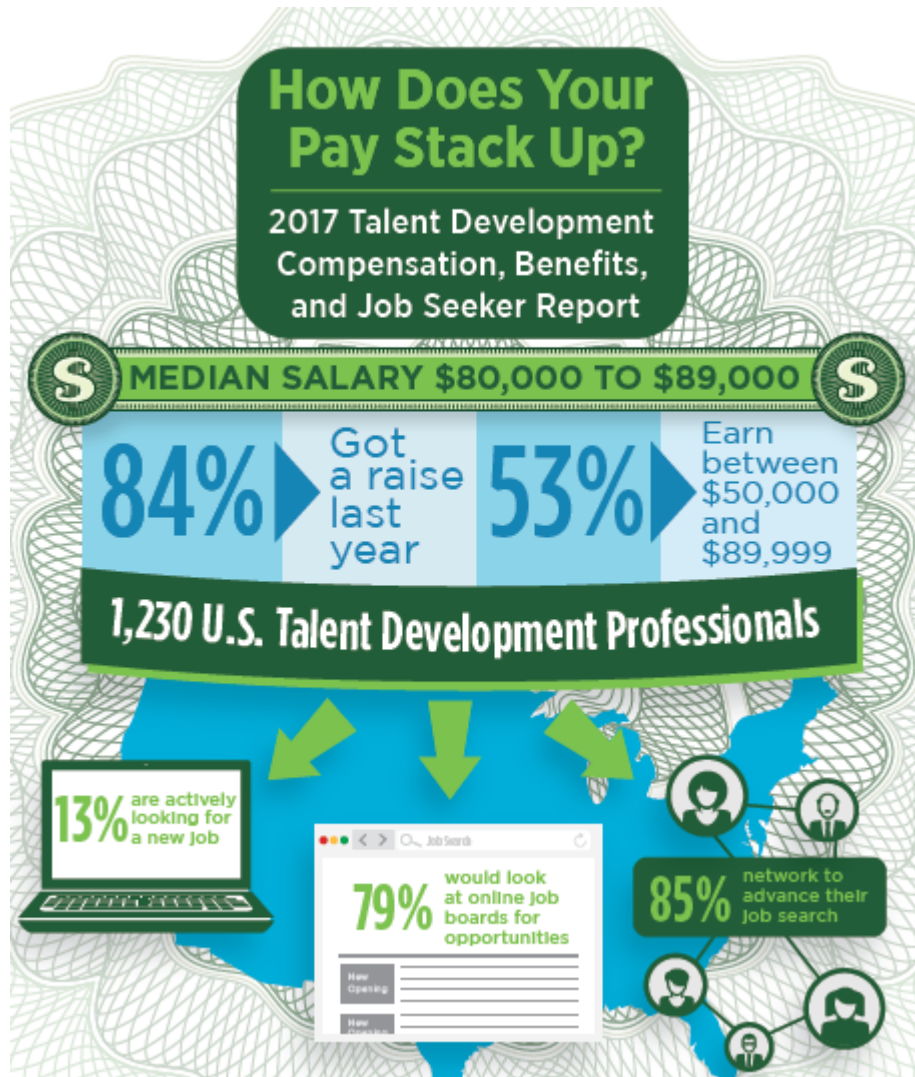


ATD Salary Survey Preview

July 28, 2017

Salary Report



Access
the complete report in August at:

www.td.org/salary2017

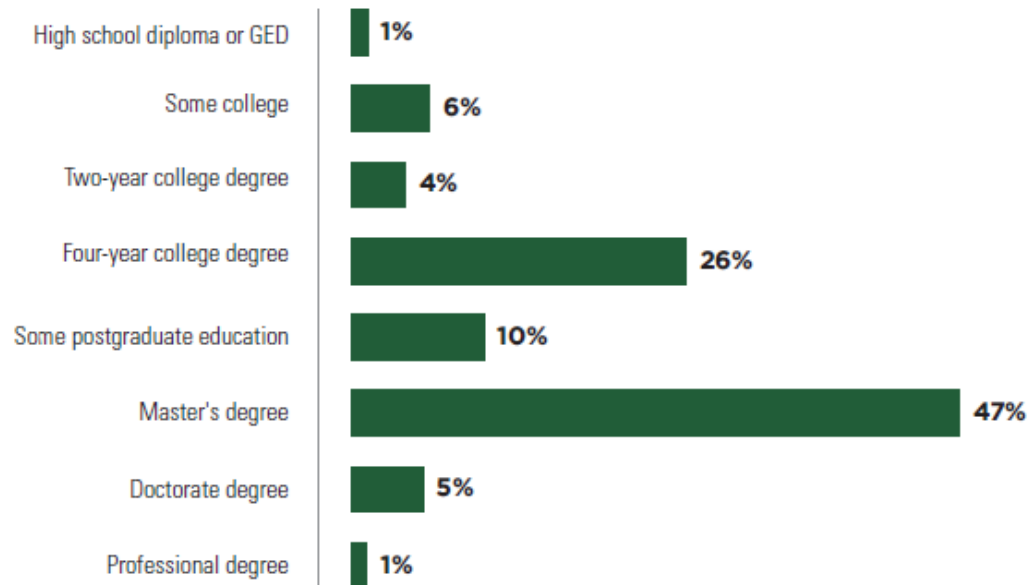
1,230 U.S. Survey Participants

70%
of talent development professionals
are women.

