

TAKE CHARGE OF PROMOTING YOU & YOUR BRAND!

MARK BEAL

**PURSUE YOUR
PASSIONS!
DREAM BIG!
ANYTHING IS
POSSIBLE!**

FOREWORD BY JAKE THISTLE

PRESENTED BY MARK BEAL

The Breakfast Club of NJ

DATE: August 8, 2026

“What’s Keeping You Up At Night Regarding Your Job Search?”



FEEDBACK FROM MY RECENT SPEECH TO 125+ EXECUTIVE RECRUITERS & HR PROS



Kevin Jack • 1st

Leading the charge across campuses and universities for ProSmile. C...
1w •

I had the pleasure to be on campus today at [Rutgers University](#) for [#RecruitED](#) put on by [Career Exploration and Success | Rutgers–New Brunswick \(RutgersCareers\)](#). As always, [Catarina Caulfield](#), [William Jones Jr.](#) and team put on an AMAZING event leaning into how to connect, recruit and mentor Gen Z. I have been lucky enough to attend this event, and many similar in the past, but I have never been as blown away by a key note speaker as I was today by [Mark Beal, MA](#). He may have mentioned that he has had a class or two where students fall asleep during his presentations, but not with this group. 100+ HR and TA professionals were on the edge of their seat for the duration. If you haven't picked up any of his books, it is WELL worth your time!

As a member of Gen X, raising two in Gen Z AND one in Gen Alpha (now I'm regretting writing this post as my beard gets greyer 🤔), I am constantly amazed at the progression of each generation. I've spent nearly the last decade on campus speaking to students (and nearly two decades speaking to my oldest) and I'm blown away by what and how they learn, process and value.



MARK BEAL

PUBLIC RELATIONS/MARKETING:

Former Agency Owner

30 Years Representing Fortune 500

Companies & Brands:

Adidas, Taco Bell, P&G, Nestle

Capital One, JPM Chase, Coca-Cola

PROFESSOR:

Rutgers University

300, 400 & Graduate Courses

Rutgers School of

Communication and Information

AUTHOR:

ZEO

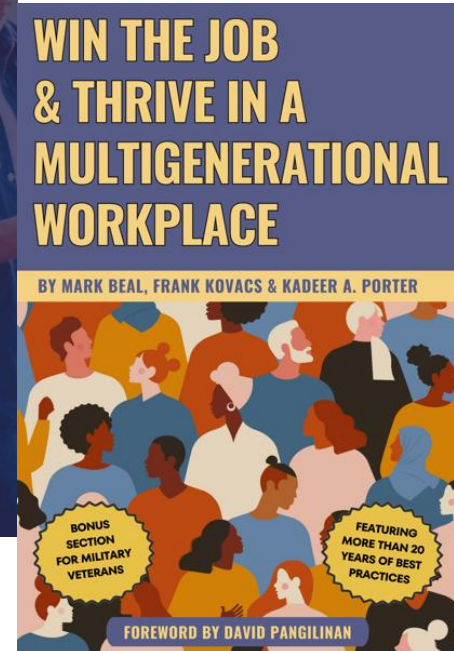
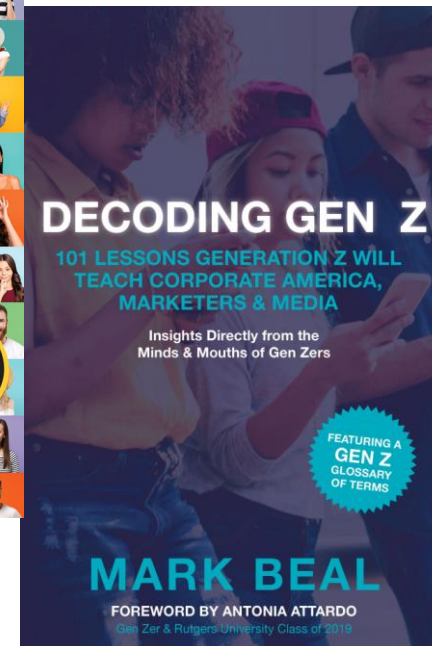
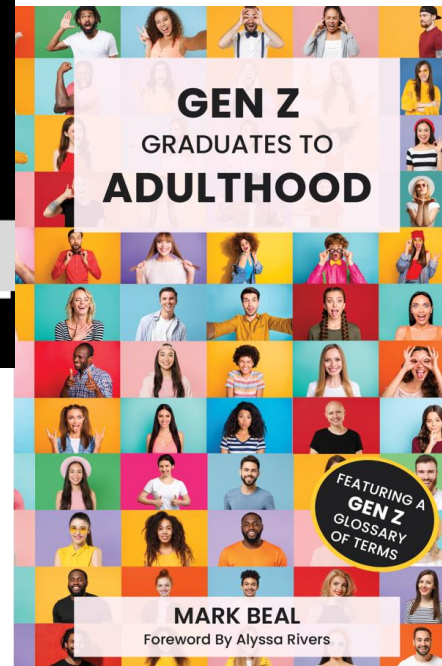
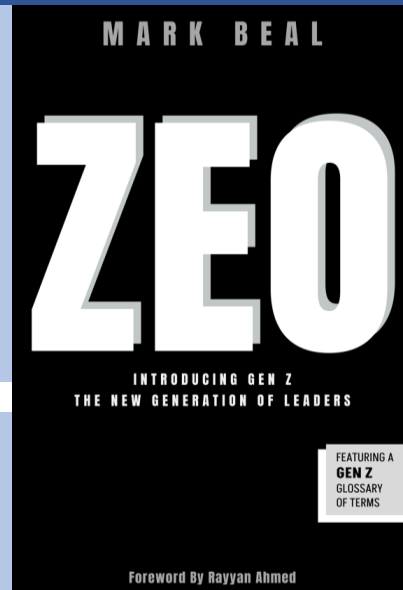
Gen Z Graduates To Adulthood

