C. Perna, as the basis of a full-staff training experience. Each video includes a downloadable PDF resource with discussion questions and notes. Staff Training Videos available on the [Pathway Tree site](#).
- Let's empower your staff, students, and community with the Career Tree today!**
- ADMIN IMPLEMENTATION SUPPORT** (section title)
- GET STARTED WITH ELIZABETH HARRIS, CAREER TREE EXPERT** (section title)
- Join our expert Elizabeth Harris for a quick tour of your portal's functions, including adding programs and users, adding and approving Pathway Trees, and more.**
- Getting Started: Adding Programs and Users** (button)
- Getting Started: Approving Trees** (button)

- 1
- 2



Using the TFSCareerTree.com Portal (cont.)

Your TFSCareerTree.com portal also includes:

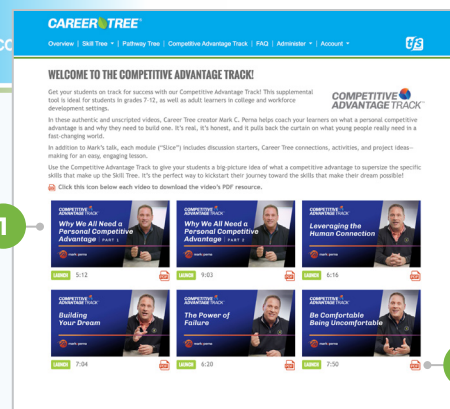
**COMPETITIVE
ADVANTAGE TRACK™**

CAREER TREE®

Overview | Skill Tree | Pathway Tree | **Competitive Advantage Track** | FAQ | Administer | Account

- 1 **Videos:** Use these supplemental videos with students in seventh grade and up to spark discussion about their personal competitive advantage
- 2 **PDF Guides:** Download the activity/discussion guides for each video to create a full lesson or adapt whatever elements work best in your learning environment

And much more!



See page 16 for more information on how to use the Competitive Advantage Track!

If you experience issues logging in to your TFSCareerTree.com account, contact us at contact@TFSresults.com. We're here to help!





Meet the Skill Tree

The **Skill Tree** is far more than a great visual for your learning environment. It's a flexible, scalable, easy lesson framework that embeds the development of life skills into every student's learning journey.

Why should students care about building skills like communication, leadership, empathy, self-management, and more? Because these are the vital human skills that will help them create the life they want for themselves. These skills = their personal competitive advantage.

No matter what kind of life they envision—whether grand, modest, or laid back—they'll need that competitive advantage to reach it. A competitive advantage isn't about comparing themselves to others; rather, it's how they bring their best self to every situation.

The Skill Tree inspires students to think about the kind of people they want to become...so they can achieve what matters to them.



SKILL TREE™

Learn more at <https://www.tfsresults.com/skilltree/>



The 21 Skills

The Skill Tree includes 21 interrelated professional and life skills:

**1: Small Steps/Consistency**

Building Momentum, Growing Consistency, and Owning Your Future

**2: Human Connection**

Building Relationships, Creating Trust, and Growing Through Others

**3: Self-Management**

Taking Ownership, Building Focus, and Following Through

**4: Emotional Intelligence**

Understanding Emotions, Navigating Relationships, and Leading with Insight

**5: Coping**

Managing Stress, Building Inner Strength, and Responding with Resilience

**6: Communication**

Expressing Ideas, Listening Well, and Building Mutual Understanding

**7: Active Listening**

Paying Attention, Building Trust, and Strengthening Understanding

**8: Empathy**

Understanding Others, Building Compassion, and Growing Connection

**9: Leadership**

Inspiring Others, Owning Responsibility, and Making a Positive Impact

**10: Teamwork**

Collaborating Effectively, Sharing Responsibility, and Growing Together

**11: Adaptability**

Embracing Change, Staying Flexible, and Thriving Through Uncertainty

**12: Problem-Solving**

Thinking Critically, Taking Initiative, and Creating Real-World Solutions

**13: Critical Thinking**

Analyzing Information, Making Better Decisions, and Thinking for Yourself

**14: Time Management**

Planning Ahead, Prioritizing What Matters, and Owning Your Schedule

**15: Work-Life Balance**

Managing Responsibilities, Protecting Wellbeing, and Living with Intention

**16: Networking**

Building Relationships, Creating Opportunities, and Growing Together

**17: Creativity**

Thinking Differently, Expressing Yourself, and Solving Problems with Imagination

**18: Punctuality**

Being Reliable, Building Trust, and Owning Your Time

**19: Negotiation**

Speaking Up, Finding Solutions, and Creating Win-Win Outcomes

**20: Conflict Resolution**

Managing Disagreements, Repairing Relationships, and Building Peace

**21: Bully-Proof**

Standing Strong, Staying Safe, and Supporting Others with Courage



3 Age-Appropriate Lesson Tracks



PK–6:

21-Lesson Track for Preschool/Kindergarten through Elementary

Use our PK–6 lesson track with students in preschool/kindergarten through sixth grade to build their academic, social, and life skills in preparation for a positive middle and high school experience. Each PK–6 lesson includes an introduction for the teacher/counselor, social story, journal and drawing prompts, discussion questions, student worksheet, and other activities to reinforce the skill being taught.

7–12:

21-Lesson Track for Middle and High School

Starting in seventh grade, students can dive deeper into honing their professional skills through our 7–12 lesson track. These flexible lessons can be as robust or relaxed as your classroom needs, meeting middle and high schoolers where they're at in their education, social, and career exploration journey. Whether students envision a grand, modest, or laid-back lifestyle for themselves, the skills they develop now will help them reach it.

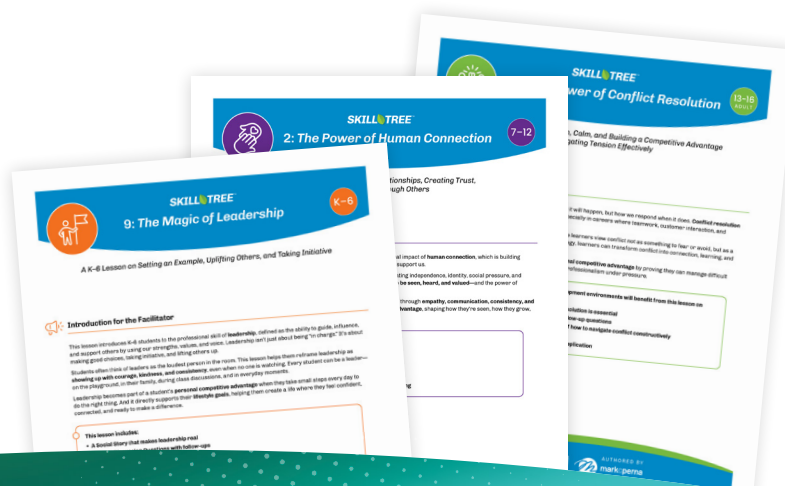


13–16:

21-Lesson Track for College/Workforce Development

In the workforce, professional skills are in increasingly high demand. Young adults and older learners pursuing a degree, certification, trade, or new life direction can enhance their personal competitive advantage with the valuable strategies taught in these lessons. Designed with meaningful group and individual activities, our 13–16 lesson track gives learners the tools to build confidence and develop positive, productive habits for a lifetime.

Download all Skill Tree lessons on your portal at TFSCareerTree.com under the Skill Tree menu.





Skill Tree: FAQ

Do I need to create my Skill Tree Graphic in the portal?

No, the Skill Tree comes pre-designed with 21 vital life and professional Skills that every student needs in our fast-changing world. Your Skill Tree will be customized with your organization's logo. Skill Tree Graphics are available as wall graphics, stand-up banners, and tabletop banners. Collaborate with your administrator to determine the best format for your learning space.

In what order should the 21 Skills be taught?

We highly recommend that the first five Skills be introduced first. After that, you may proceed through the rest of the lessons in our provided sequence, or choose to introduce each skill in whatever order you need based on your unique environment.

How much time should I devote to teaching the 21 skills on the Skill Tree?

The more time spent focused on skill development, the sooner students will start incorporating these abilities into their daily lives. The Skill Tree lesson tracks are flexible and may be used as a bellringer exercise, as material for a full period, as a weekly check-in, or in any other way that best serves your students.