FIGURE 1:

EDUCATIONAL ATTAINMENT

What is the highest level of education that you have attained?

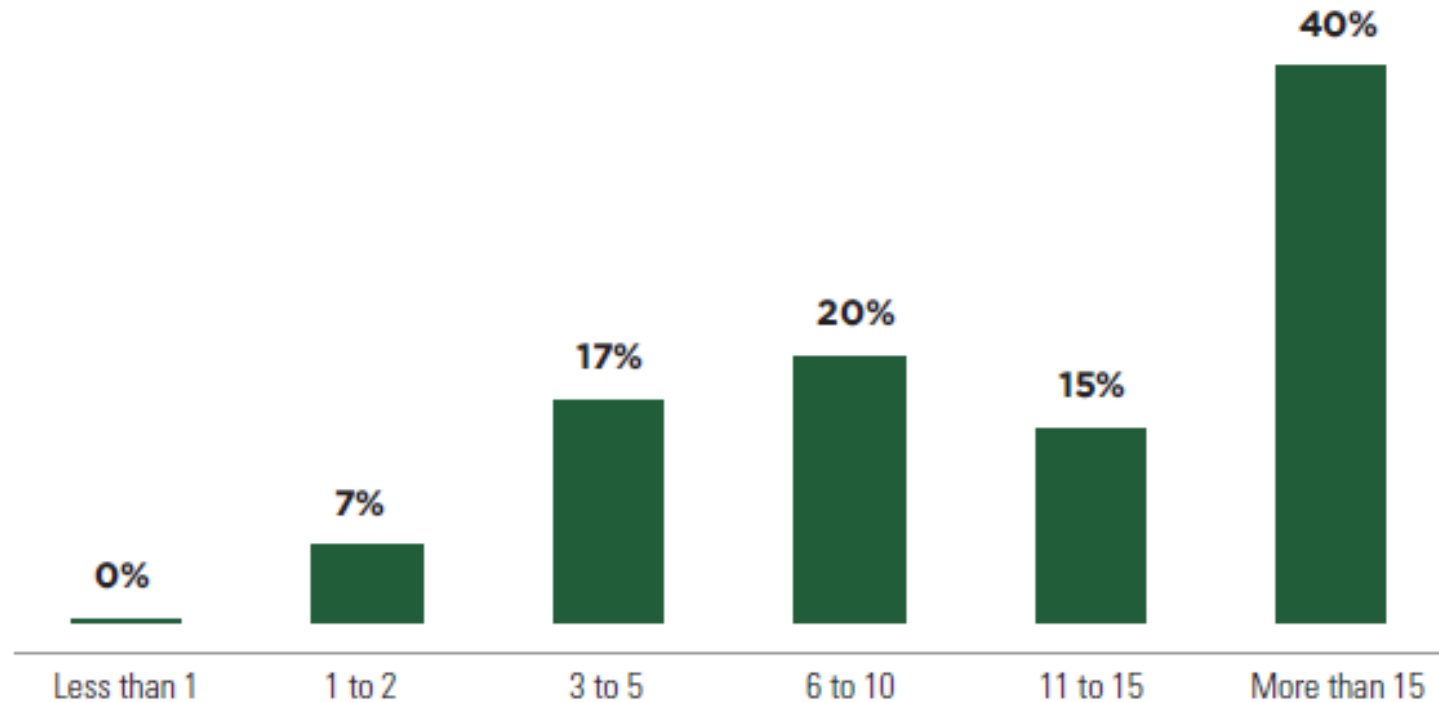


Most are Experienced

FIGURE 2:

YEARS OF TALENT DEVELOPMENT EXPERIENCE

How many years of full-time experience do you have in the talent development profession?

