

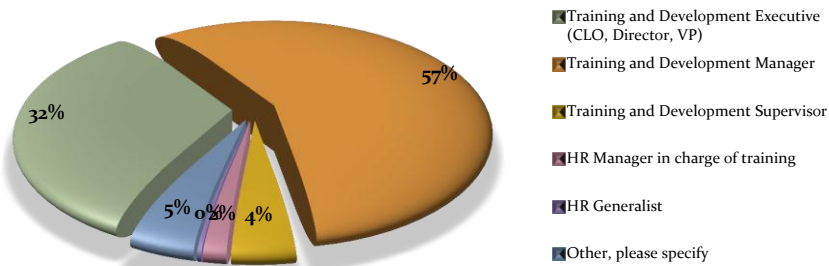
2010 Training and Development Manager Survey

Sponsored by Metri-Mark, Inc.

1. What best describes your role/title as a manager?

Training and Development Executive (CLO, Director, VP)	312	32%
Training and Development Manager	551	57%
Training and Development Supervisor	44	5%
HR Manager in charge of training	16	2%
HR Generalist	3	0%
Other, please specify	46	5%
Total	972	100%

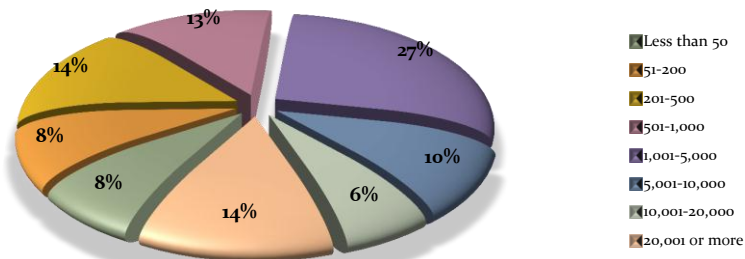
What best describes your role/title as a manager?



2. How many employees are in your company?

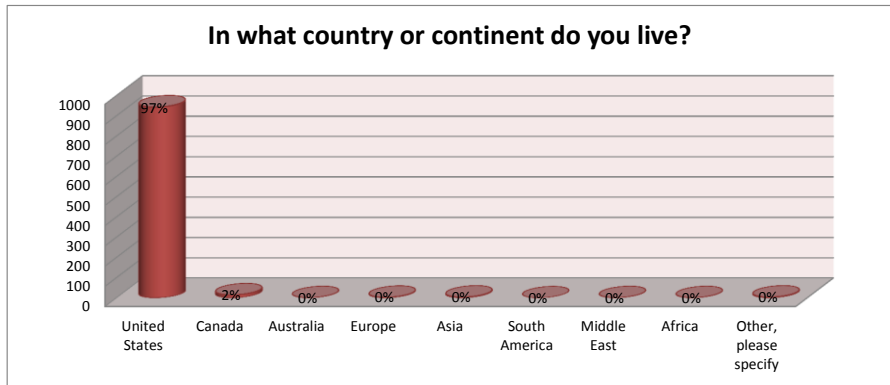
Less than 50	76	8%
51-200	82	8%
201-500	139	14%
501-1,000	124	13%
1,001-5,000	258	27%
5,001-10,000	97	10%
10,001-20,000	63	6%
20,001 or more	134	14%
Total	973	100%

How many employees are in your company?



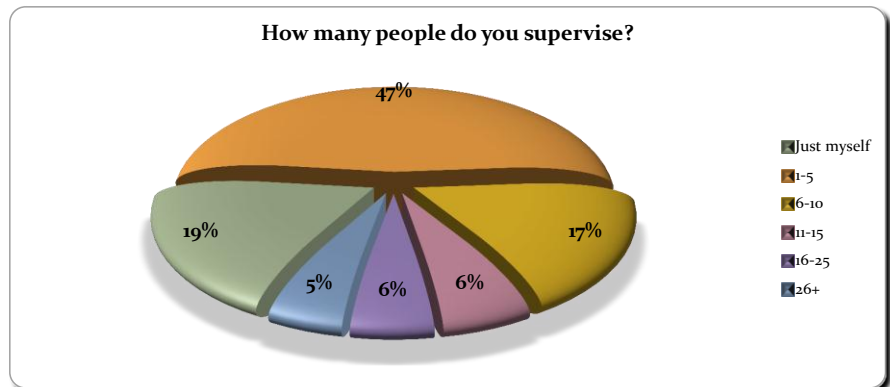
3. In what country or continent do you live?

