

# What is Industrial- Organizational Psychology?

Lily Cushenbery, PhD



Stony Brook University  
College of Business

# Who am I and why am I telling you what to do with your life?

I'm a professor (we're kind of bossy).

I was a psychology major as an undergrad and received my PhD in I-O psychology.

I teach MBA classes and run a research lab over in the Stony Brook College of Business.



Hometown:



*San Francisco*

Best Job Ever:



Stony Brook  
University

Graduate School:



**PennState**

Undergraduate:



# Other Professional Background



Currently a consultant  
for Innovative Thought.

Previous consulting and research partners:



Worked with government defense agencies  
through my research position at:





# **A roadmap to today's discussion**

**What is I-O Psychology?**

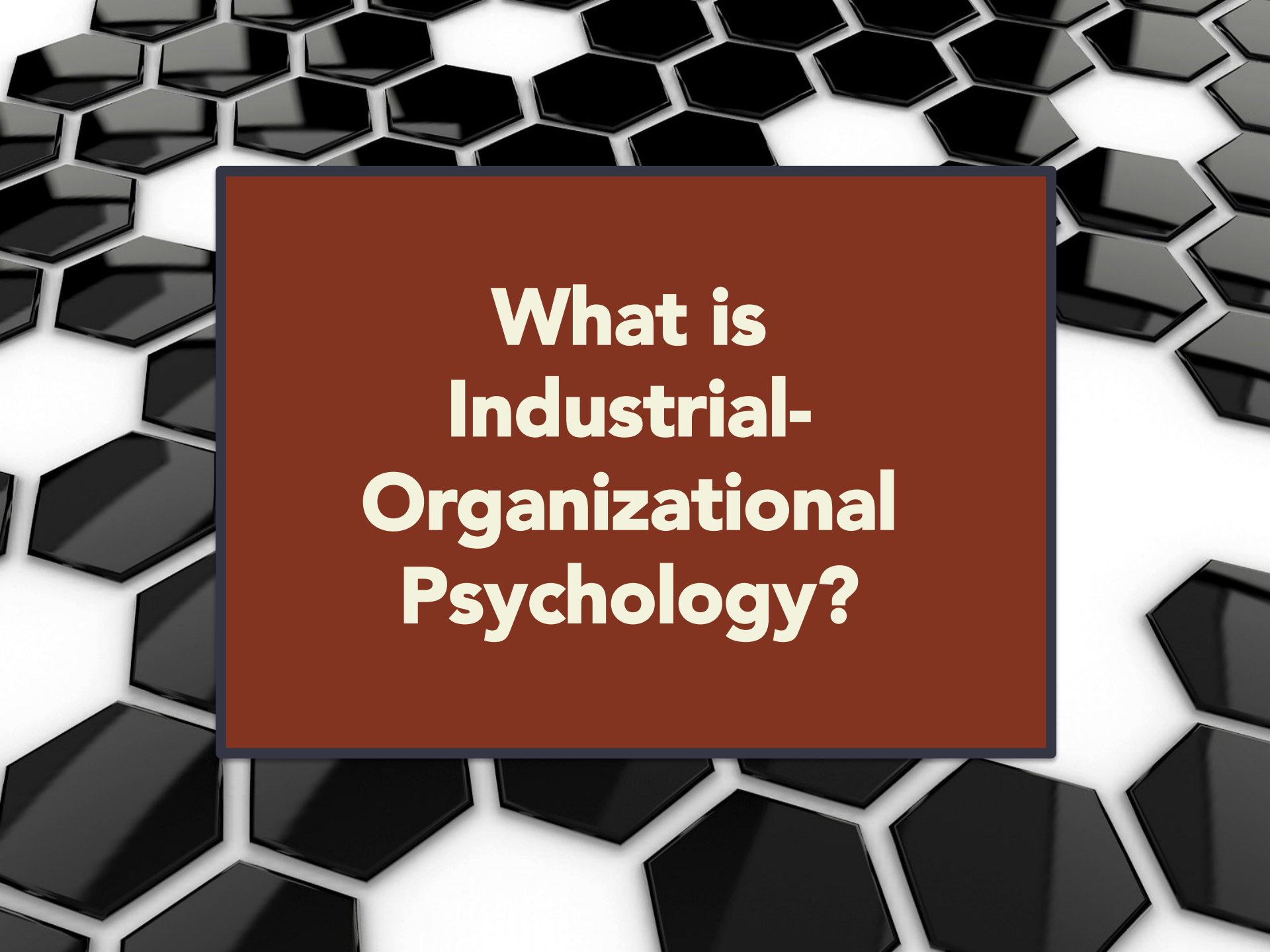
**Why is I-O important?**

**Where can you work as an I-O?**

**Career outlook for I-O**

**How to become an I-O**





**What is  
Industrial-  