Decoding Gen Z

Engaging Gen Z

Win The Job & Thrive In A

Multigenerational Workplace



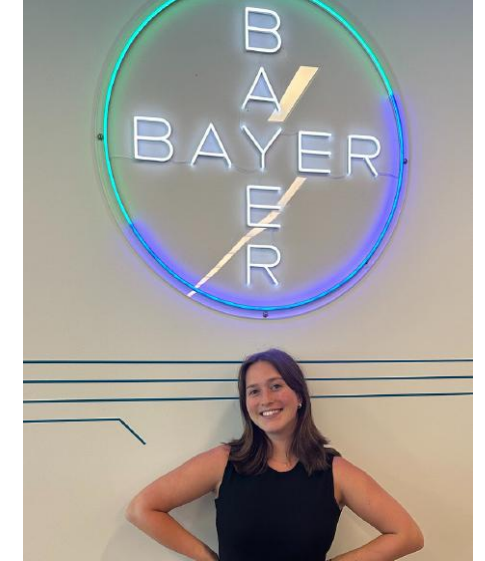
PUBLISHED IN APRIL ON AMAZON

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FOREWORD BY JAKE THISTLE

JUST A FEW OF MY RUTGERS STUDENTS & MENTEEES WHO PURSUED THEIR PASSIONS



“Working on the Olympics has been a dream of mine.”

“The candidate you recommended was hired as they were the only candidate that was human. The others were robots.”

“What’s Keeping You Up At Night Regarding Your Job Search?”