United States	943	97%
Canada	15	2%
Australia	1	0%
Europe	3	0%
Asia	4	0%
South America	0	0%
Middle East	1	0%
Africa	1	0%
Other, please specify	4	0%
Total	972	100%



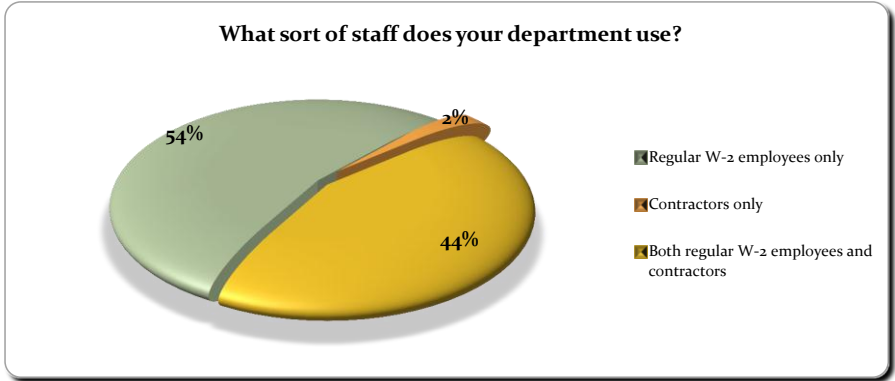
4. How many people do you supervise?

Just myself	179	18%
1-5	457	47%
6-10	165	17%
11-15	62	6%
16-25	56	6%
26+	52	5%
Total	971	100%



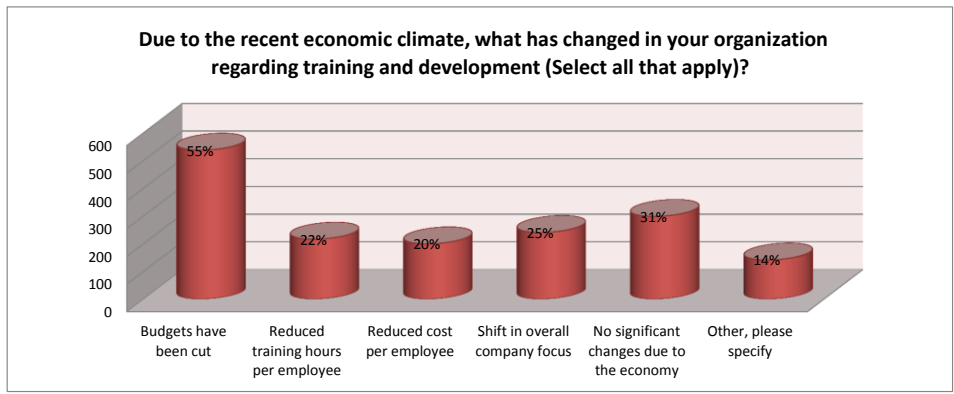
5. What sort of staff does your department use?

Regular W-2 employees only	517	54%
Contractors only	21	2%
Both regular W-2 employees and contractors	428	44%
Total	966	100%



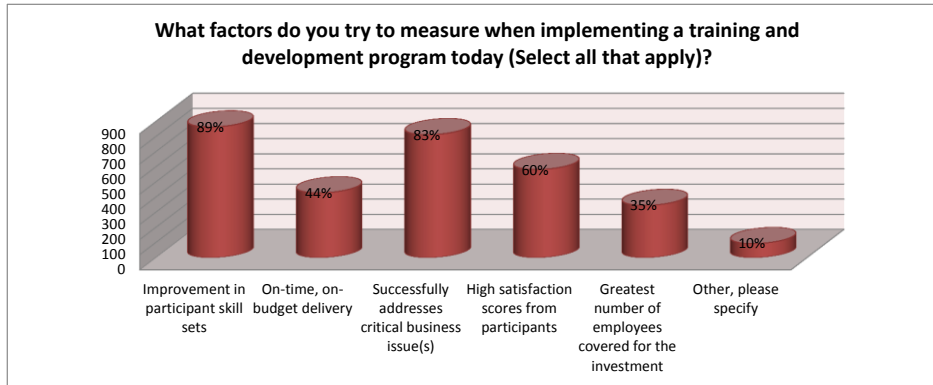
6. Due to the recent economic climate, what has changed in your organization regarding training and development (Select all that apply)?