Organizational  
Psychology?**



**First, what is  
NOT  
Industrial-  
Organizational  
Psychology?**

# It is not therapy for people at work





**It is not  
becoming a  
professional  
organizer**







**It is not  
working in  
a factory  
(usually)**





**It is not  
all about money**

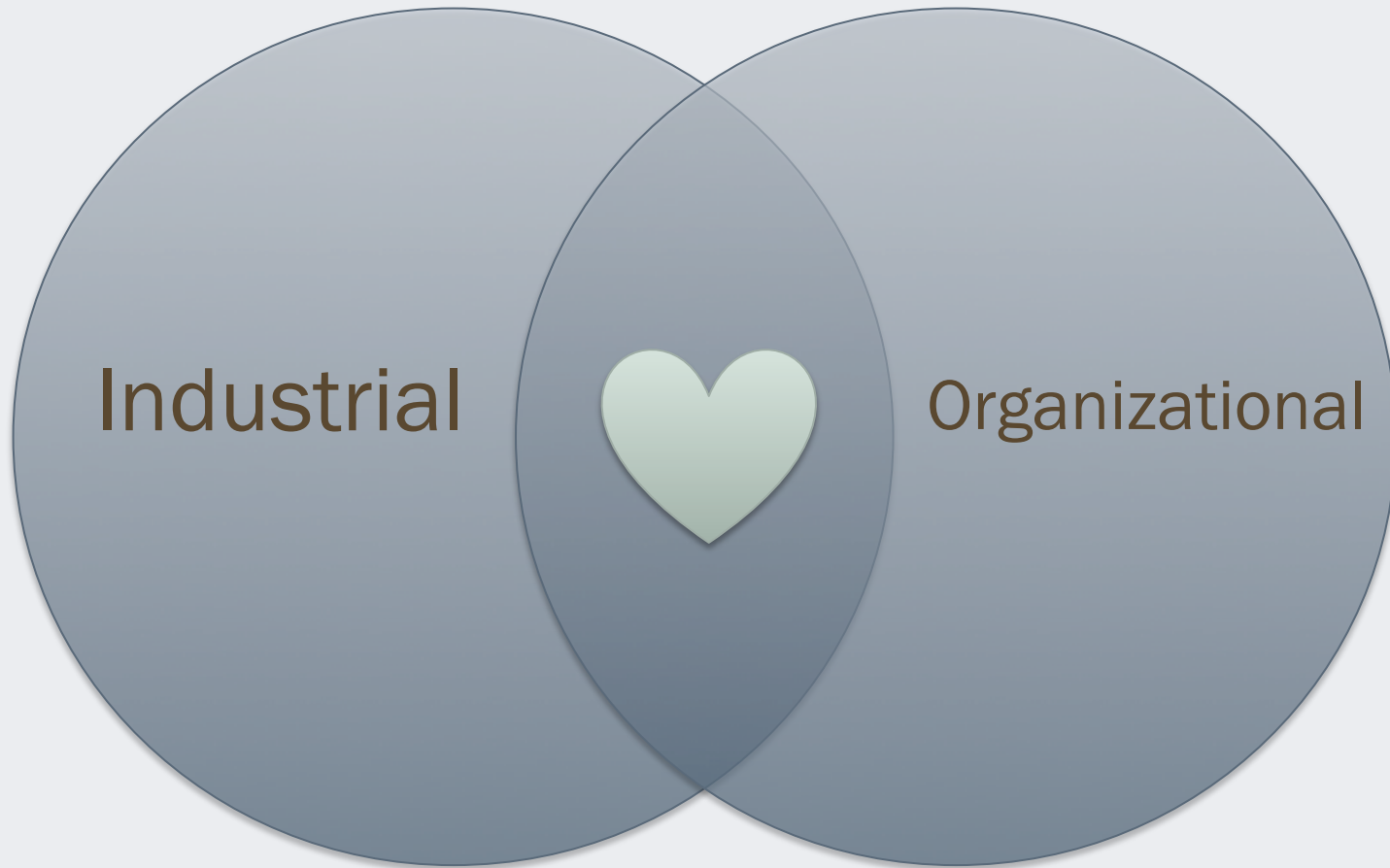
# **What is Industrial Organizational Psychology?**

**The scientific study of  
people at work.**

# More specifically...

Rigor and methods of psychology are **applied** to issues of critical relevance to business, including talent management, coaching, assessment, selection, training, organizational development, performance, and work-life balance.

# Why is it called "I-O"?






# Industrial Psychology

- How do you get the best person for the job?
- What is a fair and useful way to give feedback?
- How do we measure job performance?
- What is the best way to train employees for specific roles?