Today's Agenda

Today's Unprecedented Generations In Some Workplaces

All Generations Deliver Business-Building Value

Inspiration & Insights From My Recently Published Book

10 Focus Areas In 2026 & Beyond

Questions & Answers



UNPRECEDENTED
FIVE GENERATIONS
IN SOME
WORKPLACES

There Are An Unprecedented Five Generations In Some Workplaces



Silent Generation: Ages 81+

Baby Boomers: Ages 62-80

Gen X: Ages 46-61

Millennials: Ages 30-45

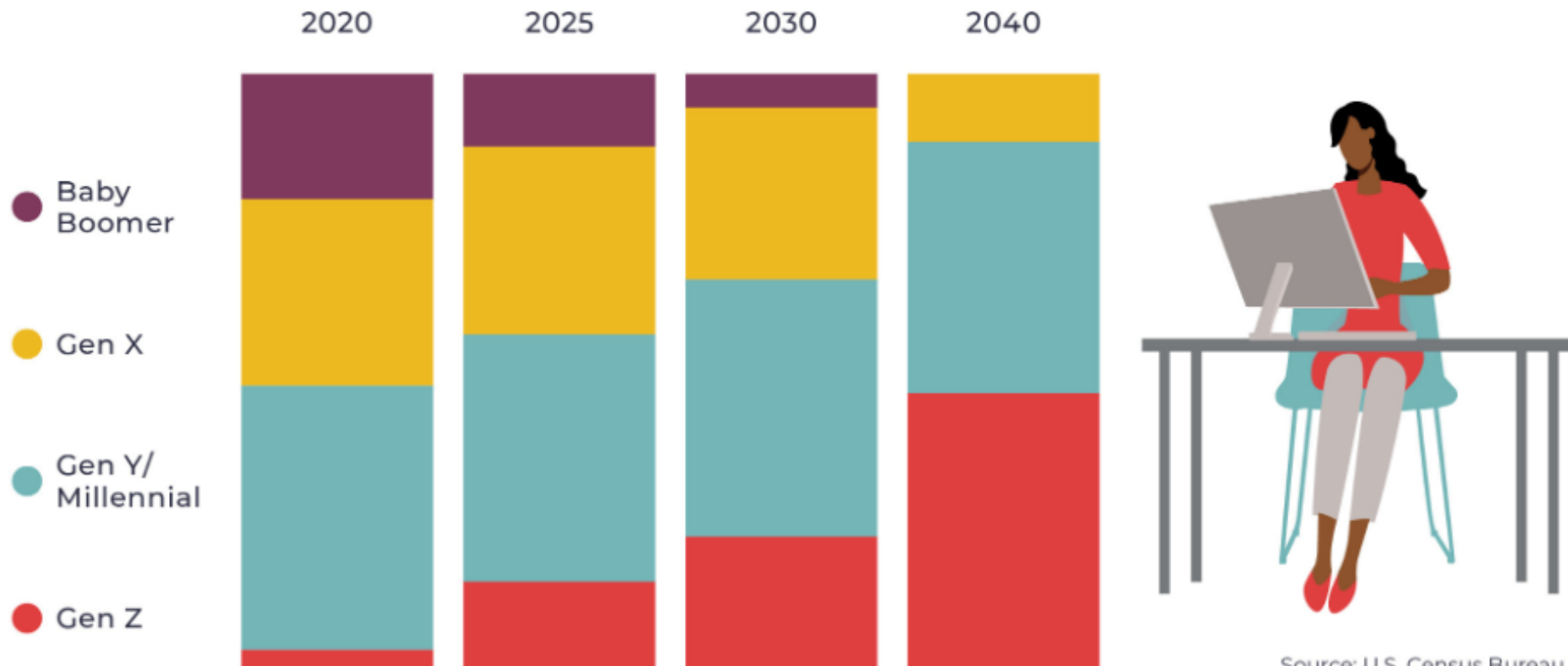
Gen Z: Ages 21-29

There Are An Unprecedented Five Generations In Some Workplaces

FORTUNE

Gen Z workers will be 30% of the workforce by 2030

Workforce Percentages



Source: U.S. Census Bureau
@thinklab.design

... And Gen Alpha Will Arrive At The Workplace In 2035

FAST COMPANY

02-13-2024 | THE FUTURE OF WORK

The future of work depends on understanding Gen Alpha now

The largest cohort in history is set to disrupt culture, the economy, and our workplaces presenting a huge opportunity to those who understand them.



Now aged 14, the eldest Alphas are coming fast up the track. Comprising almost **two billion** people globally, this is the largest cohort in history. They're set to disrupt culture, the economy, and our workplaces, presenting a huge opportunity to those who understand them.

We only need look back to the impact of millennials and Gen Z coming of age to see the risks of sitting and waiting. The world knew they were coming: Google search terms data confirms a spike in queries about both generations well before they flooded the workforce. There was no legitimate reason to be surprised, yet big businesses completely failed to get a head start on who they were, how they were different from their predecessors, and what to do about that.