Budgets have been cut	537	55%
Reduced training hours per employee	216	22%
Reduced cost per employee	199	20%
Shift in overall company focus	240	25%
No significant changes due to the economy	298	31%
Other, please specify	141	14%



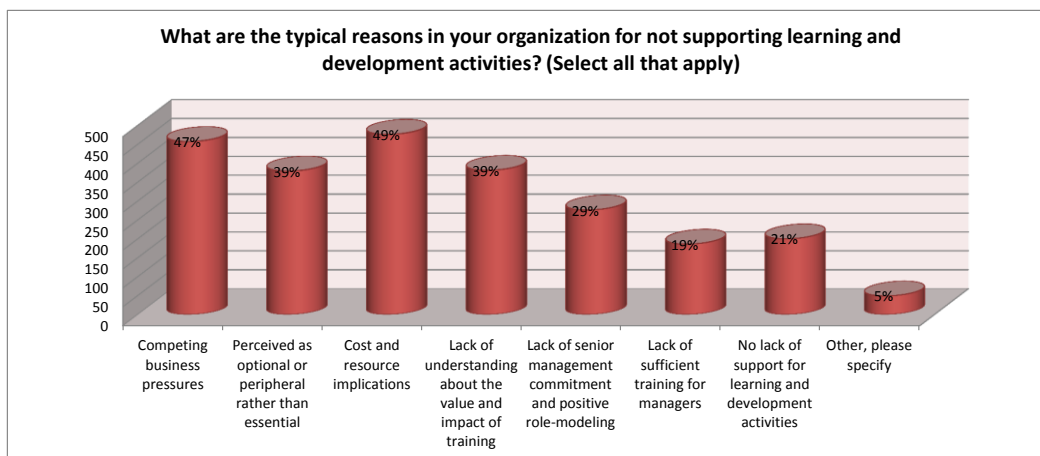
7. What factors do you try to measure when implementing a training and development program today (Select all that apply)?

Improvement in participant skill sets	863	89%
On-time, on-budget delivery	428	44%
Successfully addresses critical business issue(s)	812	83%
High satisfaction scores from participants	582	60%
Greatest number of employees covered for the investment	345	35%
Other, please specify	93	10%



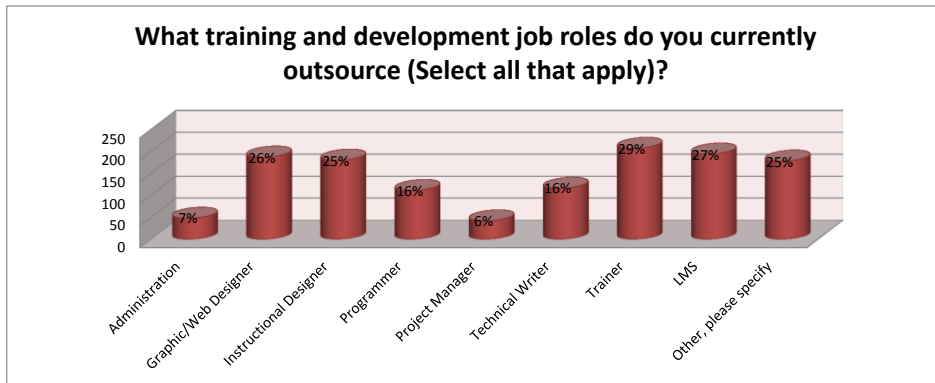
8. What are the typical reasons in your organization for not supporting learning and development activities? (Select all that apply)

Competing business pressures	457	47%
Perceived as optional or peripheral rather than essential	379	39%
Cost and resource implications	476	49%
Lack of understanding about the value and impact of training	381	39%
Lack of senior management commitment and positive role-modeling	276	29%
Lack of sufficient training for managers	186	19%
No lack of support for learning and development activities	200	21%
Other, please specify	49	5%



9. What training and development job roles do you currently outsource (Select all that apply)?

Administration	48	7%
Graphic/Web Designer	187	26%
Instructional Designer	180	25%
Programmer	111	16%
Project Manager	42	6%
Technical Writer	116	16%
Trainer	207	29%
LMS	194	27%
Other, please specify	178	25%