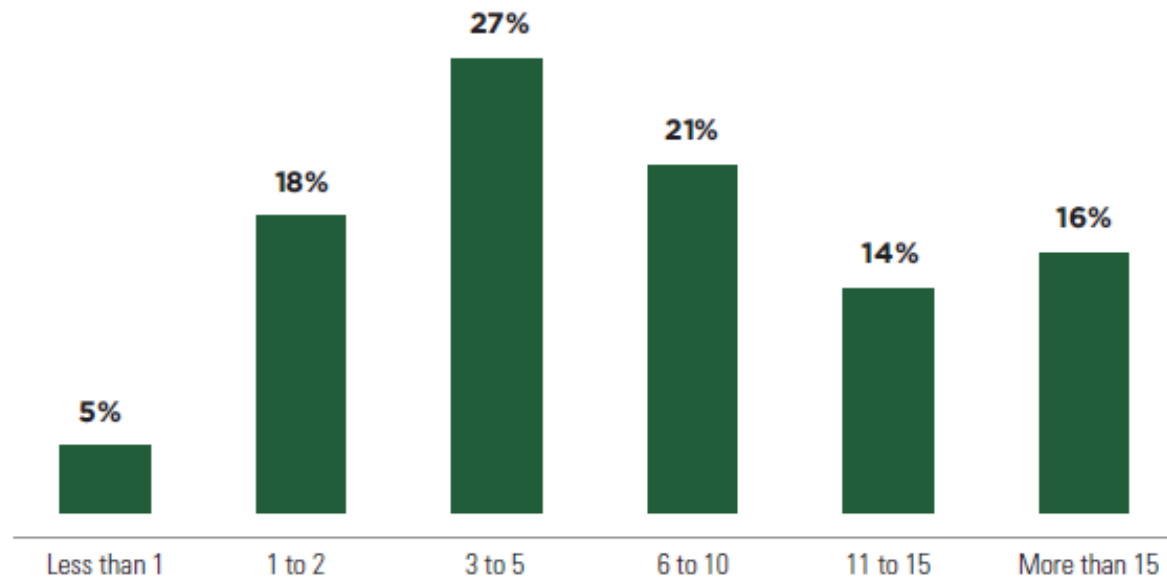


Most Have Changed Employers at Least Once

FIGURE 3:

YEARS AT CURRENT ORGANIZATION

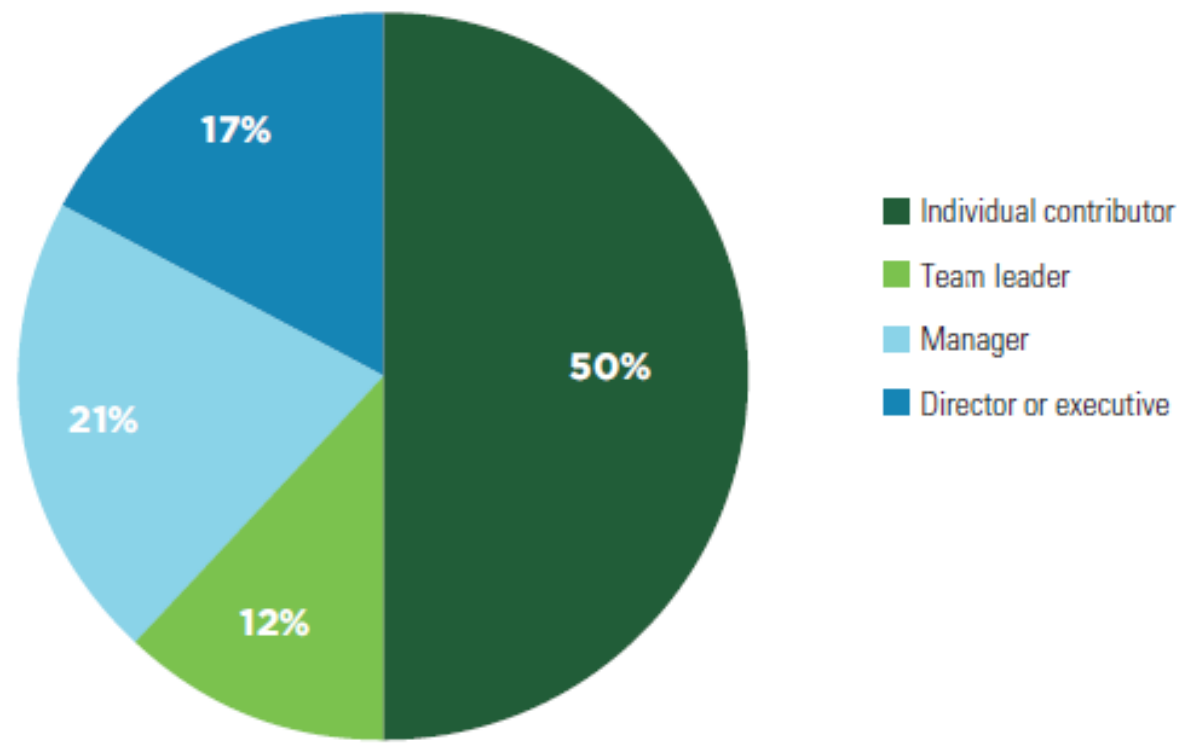
How many years have you worked at your current organization?