How does the Skill Chart work?

When a student displays a particular skill on the Skill Tree, we can reward that effort with a Skill sticker on their personal Skill Chart. This 8.5"x11" Chart may be displayed in the classroom or kept in a binder. Your administrator can purchase Skill stickers by contacting Kristy.warrell@tfsresults.com. Skill Charts may be printed from the portal or ordered along with stickers. They're also included in the Action Journals for grades PK–2, 3–6, and 7–12.

What is the Skill Tree Action Journal?

With guided prompts for drawing or writing, progress trackers, and more, the Action Journal provides a tactile, screen-free, tangible record of growth that students will be proud to look back on. It's a powerful, personal tool for students to take deeper ownership of the skills they're learning. The Action Journal is available for grades PK–2, 3–6, and 7–12. High-quality, spiral-bound journals with 80 lb. text pages may be ordered by your administrator. Low-resolution files of the journals may be viewed on the portal.

For students in grades 7–12, the Skill Chart features checkboxes instead of space for stickers. The 7–12 Skill Charts may be downloaded from the portal or ordered by your administrator.

How should I display the Skill Tree?

The Skill Tree may be displayed as a wall graphic, stand-up banner, or tabletop banner. Keeping it highly visible in your learning environment allows you to easily reference the skills as they come up in everyday interactions. Collaborate with your administrator to determine the best Skill Tree format for your learning space.

How do I order Skill Tree materials?

Please note that all orders must be placed by your organization's administrator. Contact your administrator with purchase requests or reach out to Kristy.warrell@tfsresults.com.

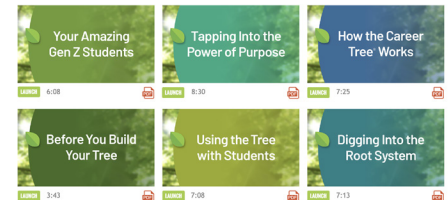
Meet the Pathway/Academic Tree



Generation Z is the first generation in history that demands personal purpose and relevance for everything they do. The **Pathway/Academic Tree** harnesses this unique generational dynamic, motivating today's students to set a career goal that matters to them—based on the lifestyle they want to live.

By starting the career conversation with lifestyle, the Pathway/Academic Tree helps students discover their perfect intersection of lifestyle and career and what it takes to get there.

Review these [six quick videos](#) on the [TFSCareerTree.com](#) portal to understand the power of the Pathway/Academic Tree and how you can leverage it in your learning environment!



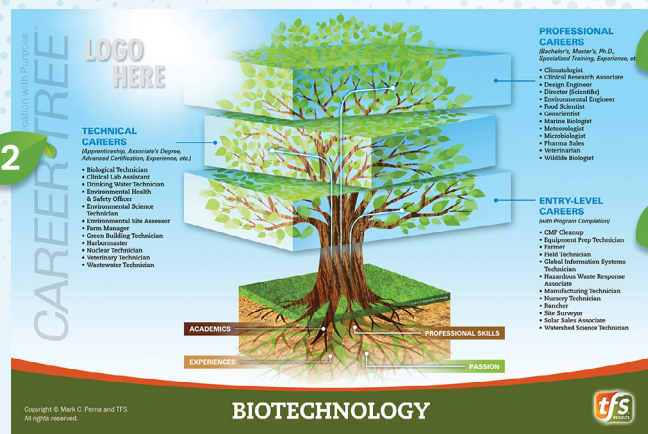
CAREER TREE® Pathway/Academic Tree

How Does It Work?

In this example, the **Biotechnology*** Program is the trunk that leads to the top of the Tree where every branch represents a career or occupation.

- 1 The first set of branches is the **Entry-Level Careers** that students unlock by completing the program or course of study.
- 2 Students can unlock the next level, the **Technical Careers**, by pursuing additional education such as an associate's degree, advanced certification, specialized education/training, or apprenticeship.
- 3 And if they push their education even further with a four-year or master's degree or PhD, they can unlock the **Professional Careers**.

Alongside education, experience in the field may also equip an individual for another level.



*Please note that the sample careers at each level of this example are for illustrative purposes only and may be different in your area depending on program factors, location, state regulations, local labor market, and other influences.