10. How do you expect your staff levels to change over the next 12 months?

	Increase	No Change	Decrease	Uknw	N/A
Administration	132 14%	627 66%	66 7%	61 6%	67 7%
Graphic/Web Designer	92 10%	489 52%	28 3%	56 6%	274 29%
Instructional Designer	203 21%	493 52%	44 5%	55 6%	157 16%
Programmer	53 6%	456 49%	26 3%	63 7%	330 36%
Project Manager	96 10%	506 54%	26 3%	60 6%	246 26%
Technical Writer	76 8%	482 52%	31 3%	51 6%	287 31%
Trainer	285 30%	485 51%	74 8%	47 5%	51 5%
Training Manager	79 8%	687 74%	38 4%	57 6%	69 7%
Other	36 6%	130 22%	8 1%	33 6%	391 65%

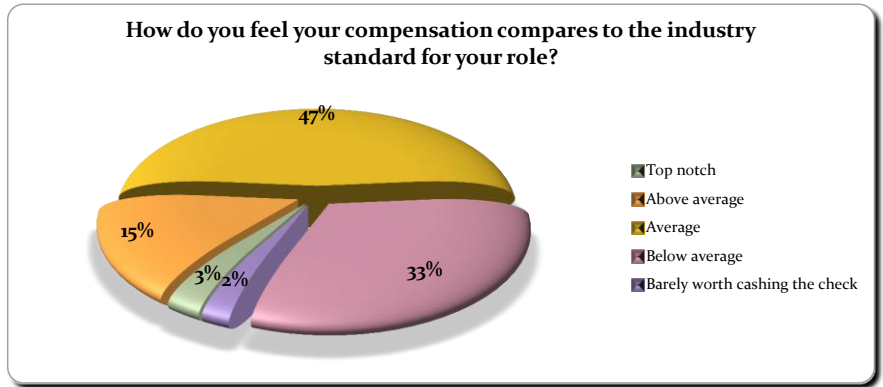
11. In regard to usage in your company/department, how will the following change in 2011?					
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	More than 2010	Same as 2010	Less than 2010	Don't Use	Unknown
In-house development programs	526 55%	356 37%	41 4%	12 1%	26 3%
Instructor-led training	371 39%	423 44%	153 16%	5 1%	10 1%
E-learning	672 70%	207 22%	19 2%	41 4%	18 2%
Coaching/mentoring	471 50%	355 37%	32 3%	46 5%	45 5%
On-the-job training	357 38%	509 53%	25 3%	29 3%	32 3%
Job rotation, shadowing	211 22%	433 46%	41 4%	159 17%	97 10%
Internal knowledge-sharing events	405 43%	376 40%	34 4%	77 8%	59 6%
Conferences, workshops, events	197 21%	507 53%	167 18%	33 3%	44 5%
Formal education courses	164 17%	521 55%	123 13%	59 6%	77 8%
Audio tapes, videos and learning resources	271 29%	429 46%	82 9%	91 10%	69 7%
Other	19 6%	47 15%	7 2%	44 14%	204 64%

12. How will the following training areas change in 2011?					
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	More than 2010	Same as 2010	Less than 2010	Don't Use	Unknown
Sales training	297 31%	251 26%	18 2%	293 31%	101 11%
Leadership/Management training	525 54%	315 33%	41 4%	32 3%	52 5%
Technical/computer training	317 33%	489 51%	47 5%	56 6%	48 5%
Product training	284 30%	393 41%	23 2%	181 19%	70 7%
Sales/Customer service training	352 37%	364 38%	28 3%	136 14%	71 7%
Professional development training	400 42%	420 44%	58 6%	28 3%	50 5%
Communications training	281 30%	499 52%	50 5%	59 6%	62 7%
Soft skills training	316 33%	490 51%	60 6%	36 4%	55 6%
Cultural diversity training	187 20%	504 53%	46 5%	116 12%	92 10%
New employee training	293 31%	532 56%	61 6%	27 3%	37 4%
Coaching/Mentoring	390 41%	401 42%	30 3%	65 7%	62 7%
Other	12 5%	37 14%	2 1%	49 18%	165 62%