Half are Individual Contributors

FIGURE 5:

SPAN OF CONTROL
Please indicate your span of control in your organization

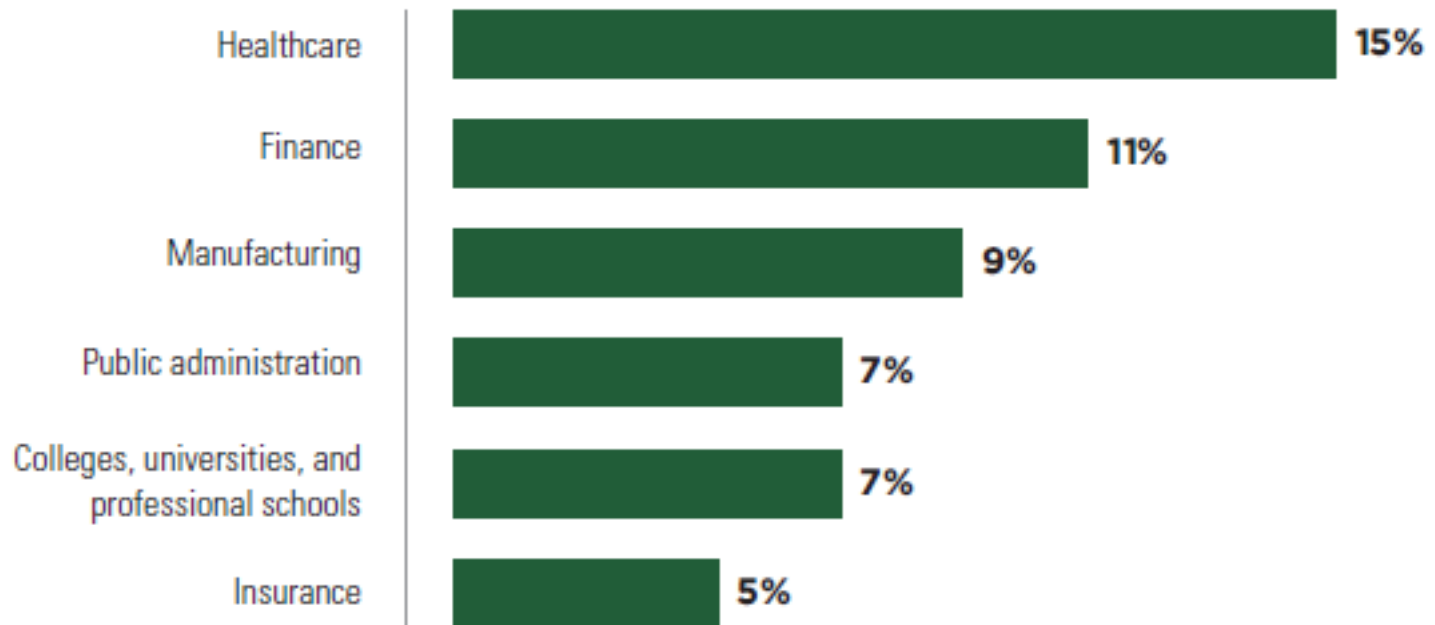


Employing Industries

FIGURE 7:

INDUSTRY

In what industry does your organization primarily operate?