(cont. next page)



Meet the Pathway/Academic Tree (cont.)

After meaningful research, class dialogue, and self-reflection, **students write their name and career goal on a Career Leaf Label and affix it to the Pathway/Academic Tree** in their learning environment. It then becomes a powerful visual reminder, every day, of why today's learning matters to that goal.

The Pathway/Academic Tree also features a robust Root System of Academics, Experiences, Professional Skills, and Passion—all crucial areas that young people need to develop in order to reach their desired career branch.



No Wrong Branch

It's important to communicate to students that there's no wrong choice on the Tree. The only difference between the levels is the education and experience it takes to unlock them. Students may be tempted to think that the higher up the Tree they go, the more money they'll make, but that's not necessarily true. Consider this example:

- Electrical Engineer (Professional Career level): Requires more education, so it's higher on the Tree
- Electrician (Technical Career level): Salary averages twice as much as that of the Electrical Engineer, with little to no college debt

Every career is the best when it's the right choice for an individual student, based on their unique interests, talents, and abilities and how those things intersect with their lifestyle goals. There's no wrong branch!



CAREER TREE®
Pathway/Academic Tree

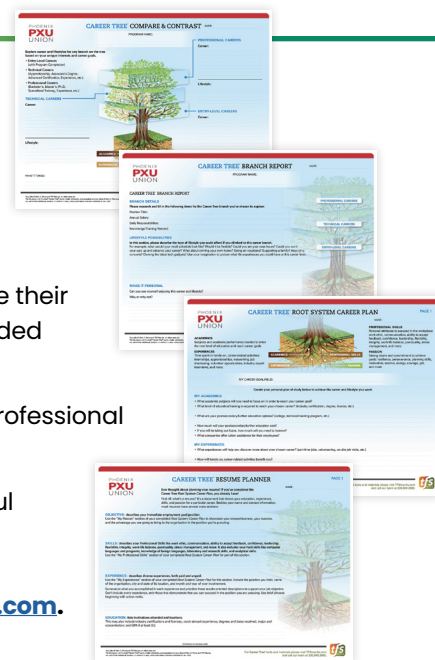


Using the Classroom Resources

These fillable PDFs are available to download on the TFSCareerTree.com portal:

- **The Compare & Contrast sheet** helps students research careers and lifestyles as they start envisioning their branches. This is the first step to help students pick a branch.
- **The Branch Report** allows students to dive deeper into their career choice and share their findings with the rest of the class. This resource may be used as many times as needed until the student finds a potential career fit.
- **The Root System Career Plan** helps students explore the Academics, Experiences, Professional Skills, and Passion they need to reach their desired branch.
- **The Resume Planner** empowers young people to develop substantive and impactful content for their first resumes.

Download all your Pathway/Academic Tree classroom resources at TFSCareerTree.com.



Picking A Branch

Once you've introduced the Pathway/Academic Tree to your students, it's time to pick their branches. You can kickstart the conversation by asking:

- On what branch (or branches) do you see yourself? Why?
- What kind of activities do you envision yourself doing every day in your career?
- Why are these things attractive to you?

Next, they should complete the **Compare & Contrast sheet** and then share their research with the class so everyone can benefit. These websites can help them get started:

- <https://www.onetonline.org>
- <http://www.careeronestop.org/ExploreCareers/Learn/career-profiles.aspx>
- <https://collegegrad.com/careers/all>
- <https://www.bls.gov/k12/students/careers/how-can-bls-help-me-explore-careers.htm>
- <http://www.bls.gov/ooh/a-z-index.htm>
- <https://www.careeronestop.org/GetMyFuture>
- <https://www.jumpstart.org/education/reality-check/>
- <http://www.learnhowtobecome.org/>

Next, have students choose a single career to research using the **Branch Report sheet**. Again, have students present their completed Branch Reports to the class. A verbal exchange allows students to teach other students as they talk about where they see themselves and why.

Now, students should be ready to choose a “for-now” career. They will write their name and career choice on a Career Leaf label and affix it to the Interactive Wall Graphic. Because there could be hundreds of possibilities at each level, their exact career choice may not be among the 12 careers shown at each level, and that’s fine.

