

THE POWER OF PURPOSE

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thepurposeinstitute
Founder & CEO

GSD&M

Co-Founder & Chairman

2023

YEAR OF PURPOSE

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Raise the Bar: Unlocking Career Success - \$12 billion dollars dedicated to K-12 education

“We need to reimagine pathways for all students, so they can plot their course to a bright future. In today’s economy and in our future, postsecondary credentials are essential for success. We want every student to graduate from high school with a solid onramp to a rewarding career.”

-Secretary of Education Miguel Cordona

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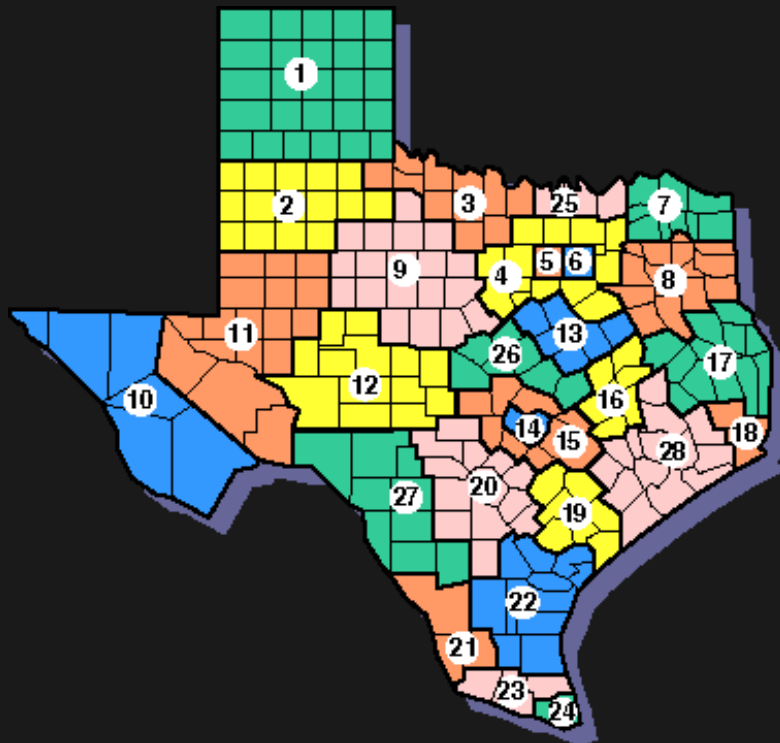
Make It in Texas

The overall goal of The Make It Movement:

To use marketing as a force for good to create massive awareness, substantial changes in perceptions and motivate and activate a whole new generation of millions of young Texas high-skill/high-income professionals.

To ensure that every young Texan has the real opportunity to Make It in Texas.

Texas Workforce Development Board CEOs/Leaders are working with The Make It Movement to ensure that every student knows – while they are still in school – they can Make It in Texas.



DISCOVER YOUR PURPOSE!



Ways you can make a lot of money and a difference soon after high school.

Sign Me Up!
To Make It in Texas



Texas Workforce Development Board Leaders announce the number of Texas students who have signed up to discover their purpose/talents and YTexas live streams the event to middle schools and high schools all over Texas with a challenge to beat that number in 2024!



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