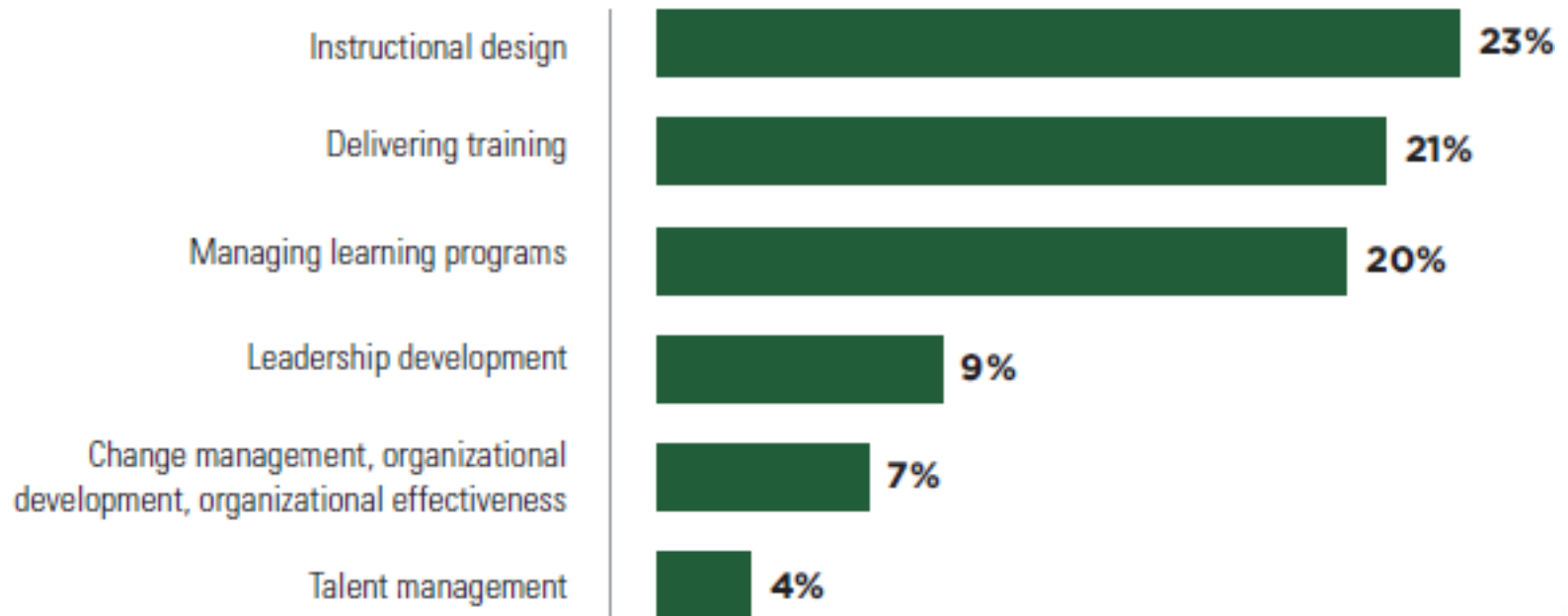


Primary Job Role

FIGURE 10:

AREA OF RESPONSIBILITY

Which of the following best describes your primary area of responsibility? (Only the top six are shown.)



What are Salaries Like

- Median in the 80,000s
- Up from 70,000s two years ago, despite very low inflation
- Smaller percentage making less than 50,000
- Larger percentage making more than 120,000

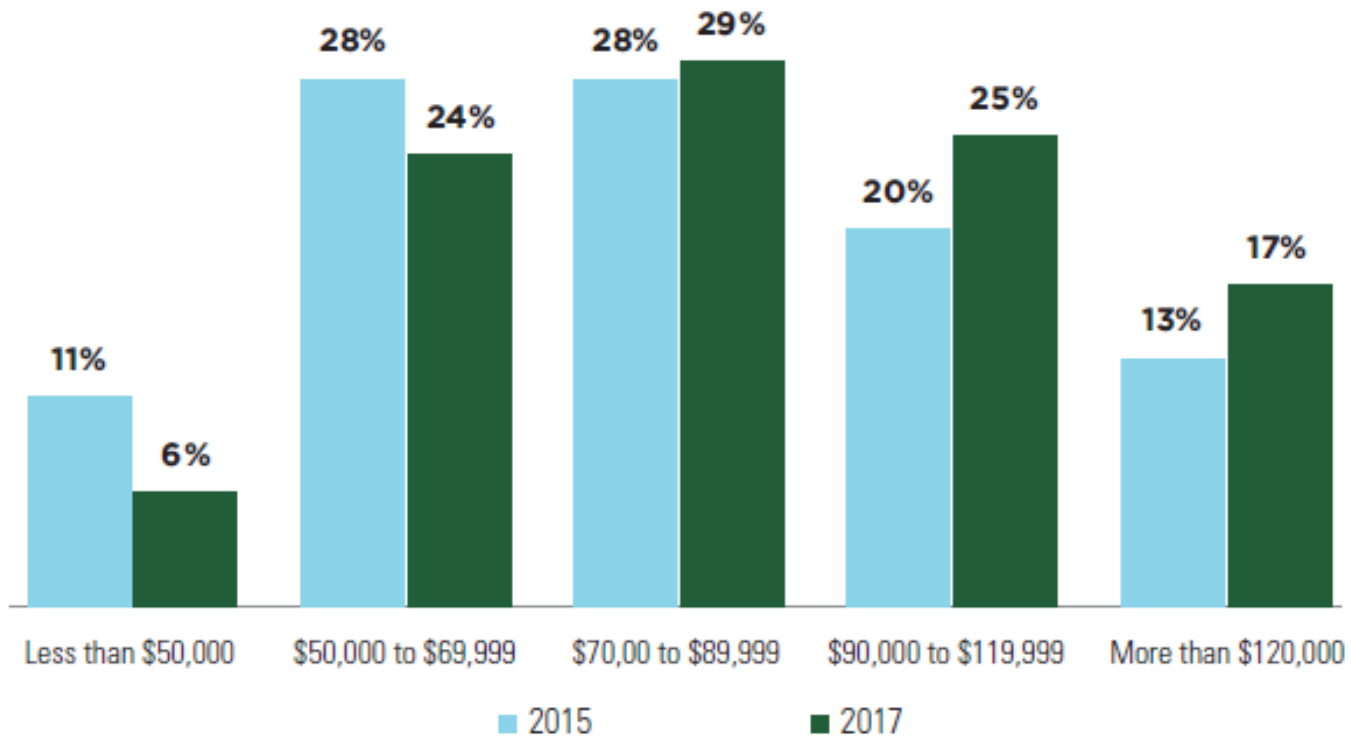
Span of Control Matters

- Median salary for individual contributors was \$70,000 to \$79,999, while that for team leaders or above was \$90,000 to \$99,999.
- 23% of individual contributors earned \$59,999 or less, compared with just 7% of team leaders and above.
- 7% of individual contributors earned \$120,000 or more, while 29% of team leaders and above did.