Some students may feel unsure about committing to a particular career, so remind them that there are no wrong branches and they have the freedom to change their minds at any time. It’s all part of the exploration process.



Best Practices

Revisiting their branch

The Pathway Tree isn't over once your students have chosen a career and affixed their name to the Wall Graphic. Rather, it's an ongoing dialogue that keeps them engaged and motivated.

Refresh your students' interest by asking:

- What kind of lifestyle can you afford if you reach your career branch?
- What do you do for fun? How will your career make those things possible?

The most successful teachers and organizations use the Tree every day, connecting everything students are doing to the roots or branch system to build ongoing relevance on the journey to build the life they want.



Motivating students with the light at the end of the tunnel

There's no reason to go through a tunnel unless there's a light at the end of it! For students, the tunnel is their education and the light is the lifestyle they can enjoy when they're done. We motivate students by shining the light on their future lifestyle, asking questions like:

- What will your life look like when you're in this career?
- What experiences can you have?
- Will your career provide the funds to travel, see concerts, have a family, or do whatever it is you want to do?
- What kind of freedoms will you enjoy when you're supporting yourself with this career?
- Where can you live if you have this job? What does your "dream home" look like?

We want students to envision the kind of fun, enjoyable lifestyle they want to have, no matter how grand, modest, or laid back it is. Then, we connect that lifestyle with the effort needed today to finish their education and reach their goal on the Pathway Tree.

Connecting the lesson

You can use students' career choices as a springboard into the day's lesson. "[Student], your career choice is _____. What we're learning today is directly related to that career. Here's how you'll use it." Take it a step further and tailor your instruction to be especially relevant to students' career choices!

The first two minutes

You can use the first two minutes of each class to ask one or two students if they still see themselves at their chosen spot on the Tree and why. "[Student], you've chosen _____ as a career. Is that still the direction you want to go?"

Students who reaffirm their choice and explain why they're still interested in that career are solidifying their commitment. Students who have doubts about their branch should be encouraged to explore other careers and find the one that is perfect for them. Either way, you've fostered a productive conversation that keeps their future in view.

Daily wrap-up

Another strategy to keep the conversation going is the daily wrap-up, where the teacher asks, "What kinds of things did we do today that moved us closer to your branch? How will you use this in your future career?" This empowers students to recap the lesson and reaffirm their goals.

(cont. next page)



Best Practices (cont.)

Two career branches

If a student is unable to pick a branch, they can pick two potential careers, remembering that there are no wrong branches and they don't have to select just one.

Success stories

Connect your students with successful professionals in their chosen field. Your Pathway Tree comes with Alumni Leaf labels that you can use to display the successful careers of your alumni. You can also reach out to these alumni and industry contacts to give students a glimpse of what the career is really like. This can be an interview (in person or virtual), a visit to the alumnus's place of work, a class exercise or skill co-taught by the alumnus, a list of things the alumnus wishes he or she knew before starting in this industry, etc.

Outside the classroom

Use your Skill Tree and Pathway Tree graphics at career fairs and outreach events to showcase the skills, careers, and competitive advantage your organization delivers.

Social sharing

The Skill Tree and Pathway Tree make excellent material for social media content highlighting your thriving students and valuable course offerings.

Career of the week

Pick a career from your Pathway Tree each week to discuss during bellringer times. Often students think they already know what a career is, but further discussion may change their minds.

Careers on video

Show videos of real-life people working in the careers featured on your Pathway Tree.

For-now videos

Have students create a video of their "for-now" career choice and explain why they chose it.

Vision boards

Have students create vision boards highlighting their career choice and lifestyle wants.

Leverage tech

Many successful Career Tree teachers and counselors push out student assignments and activities online via their LMS like Google Classroom, Canvas, Schoology, and others.





Pathway Tree: FAQ

Why does the Pathway/Academic Tree work?

Ongoing dialogue is the secret to meaningful career exploration for this generation. The Pathway/Academic Tree is driven by the regular conversations you have in your classroom about the lifestyle students want to live—and the career that would make it possible. Through discussion, personal research, and reflection, your students will be equipped to choose a potential career to affix as a leaf to the interactive graphic in your learning space.

