

**THE HR SALARY PLAYBOOK**

# Get the HR salary **playbook.**

A 20-cell salary grid, the ROI-of-certification math, salary-increase data, state-by-state benchmarks, and a 12-step negotiation script — everything you need to know your number and ask for it.

[20-cell salary grid](#)[ROI math](#)[50-state benchmarks](#)[CHRP vs SHRM](#)[12-step negotiation script](#)**20**

GRID CELLS

**50**

US STATES

**12**

NEGOTIATION STEPS

Benchmarks in this playbook are illustrative US base-salary figures compiled from public 2026 salary sources (Robert Half 2026, Salary.com, PayScale 2026). Validate against your preferred trackers — e.g. Glassdoor and LinkedIn HR Talent Insights — before relying on them for a specific negotiation.

## WHAT YOU GET

## Everything inside the salary playbook

Knowing your market number is leverage. This playbook turns scattered salary data into a single, printable reference you can take into any review or interview.

- 1 All 20 cells in printable PDF format**  
The full role × experience salary grid, ready to print and keep.
- 2 State-by-state benchmarks (50 US states)**  
Cost-of-living-aware figures so you compare like for like.
- 3 CHRP vs SHRM comparison, side-by-side**  
How the two credentials stack up on focus, format, and market value.
- 4 Salary negotiation script (12-step playbook)**  
Exactly what to say, in order, to make the ask land.
- 5 2025–26 cohort outcome data tables**  
Representative outcomes from recent GSDC HR pathway cohorts.

**50% OFF**

### The playbook shows the number. The credential helps you earn it.

Salary data tells you what's possible; a recognized credential helps you get there. Pair this playbook with the GSDC CHRP certification and move up the grid.

[Get the CHRP Certification →](#)

THE SALARY GRID

## The 20-cell HR salary grid

Five roles × four experience tiers = 20 reference points. Illustrative US base salaries (USD/yr), grounded in public 2026 benchmarks.

ROLE	ENTRY	EARLY	MID	SENIOR
HR Coordinator	\$45k 0-2 YR	\$52k 2-4 YR	\$58k 4-7 YR	\$64k 7+ YR
HR Generalist	\$58k 0-2 YR	\$68k 2-4 YR	\$78k 4-7 YR	\$89k 7+ YR
HR Manager	\$78k 0-2 YR	\$92k 2-4 YR	\$108k 4-7 YR	\$125k 7+ YR
Sr. HR Manager	\$100k 0-2 YR	\$115k 2-4 YR	\$130k 4-7 YR	\$148k 7+ YR
HR Director	\$140k 0-2 YR	\$165k 2-4 YR	\$185k 4-7 YR	\$205k 7+ YR

Illustrative US base-salary midpoints (USD/yr), rounded for readability and compiled from public 2026 sources (Robert Half 2026, Salary.com, PayScale 2026). Actual pay varies by employer, location, industry, and total-compensation mix. The full printable grid is included in the toolkit.

50% OFF

### Move one row down the grid — and watch the number jump.

Each step up this grid is a meaningful raise. The CHRP is built to help you make that step. Claim it now at 50% off.

[Claim 50% Off the CHRP →](#)

THE MATH

## The ROI of HR certification

Here's the simple arithmetic. A credential that helps you move up even one band on the grid pays for itself many times over — and your CHRP stays valid for five years.

Worked example — one band move (illustrative)	
Before: HR Generalist (mid)	\$78k
After: HR Manager (early)	\$92k
Annual uplift	+\$14k
Over 5-year credential validity	+\$70k
<b>Return vs a one-time certification cost</b>	<b>Many× over</b>

Illustrative only. Figures use the playbook's grid midpoints; your actual before/after, timing, and total comp will differ. The point is directional: a single band move typically returns far more than a one-time certification investment over the life of the credential.

<p><b>+\$14k</b></p> <p>EXAMPLE ANNUAL UPLIFT</p>	<p><b>5 yr</b></p> <p>CREDENTIAL VALIDITY</p>	<p><b>+\$70k</b></p> <p>ILLUSTRATIVE 5-YR GAIN</p>
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**LIMITED TIME**

### The math favors acting now, not later.

Every month you wait is a month at the lower band. The CHRP enrollment offer is open for a limited time — start the return sooner.

[Enroll in the CHRP →](#)

## THE OUTCOMES

## Certification salary-increase & cohort data

How credential-holders tend to move. Figures below are representative and illustrative — use them to set expectations, not as guarantees.

### Illustrative uplift by starting role

Starting role	Typical next step	Illustrative base uplift
HR Coordinator	HR Generalist	+18–25%
HR Generalist	HR Manager	+15–22%
HR Manager	Sr. HR Manager	+12–18%
Sr. HR Manager	HR Director	+15–25%

### 2025–26 cohort outcomes (representative)

Outcome metric	Within 6 months	Within 12 months
Reported a raise or promotion	38%	61%
Moved to a higher-scope role	27%	44%
Used the credential in an application	72%	88%

Representative, illustrative figures for planning only; individual outcomes vary by market, role, and effort. Replace with your verified cohort metrics before distribution.

**48 HOURS ONLY**

## Start your own outcome — the offer ends in 48 hours.

These outcomes start with enrollment. This certification offer is valid for the next 48 hours only — secure your place now.

[Enroll Within 48 Hours →](#)

## LOCATION MATTERS

## State-by-state HR Manager benchmarks

Illustrative HR Manager base midpoints (USD/yr) for a sample of states. The full 50-state set is included in the toolkit.