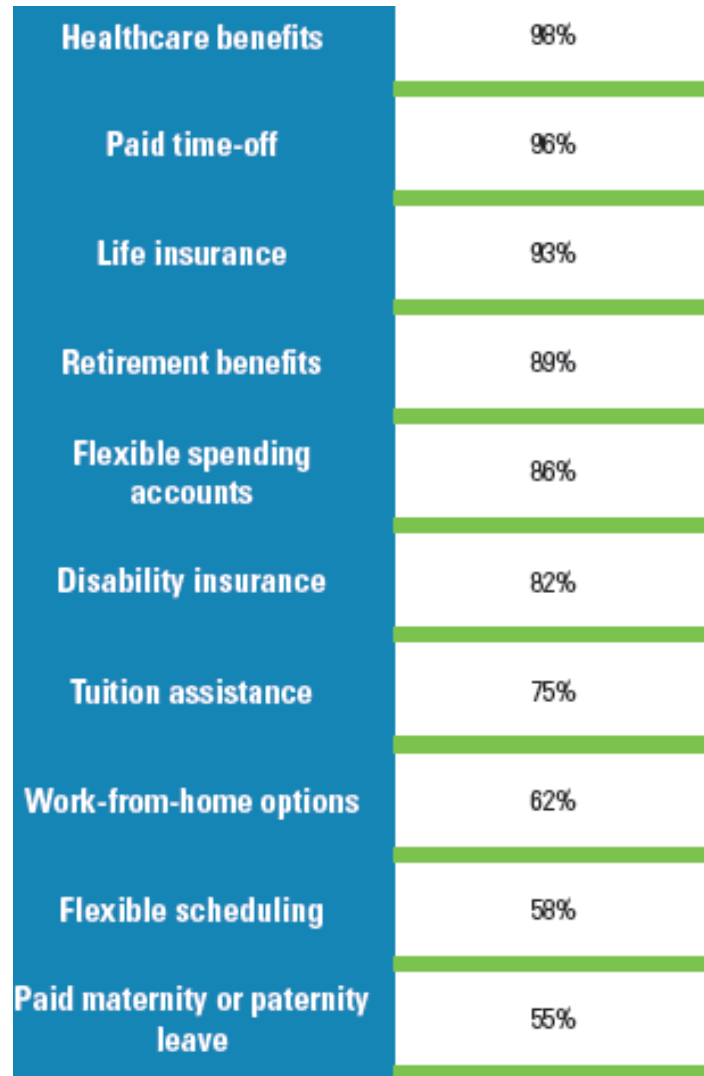
Salary Distribution

FIGURE 13:

BASE SALARY DISTRIBUTION FOR 2015 AND 2017

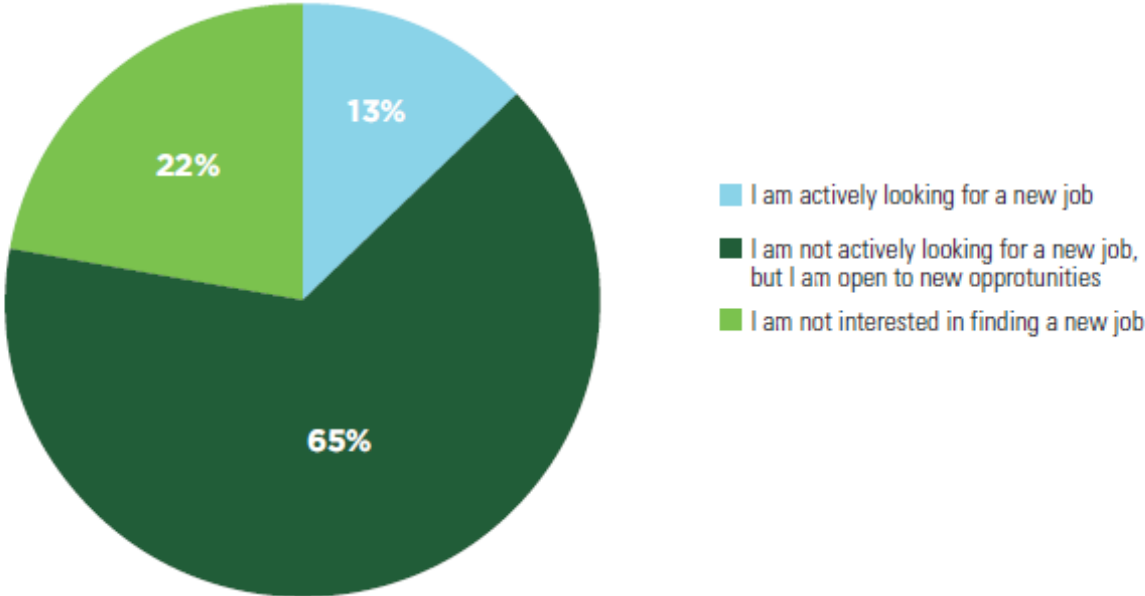


Benefits Most Employers Offer



Who's Job Hunting?