LET'S EXPLORE
GENERATIONS
IN THE
WORKPLACE

OLDER GENERATIONS: “LIVE TO WORK”

YOUNGER GENERATIONS: “WORK TO LIVE”

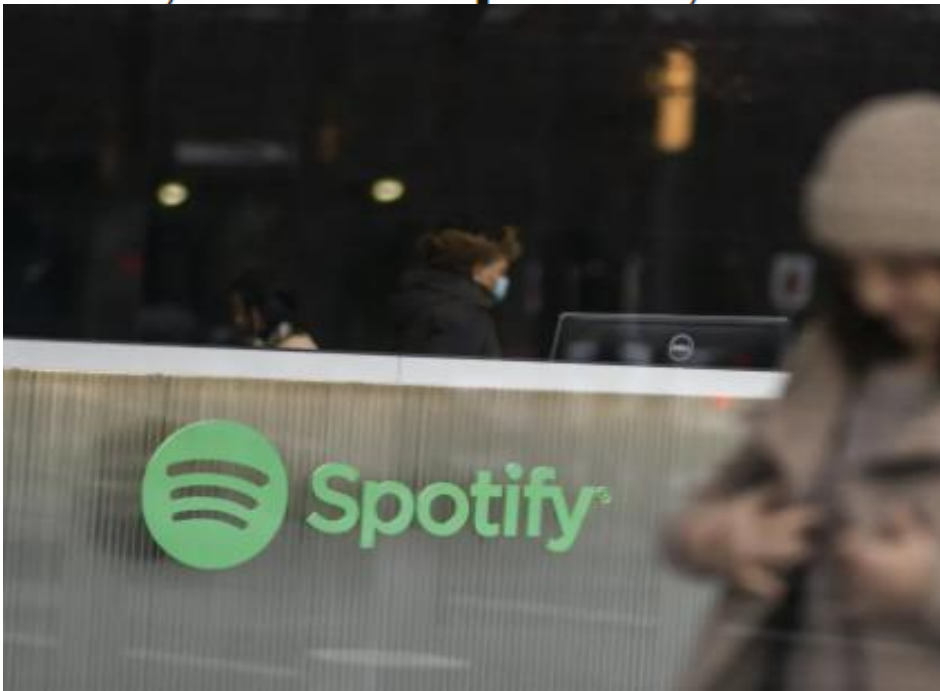


OLDER GENERATIONS: “WORK HARDER, NOT SMARTER”
YOUNGER GENERATIONS: “WORK SMARTER, NOT HARDER”



OLDER GENERATIONS: “WORK HARDER, NOT SMARTER” YOUNGER GENERATIONS: “WORK SMARTER, NOT HARDER”

Spotify’s HR chief says remote staff aren’t ‘children’ as company reaffirms work-from-anywhere policy



Amazon tells staff to get back to office five days a week

17 September 2024

Share  Save 

Natalie Sherman
BBC News



Amazon is ordering staff back to the office five days a week as it ends its hybrid work policy.

The change will come into force from January, Amazon's chief executive Andy Jassy said in a memo to staff.

"We've decided that we're going to return to being in the office the way we were before the onset of Covid," he said, adding that it would help staff be "better set up to invent, collaborate, and be connected enough to each other".

Mr Jassy has long been known as a sceptic of remote work, but Amazon staff were previously allowed to work from home two days a week.



EACH GENERATION
DELIVERS VALUE
IN THE WORKPLACE

According To A Live Career Study 89% Consider Generational Diversity In The Workplace A Positive Element Of Work



87%: Consider the opportunity to learn from each other as a benefit of a multigenerational workplace

78%: However, more than three-quarters believe a multigenerational workplace could lead to conflict

**IT IS CRITICALLY IMPORTANT TO RECOGNIZE THAT
NO MATTER THE GENERATION
EACH GENERATION BRINGS MEASURABLE VALUE TO THE WORKPLACE**



**ADDITIONALLY, ALL GENERATIONS WANT RECOGNITION & RESPECT
FOR THE VALUABLE ROLE THEY PLAY
FROM 64% OF GEN X TO 53% OF GEN Z**