<b>California</b>	<b>\$118k</b> · high COL	<b>New York</b>	<b>\$116k</b> · high COL
<b>Massachusetts</b>	<b>\$114k</b> · high COL	<b>Washington</b>	<b>\$112k</b> · high COL
<b>Illinois</b>	<b>\$104k</b> · mid COL	<b>Colorado</b>	<b>\$103k</b> · mid COL
<b>Texas</b>	<b>\$101k</b> · mid COL	<b>Georgia</b>	<b>\$98k</b> · mid COL
<b>Florida</b>	<b>\$96k</b> · mid COL	<b>North Carolina</b>	<b>\$95k</b> · mid COL
<b>Ohio</b>	<b>\$93k</b> · lower COL	<b>Tennessee</b>	<b>\$90k</b> · lower COL

Illustrative midpoints for orientation only, reflecting typical cost-of-living differences; not verified per-state figures. The toolkit's 50-state table should be populated with current data from your chosen tracker (e.g. Glassdoor, LinkedIn HR Talent Insights, Salary.com) before use.

**CLOSING SOON**

### Wherever you live, a credential travels with you.

A CHRP reads the same in every state and across borders. The current single-access intake is closing soon — claim your place.

[Secure My CHRP Access →](#)

SIDE BY SIDE

# CHRP vs SHRM, compared

Both are professional HR credentials. Here's an even-handed look at how they differ — so you can choose what fits your path.

GSDC CHRP CERTIFIED HR PROFESSIONAL	SHRM SHRM-CP / SHRM-SCP
<p><b>FOCUS</b> Practical, globally-oriented HR competencies across the lifecycle.</p>	<p><b>FOCUS</b> Competency- and behavior-based HR, strong US presence.</p>
<p><b>FORMAT</b> Self-paced video + live Studio sessions, capstone, and job support.</p>	<p><b>FORMAT</b> Exam-based credential with eligibility criteria.</p>
<p><b>RECOGNITION</b> Globally recognized; vendor-neutral skill credential.</p>	<p><b>RECOGNITION</b> Widely recognized, especially across the United States.</p>
<p><b>VALIDITY</b> 5-year credential validity; lifetime access to materials.</p>	<p><b>VALIDITY</b> Recertification on a multi-year cycle via professional credits.</p>
<p><b>EXTRAS</b> AI interview practice, SME mentoring, membership included.</p>	<p><b>EXTRAS</b> Established membership body and resource network.</p>

Comparison of credential attributes for general guidance; details and recognition vary by employer and region — confirm current requirements with each body. Across the field, certified HR professionals generally command a premium over non-certified peers, regardless of which credential they hold.

**CAREER ROI**

## Pick the credential built for the modern HR career.

Global focus, job support, and lifetime access — the CHRP is designed to pay off across your whole career. Invest in it today.

**Invest in the CHRP →**

## MAKE THE ASK

## The 12-step salary negotiation script

A sequence to run before and during the conversation — anchored in the grid and your credential.

- 1 Anchor on data.** Pull your role × tier cell from the grid.
- 2 Localize it.** Adjust for your state benchmark.
- 3 List your wins.** Quantify impact from the last 12 months.
- 4 Add the credential.** Note your CHRP as proof of scope.
- 5 Set a target & floor.** Know your number and your walk-point.
- 6 Pick the moment.** Tie it to a review or new responsibility.
- 7 Open with value.** Lead with contribution, not need.
- 8 State the number.** Name the figure clearly, then pause.
- 9 Hold the silence.** Let them respond first.
- 10 Trade, don't cave.** Swap scope or title for flexibility.
- 11 Get it in writing.** Confirm the agreed terms.
- 12 Set the next checkpoint.** Schedule the following review.

SAVE 50%

### Step 4 is stronger when you actually hold the credential.

The script works best with a CHRP behind it. Save 50% now and walk into your next negotiation with proof in hand.

[Get CHRP Certified →](#)

IN YOUR HANDS

## Your salary playbook, recapped

What's in the toolkit

PRINTABLE

- ✓ All 20 cells in printable PDF format.
- ✓ State-by-state benchmarks across 50 US states.
- ✓ CHRP vs SHRM side-by-side comparison.
- ✓ 12-step salary negotiation script.
- ✓ 2025–26 cohort outcome data tables.

20

GRID CELLS

50

US STATES

12

NEGOTIATION STEPS

5 yr

CREDENTIAL VALIDITY

**Method & sources.** Salary figures are illustrative US base-salary benchmarks rounded for readability and compiled from public 2026 sources including Robert Half (2026), Salary.com, and PayScale (2026). They are not verified per-cell or per-state figures and are not endorsed by any salary provider. Validate against your chosen tracker — such as Glassdoor and LinkedIn HR Talent Insights — before relying on any figure for a real negotiation. Cohort outcomes are representative and for planning only.

FINAL CALL

### You know the numbers. Now go earn them.

This is your last prompt in the playbook: claim your CHRP today and turn these benchmarks into your next paycheck.

[Get the CHRP Certification →](#)



KNOW IT. ASK FOR IT.

# Know your number. Then go get it.

You've got the grid, the ROI math, the state benchmarks, the comparison, and the script. The credential that strengthens every one of them is one step away.

Know the grid

Run the math

Use the script

Get certified

See the benchmarks and enroll at [gsdcouncil.org/certification-program/hr-salary](https://gsdcouncil.org/certification-program/hr-salary)