FIGURE 15: JOB-SEEKING STATUS
What is your current job-seeking status?

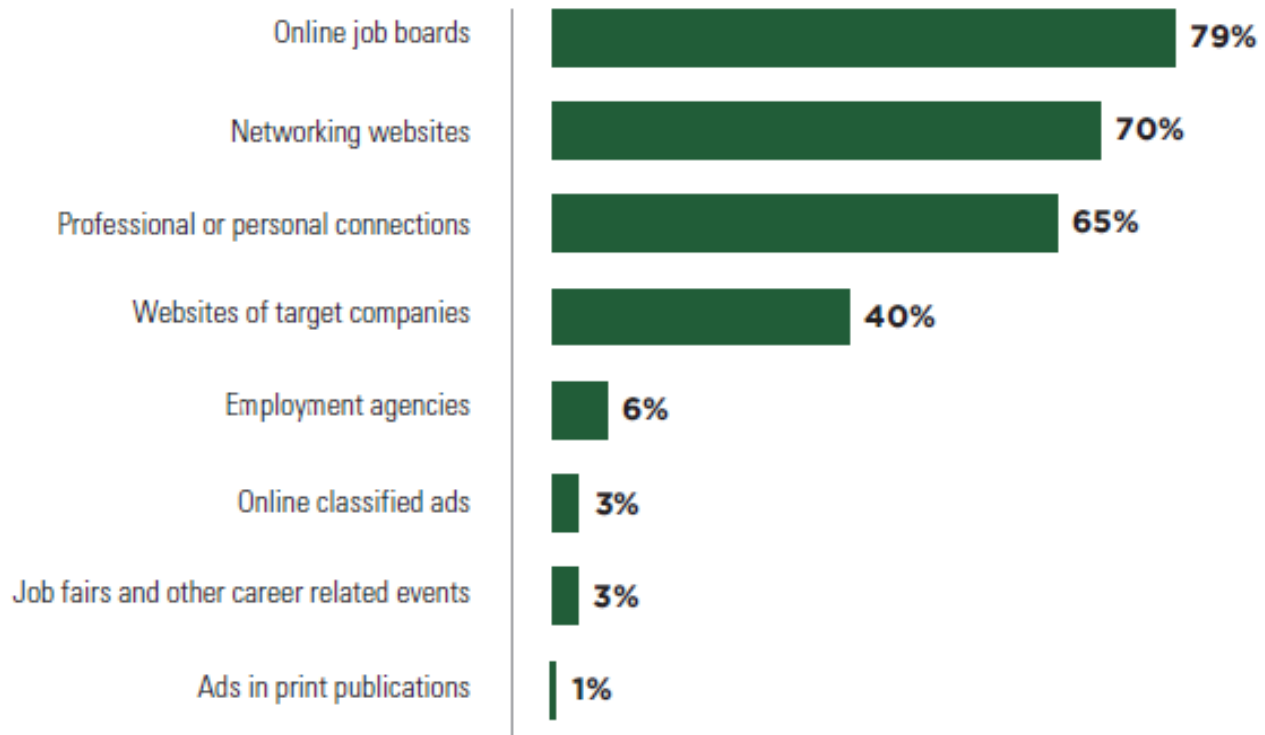


Where do people look for TD jobs?

FIGURE 16:

TOP PLACES TO SEARCH FOR JOB OPENINGS

If you were looking for a job today, what are the top places you would look for specific openings. Choose up to three.



BLS Average Salaries by Position

Percentile	Total Employed	25%	50% (Median)	75%	90%
L&D Managers	32,880	\$78,050	\$105,830	\$139,260	\$184,990
L&D Specialists	269,710	\$42,950	\$59,020	\$79,280	\$101,010
ISD*	147,330	\$47,620	\$62,460	\$80,440	\$100,320

All positions are showing average growth compared to all occupations, but instructional design has the brightest outlook

What Does the BLS Say vs. ATD?

- BLS Managers \$105,000 vs. ATD \$90,000s.
 - ATD's sample includes more middle managers.
- BLS Specialists \$59,000 vs. ATD \$70,000s.
 - ATD's sample is more experienced.