SILENT GENERATION, BABY BOOMERS, GEN X VALUE



Substantive Experience

Well-Established Professional Networks

Valuable & Insightful Lessons Learned

Successful Case Studies

Critically Important Historical Knowledge

MILLENNIAL VALUE



Essential Bridge Connecting All Generations

Managing Up & Down

Effectively Managing Most Important Role

Teaching, Mentoring, Empowering Gen Z

Next Generation Of Company Leaders

GEN Z VALUE



Early Tech Adopters/Digital Natives

Proven Entrepreneurs/Business Acumen

Diverse/Inclusive/Collaborative

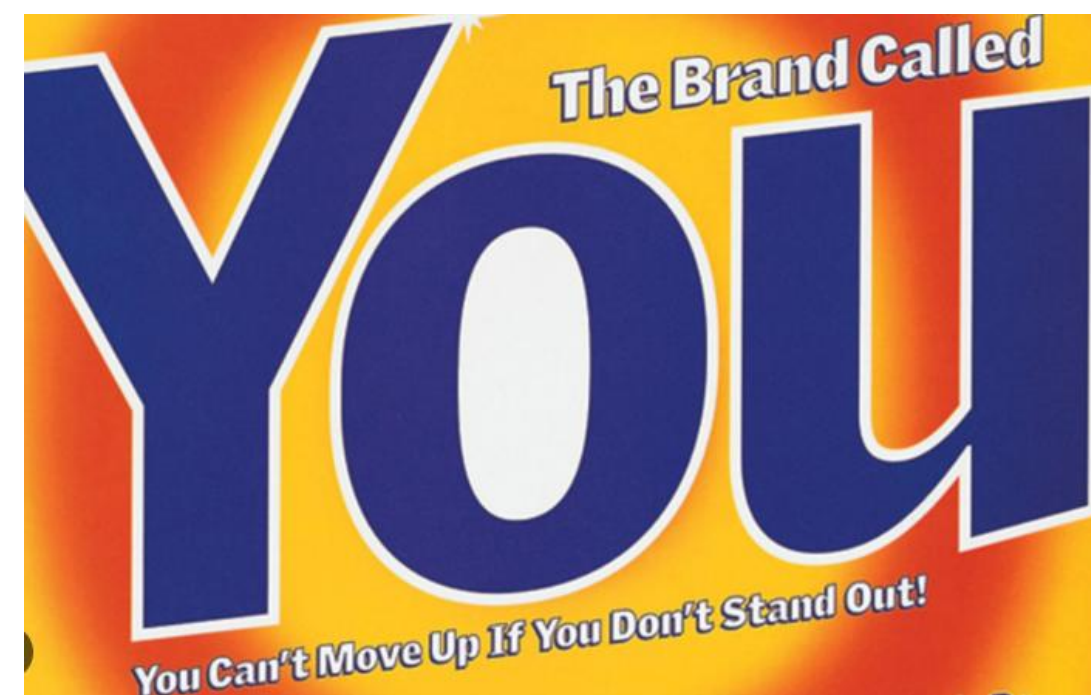
Resilient/Adaptable

The Purpose Generation

INSPIRATIONS & INSIGHTS FROM MY NEW BOOK



MARKET YOU & YOUR UNIQUE BRAND BE THE CHIEF MARKETING OFFICER OF YOU!



"To be in business today, our most important job is to be head marketer for the brand called You."

Tom Peters

ESTABLISH YOUR ADVISORY BOARD: GATHER A COMMUNITY OF MENTORS & COLLABORATORS

*"If you cannot see where you are going,
ask someone who has been there before."*

J Loren Norris



Kiara Sanchez Estevez ✓ · 1st

Next-Generation Marketer | HUNTER | Rutgers University Graduate
New York City Metropolitan Area · [Contact info](#)



Hunter



Rutgers University–New
Brunswick



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Morganville, New Jersey, United States · [Contact info](#)



ECHL Inc.



Rutgers University–New
Brunswick

NURTURE RELATIONSHIPS ENSURE THEY ARE MUTUALLY BENEFICIAL

"Personal relationships are the fertile soil which all advancement, all success, all achievement in real life grows."

Ben Stein



Laine Klimek, MCM She/Her · 1st



Rutgers University–New Brunswick



Brittany Castellanos, M.C.M.  · 1st

Account Supervisor at FINN Partners

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FINN FINN Partners



Rutgers University–New Brunswick

PURSUE YOUR PASSIONS



*"Nothing is more important as passion.
No matter what you want to do with
your life, be passionate."*