13. Are you using social-networking sites to enhance business related activities and/or relationships?			
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Often	Sometimes	Never
LinkedIn	223	385	339
	24%	41%	36%
Twitter	81	162	676
	9%	18%	74%
Facebook	139	261	530
	15%	28%	57%
MySpace	7	37	842
	1%	4%	95%
Other	53	37	247
	16%	11%	73%

14. What is your annual income?										
	Total	Less than 60k	60-70k	70-80k	80-90k	90-100k	100-110k	110-120k	120-130k	More than 130k
Training and Development Executive (CLO, Director, VP)	923	135	103	106	132	111	86	85	45	120
	299	24	20	17	24	30	37	38	22	87
	32.40%	17.80%	19.40%	16.00%	18.20%	27.00%	43.00%	44.70%	48.90%	72.50%
Training and Development Manager	521	89	64	69	97	72	40	42	20	28
	56.40%	65.90%	62.10%	65.10%	73.50%	64.90%	46.50%	49.40%	44.40%	23.30%
Training and Development Supervisor	41	12	10	5	5	3	4	0	1	1
	4.40%	8.90%	9.70%	4.70%	3.80%	2.70%	4.70%	0.00%	2.20%	0.80%
HR Manager in charge of training	15	2	3	3	2	1	2	2	0	0
	1.60%	1.50%	2.90%	2.80%	1.50%	0.90%	2.30%	2.40%	0.00%	0.00%
HR Generalist	3	1	0	2	0	0	0	0	0	0
	0.30%	0.70%	0.00%	1.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, please specify	44	7	6	10	4	5	3	3	2	4
	4.80%	5.20%	5.80%	9.40%	3.00%	4.50%	3.50%	3.50%	4.40%	3.30%

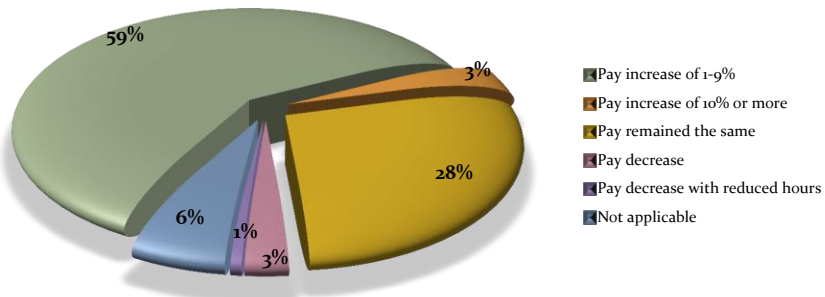
15. How do you feel your compensation compares to the industry standard for your role?		
Top notch	28	3%
Above average	145	15%
Average	454	47%
Below average	311	32%
Barely worth cashing the check	22	2%
Total	960	100%



16. Did you receive a raise in your base salary this year?

Pay increase of 1-9%	568	59%
Pay increase of 10% or more	32	3%
Pay remained the same	264	28%
Pay decrease	27	3%
Pay decrease with reduced hours	7	1%
Not applicable	60	6%
Total	958	100%

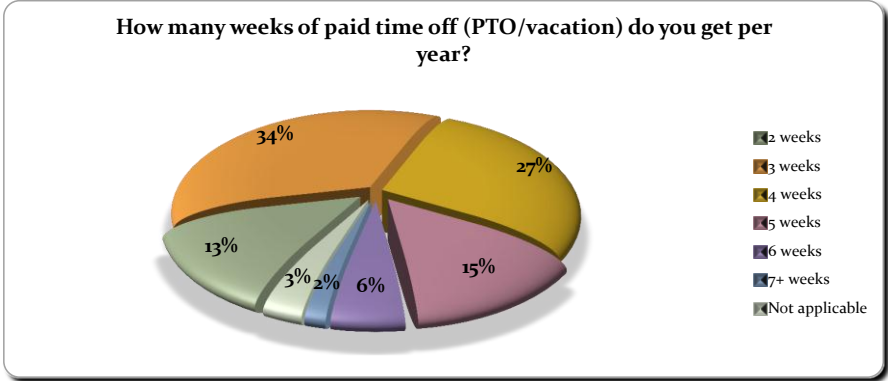
Did you receive a raise in your base salary this year?