L&D Specialist by State

State	Employment (1)	Employment per thousand jobs	Hourly mean wage	Annual mean wage (2)
California	26,660	1.67	\$34.72	\$72,220
Texas	23,370	1.99	\$31.75	\$66,040
New York	18,950	2.08	\$32.23	\$67,040
Florida	14,800	1.80	\$27.82	\$57,870
Virginia	10,800	2.87	\$33.45	\$69,570

L&D Specialist Salaries by Industry

Industry	# Employed	Median Salary	75%	90%
Overall	269,710	\$63k	\$79k	\$101k
Management & Technical Consulting	13,890	\$66k	\$87k	\$114k
Manufacturing	19,020	\$58k	\$80k	\$101k
Computer Systems	13,560	\$71k	\$90k	\$114k
Hospitals	10,680	\$63k	\$82k	\$101k
Insurance Carriers	10,510	\$63k	\$81k	\$99k
Local Government	10,250	\$53k	\$72k	\$91k

Salary Negotiation Tips

- Know Your Value
- Focus on Accomplishments & Outcomes
- Know Your Wish, Want and Walk Away Numbers
- Timing is Everything

Salary Research

- **Know Your Value**

- Research the going rate in your industry and region

L&D Specialists:

<https://www.bls.gov/oes/current/oes131151.htm>

L&D Managers:

<https://www.bls.gov/oes/current/oes113131.htm>

- Salary.com – Allows you to compare salaries for similar positions to yours in your region

Focus on Accomplishments

- Keep a “brag book”
 - What is the value of your accomplishments?
- What special skills, credentials or knowledge do you possess?
- Technical skills, experience and industry knowledge are valuable

Wish, Want & Walk Away

- Know what you need vs. market rate
- WISH = Number you would be thrilled to accept
- WANT = Number you would be satisfied to accept
- WALK AWAY = Number you can't go below

Timing is Everything

- For a new position, don't bring up salary until you know they want you
- What have you done for me lately?
- Choose the time to discuss salary with your boss

ATD Job Bank: Search and Apply for Jobs

<https://www.td.org/ATDJobBank>



Job Seekers: Your Next Job is Just a Click Way!

Find a Job

- Apply for positions across all levels in instructional design, e-learning, talent management, organizational development, training and development, and more.
- Upload your resume and build your profile.
- Sign up for job alerts.
- Access career development resources.

ATD's Job Bank provides access to new career opportunities in the field across many industries.

Find a training and development job!

Employers: Find the Right Fit Today!

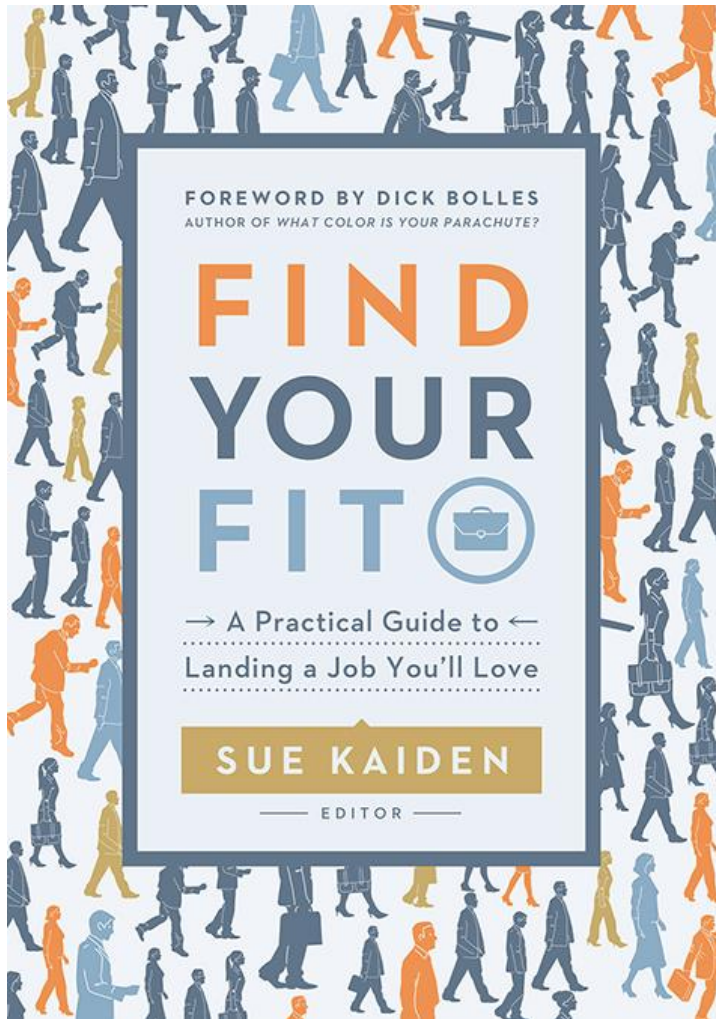
Post a Job

- Access more than 40,000 professionals.
- Focus recruitment where today's top candidates are looking.
- Search resumes to find qualified training and talent development professionals.

Highly targeted and engaged audience:

- More than 8,000 searchable resumes.
- Each post averages more than 500 views.
- Find candidates you can't reach through other sources.

Find Your Fit



www.td.org/findyourfit

Questions?

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