Jon Bon Jovi

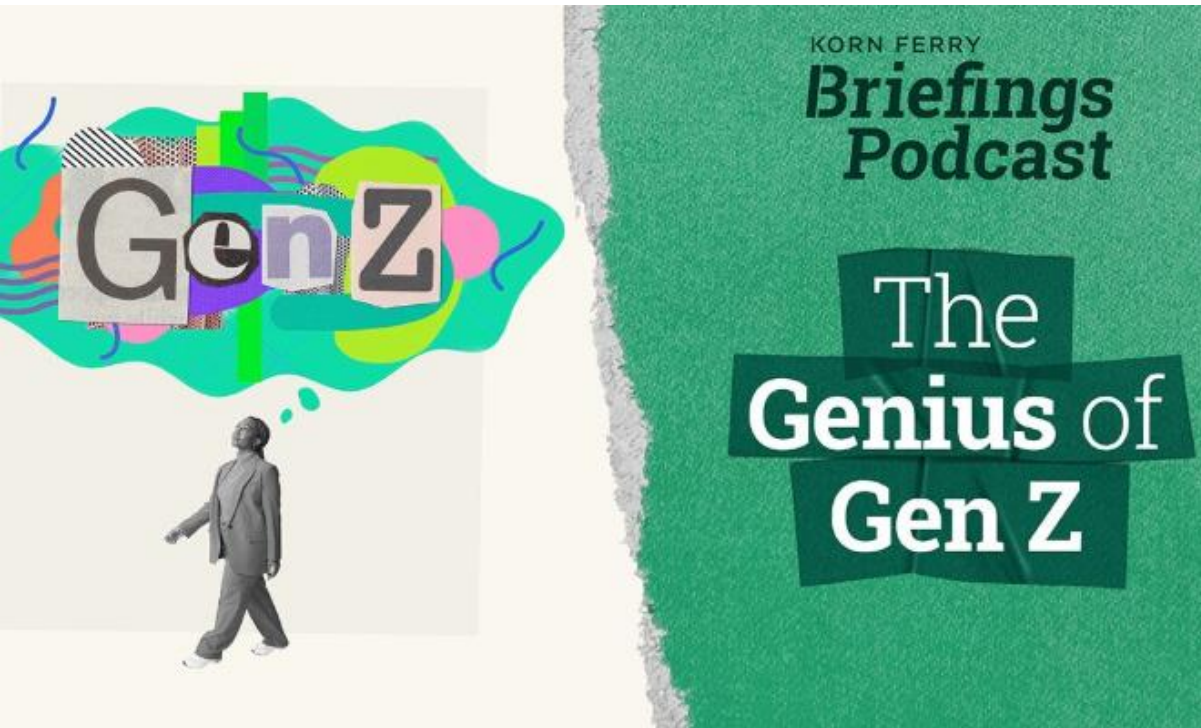
SET SMART GOALS

 Specific	 Measurable	 Attainable	 Realistic	 Time-bound
Do: Set real numbers with real deadlines. Don't: Say, "I want more visitors." 	Do: Make sure your goal is trackable. Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."	Do: Work towards a goal that is challenging, but possible. Don't: Try to take over the world in one night.	Do: Be honest with yourself- you know what you and your team are capable of. Don't: Forget any hurdles you may have to overcome.	Do: Give yourself a deadline. Don't: Keep pushing towards a goal you might hit, "some day."

*"Do not measure success by today's harvest.
Measure success by the seeds you plant today."*

Robert Louis Stevenson

RESEARCH IS REQUIRED



"Research is creating new knowledge."

Neil Armstrong

CONSISTENTLY BE CURIOUS



*"We keep moving forward, opening new doors,
and doing new things, because we're curious
and curiosity keeps leading us down new
paths."*

Walt Disney

HARNESS H.I. (Human Interaction)

Jamie Dimon: AI 'will eliminate jobs,' but people with these skills will get 'plenty' of opportunities

Published Thu, Dec 11 2025-9:05 AM EST



Artificial intelligence may transform hiring across several industries — but a few skills can help most people safeguard their future careers, according to JPMorgan Chase CEO Jamie Dimon.

"[AI] will eliminate jobs. That doesn't mean that people won't have other jobs," Dimon **told** Fox News' "Sunday Morning Futures" on Sunday. "My advice to people would be critical thinking ... learn EQ [emotional quotient, also known as emotional intelligence], learn how to be good in a meeting, how to communicate, how to write. You'll have plenty of jobs."

HARNESS H.I. (Human Interaction)

DIVE BRIEF

Indeed addresses job market disconnect with ads that put people first

A new brand platform responds to modern frustrations with trends like employer ghosting and broader uncertainty.

