
From Our Readers

I would like to thank the authors of "Analyzing Generation Y Workforce Motivation" (March-April 2011) for the article and their timely research.

As research is intended to do, the article brought to mind a potential follow-up question: Are the differences in the ratings that the three groups (Generation Y, Generation X, and Baby Boomers) assigned to the five motivational factors attributable to changes in society, or are they a function of individual growth and maturity in any era? Knowing this might tell us something about how and where we should be spending our

time and money on recruiting, training, mentoring, career development, etc.

Thanks again to the authors, Ian Barford and Patrick Hester, for their excellent report and to *Defense AT&L* for publishing their research.

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