



MILITARY CULTURE SHIFT

The Impact of War, Money, and Generational Perspective
on Morale, Retention, and Leadership

Significant shifts in military culture have created a complex set of challenges, impacting morale and motivation, recruitment and retention, readiness, and program participation. *Military Culture Shift* presents the US military story through the lens of multiple generations and key contributing factors, along with strategies for understanding and leading today's force. A licensed counselor and leadership consultant, author Corie Weathers draws from her professional work with military families and leaders, more than 15 years of research, and her own experience as the spouse of an active duty service member, to offer narrative history, insights, and perspectives on:

- » Generational viewpoints, from WWI veterans to today's recruits
- » Impact of Department of Defense budget decisions
- » Emerging social trends in the military community post-9/11
- » Cumulative effect of two decades of war on military family wellness

Of special interest to military leaders, service members, and military family members, as well as historians, politicians, educators, and counselors, *Military Culture Shift* helps readers understand and embrace:

- » How past decisions have led to the current state
- » Generational differences in motivation and trust in authority
- » Why families aren't turning up for in-person and social events
- » Communication shifts that impact cohesiveness
- » Leadership strategies to influence positive changes going forward

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“This book is **a must read for any military leader serving today** ... should be mandatory reading for anyone going into battalion or brigade command (or other service equivalent), general officers, DoD political appointees, and members of Congress and their professional staffs.”

—General Robert B. “Abe” Abrams,
US Army (Ret.)



ABOUT THE AUTHOR

CORIE WEATHERS, LPC, is a sought-after speaker, consultant, and author of the award-winning book *Sacred Spaces: My Journey to the Heart of Military Marriage*.

Over the past two decades as a clinical consultant, she has specialized in marriage, military culture, special forces, and leadership development. Corie has traveled with the

US Secretary of Defense to Turkey, Iraq, Afghanistan, and the Persian Gulf to visit troops and report on deployment conditions. She facilitates transformative workshops and retreats for service members and families across the globe. In addition to providing subject matter expertise on military culture, Corie advises organizations and institutions on building trust, creating impactful programming, and working within a multi-generational team. Her advocacy has included White House initiatives and contributing to the passing of a Congressional Bill for licensure portability.

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