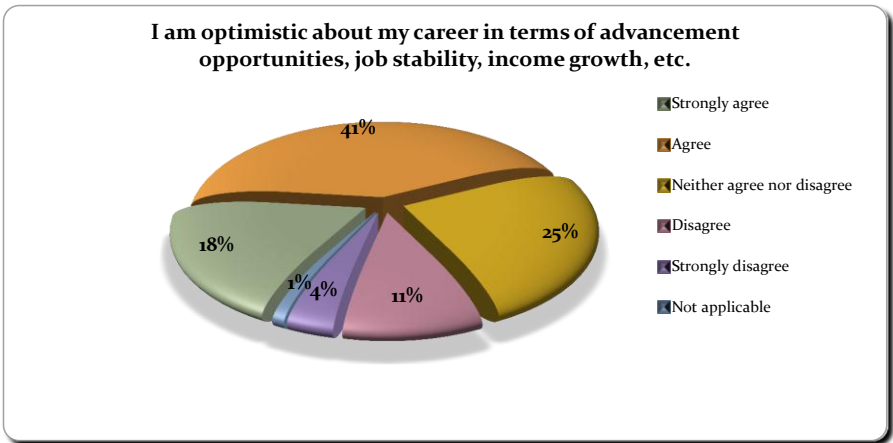
17. What benefits and perks do you receive? (Choose all that apply)

Bonus	611	64%
Employee retirement program	677	71%
Life Insurance	839	87%
Long term disability	706	74%
Short term disability	692	72%
Auto or auto allowance	74	8%
Sick pay	744	78%
Paid vacation	930	97%
Stock options	209	22%
Health Insurance	908	95%
Dental Insurance	868	91%
Vision Insurance	759	79%
Health Club allowance or in-house gym	276	29%
Club membership (golf or other)	15	2%
Flexible spending account	657	69%
Daycare	53	6%
Educational assistance	569	59%
Flexible hours	455	47%
Telecommute opportunities	345	36%
Paid time off for volunteer/community service	234	24%
Other, please specify	30	3%

18. How many weeks of paid time off (PTO/vacation) do you get per year? (Not incl. holidays)		
2 weeks	128	13%
3 weeks	332	34%
4 weeks	261	27%
5 weeks	140	15%
6 weeks	55	6%
7+ weeks	16	2%
Not applicable	31	3%
Total	963	100%

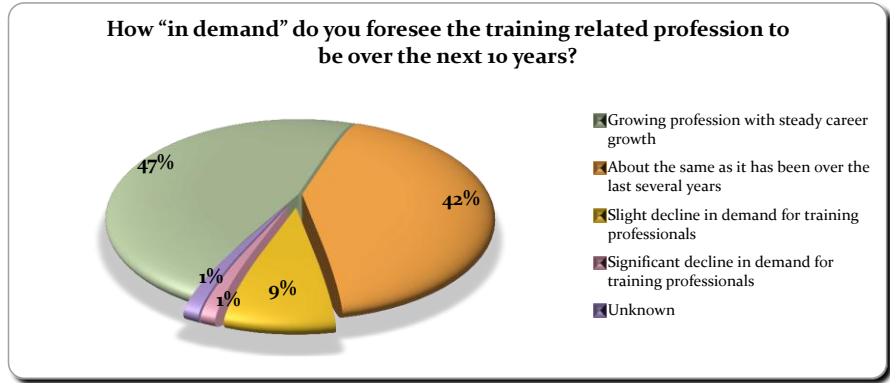


19. I am optimistic about my career in terms of advancement opportunities, job stability, income growth, etc.		
Strongly agree	179	18%
Agree	398	41%
Neither agree nor disagree	239	25%
Disagree	108	11%
Strongly disagree	37	4%
Not applicable	10	1%
Total	971	100%



20. How “in demand” do you foresee the training related profession to be over the next 10 years?

Growing profession with steady career growth	453	47%
About the same as it has been over the last several years	403	42%
Slight decline in demand for training professionals	86	9%
Significant decline in demand for training professionals	12	1%
Unknown	13	1%
Total	967	100%



21. What is your outlook on the economy?

In decline and will be for some time	122	13%
Flat with no change over the next 12 months	441	46%
Moderate growth over next 12+ months	379	39%
Strong growth over next 12+ months	14	1%
Unknown	13	1%
Total	969	100%