Published June 3, 2026



Peter Adams
Senior Reporter

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- Indeed is rolling out an ad campaign that tries to put human connection back at the center of job searching as confidence in the process is challenged, according to a company blog post.
- “Jobs Need People” depicts a range of professionals, from restaurant servers to software developers, as they engage in wholesome person-to-person moments that make work fulfilling. The effort, which includes 6-, 15- and 30-second spots, will air across TV, streaming, YouTube and social channels.

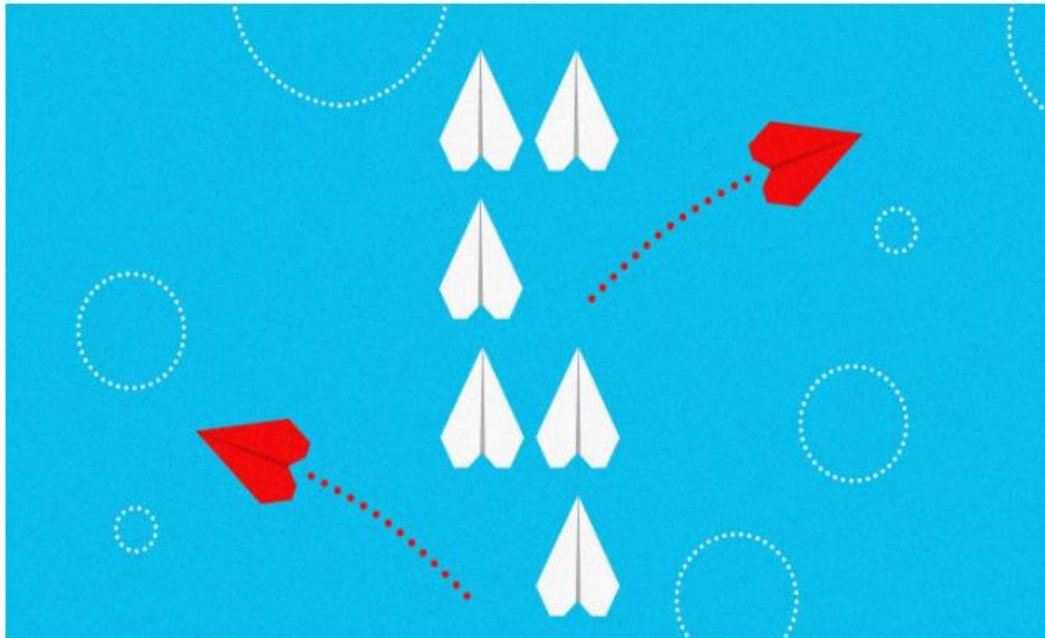
CONSISTENTLY TRANSFORM & INNOVATE YOU, YOUR CONTENT & OWNED MEDIA CHANNELS

02-24-2025 | WORK LIFE

Gen Z isn't quiet quitting. They're rejecting outdated leadership

Why companies that fail to evolve will lose an entire generation of talent.

SHARE ↗



[Source Illustration: Pixabay]

BY JEFF LEBLANC

FAST COMPANY

If your company is losing Gen Z talent, chances are, the problem isn't them—it's you.

The phrase “**quiet quitting**” has become a catchall for blaming Gen Z workers for workplace disengagement. Older generations stereotype them as unmotivated, unwilling to go the extra mile, and too demanding. But here's the reality: Gen Z isn't disengaged—they're just **done tolerating bad leadership**.

My research, including surveys, interviews, and case studies across industries, shows that what many have labelled “quitting” is actually a rational response to workplaces that lack fairness, structure, and alignment with employee values. Instead of writing off an entire generation, leaders should be asking: *What are we doing wrong?*

ANYTHING IS POSSIBLE

"If you believe in yourself anything is possible."

Miley Cyrus



FOCUS AREAS
TO ENGAGE
EMPLOYERS

10 FOCUS AREAS IN 2026 & BEYOND



Market You & Your Brand

Gather Mentors & Mobilize Your Village

Nurture Mutually Beneficial Relationships

Pursue Your Passions

Get SMART With Goal Setting

Research Is Required

Consistently Be Curious

Harness H.I.

Transform & Innovate

Anything Is Possible!

Thank You!

Q&A

PRESENTED BY MARK BEAL
Email: markbeal@markbealmedia.com

The Breakfast Club of NJ
August 8, 2026

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