Their career and lifestyle aspiration then becomes the touchpoint for all their future achievements. Remind them of their goal frequently to increase engagement, create motivation, and show them the relevance of what they're learning today.

We recommend watching these [six quick videos](#) to hear directly from Career Tree creator Mark C. Perna about the power of the Pathway/Academic Tree and how you can leverage it in your learning environment.

How do I build the Pathway Tree Wall Graphic that will hang in my classroom?

On the Pathway Tree page on your TFSCareerTree.com portal, scroll down to step 2 to customize your unique Pathway or Academic Tree. If you are a Pathway Teacher, your pathway will already have been entered in the system. If your organization has not already created your Tree, click "create" or "review" next to your pathway to take you to the development page. At this point, you will use the data forest career list (as well as any additional careers you wish to add) to populate your Tree with the most interesting, in-demand, viable, and living-wage careers in your field. O*NET Online is a great resource for researching careers. Each Tree should contain 36 job titles (12 at each level). [Click here](#) for a quick tutorial on building impactful Pathway Trees.

Once I finalize my Pathway Tree, how do I get it approved and printed?

As a Pathway Teacher, click the "Approve as Done" button above your table of pathway careers to submit your completed Pathway Tree draft to your Campus Administrator for final review. Once administrators have approved the drafts, they can order interactive wall graphics by contacting Kristy Warrell at kristy.warrell@tfsresults.com.

How can the Pathway Tree be used for outreach and recruiting?

The Pathway Tree can be an inspiring outreach and recruiting tool to showcase the many opportunities in your programs and pathways. Trees or tabletop banners can be displayed at outreach events. Additionally, many clients feature their Tree graphics on their organization's website or social media as an impactful visual summary of each program's possibilities.

Are there any Pathway Tree tools to reach middle school students?

We recommend focusing on the Skill Tree with students in kindergarten through sixth grade and introducing the Pathway/Academic Tree in seventh grade and up. However, we also offer Specialty Pathway Trees for middle school classrooms if you would like to begin the career exploration process earlier. Specialty Pathway Trees can be customized by our graphic design team to reflect the goals middle school students can pursue. Academic Trees can also be created for middle school students to begin understanding the careers and pathways available to them with an interest in science, math, language arts, and more.

In what grade should the Pathway Tree be introduced?

We recommend using the Skill Tree with students in kindergarten through sixth grade. In seventh grade and up, continue using the Skill Tree and add the Pathway/Academic Tree.

How do I use the Pathway/Academic Tree and Skill Tree together?

The Pathway/Academic Tree is the career exploration and goal-setting component, while the Skill Tree helps you teach the life and career skills that are essential in every career. You can devote as much time as you wish to classroom discussion and activities for each Tree, using them to reinforce one another. An example would be asking students to determine which of the 21 Skills they would need the most in their chosen career on the Pathway/Academic Tree.



Competitive Advantage Track

The **Competitive Advantage Track** is a supplemental video series that can be used in tandem with the Pathway/Academic Tree and Skill Tree. In these authentic and unscripted videos, Career Tree creator Mark C. Perna helps coach your learners on what a personal competitive advantage is and why they need to build one. It's real, it's honest, and it pulls back the curtain on what young people really need in a fast-changing world.

The Competitive Advantage Track is ideal for students in grades 7–12, as well as adult learners in college and workforce development settings.

In addition to Mark's talk, each module ("Slice") includes a downloadable PDF of discussion starters, Career Tree connections, activities, and project ideas—making for an easy, engaging lesson.

Use the Competitive Advantage Track to give your students a big-picture idea of what a competitive advantage is. It's the perfect way to kickstart their journey toward the skills that make their dream possible!

Find all your **Competitive Advantage Track** resources on the TFSCareerTree.com portal.



COMPETITIVE ADVANTAGE TRACK™



Meet Career Tree Creator Mark C. Perna

- Generational expert with 25+ years of insight and impact
- 90+ dynamic, inspiring, and actionable keynotes annually across North America
- 8 awards for Mark's national bestseller *Answering Why*
- 250+ radio, television, and podcast interviews on generational and workforce development issues
- 300+ articles and 5 million readers at Forbes.com, where Mark has contributed weekly since 2019
- Find out more at MarkCPerna.com/meet-mark