# Organizational Psychology

- What makes a leader effective?
- Why aren't women and minorities breaking the glass ceiling?
- How can we make workers feel that their job is more meaningful?
- How do we help organizations change and develop?



**Why is  
Industrial-  
Organizational  
Psychology  
important?**





London



Tokyo



New Delhi



New York



Berlin



People spend a third  
of their life working.



**Global companies  
are becoming  
more common.**



**Technology is changing the  
nature of work.**





**The workforce is becoming  
more diverse.**





We need a greater  
understanding of  
work-life balance.





**We need to create environments that improve ethical decision making.**



**I-O Psychologists  
provide  
data-driven  
best practices  
that are  
supported  
by research**



**Where can you  
work as an  
Industrial-  
Organizational  
Psychologist?**



# What can you do as an IO psychologist?

Professor

Psychology

or

Business

Department

Consultant

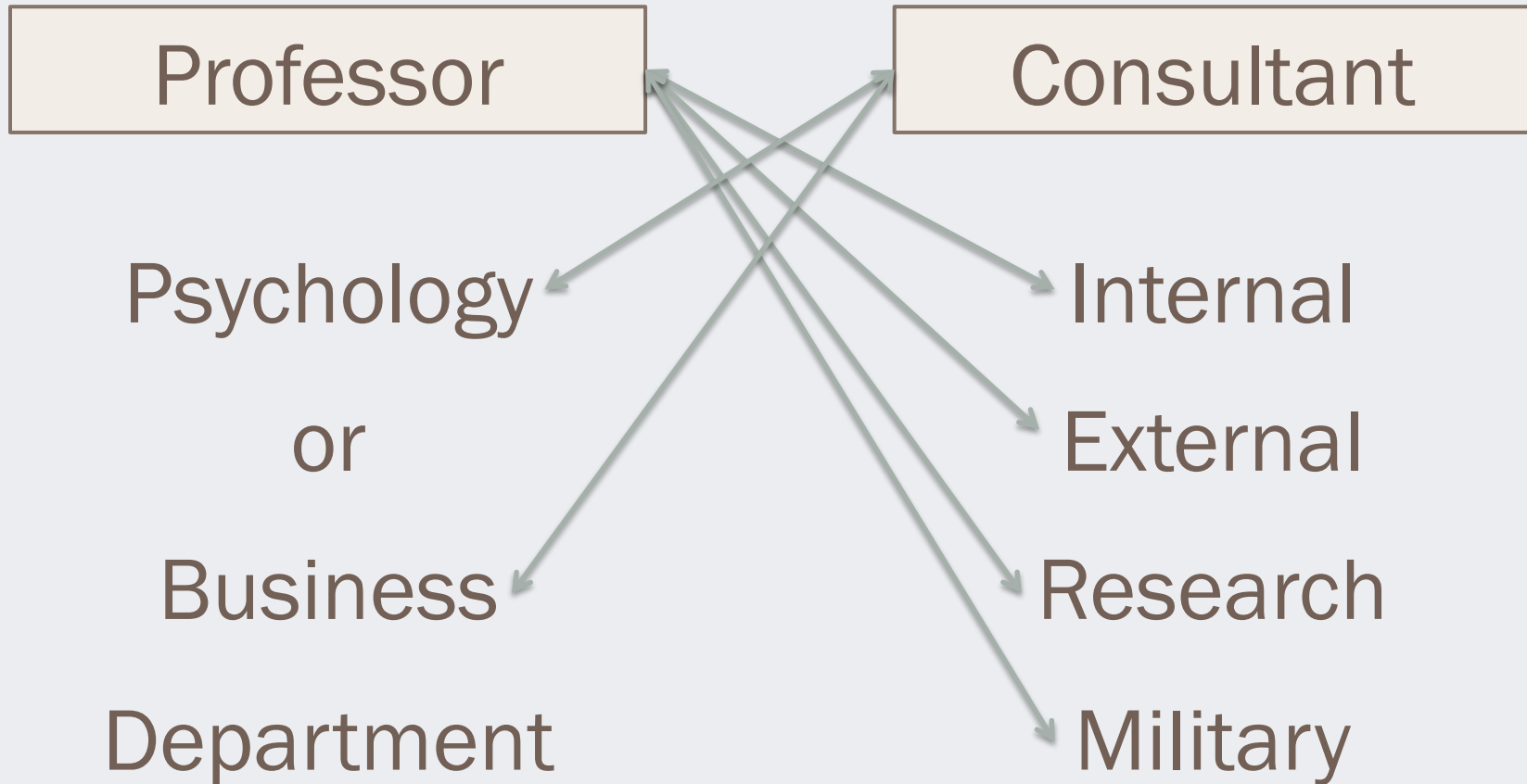
Internal

External

Research

Military

# I-O psychologists are Scientist-Practitioners



# Job Titles for an I-O Psychologist

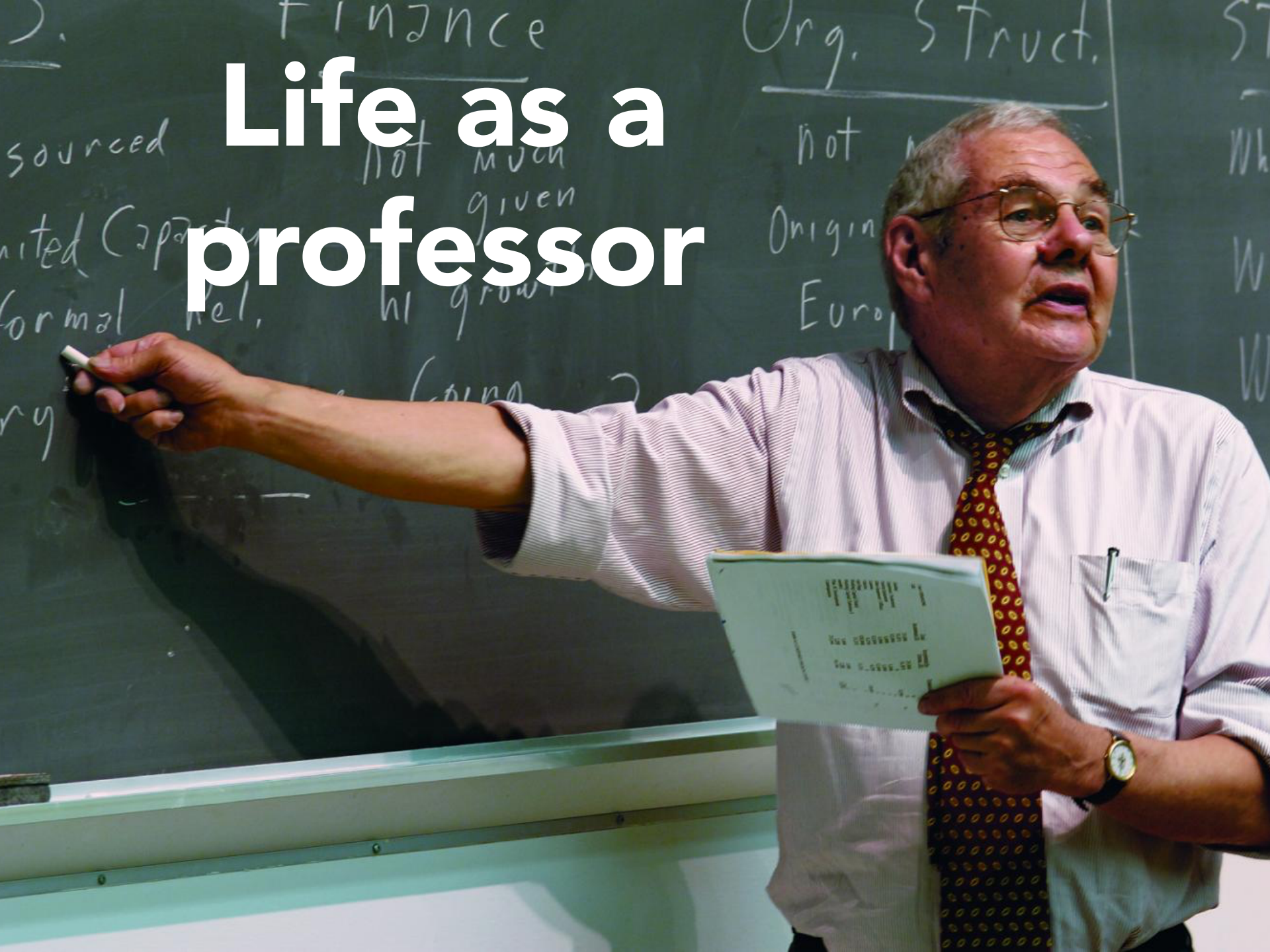
**President, Vice President, Director, Manager, Principal, Staff Member, Consultant of:**  
Organizational Development; Organization Effectiveness; Organizational Capability; Talent Management; Management Development; Workforce Insights; Human Resources; Human Resources Research; Employee Relations; Training and Development; Professional Development; Leadership Development; Selection Systems; Evaluation & Assessment; Testing Programs; Leadership Research; Assessment; Applied Behavioral Research; Optimization; Managing, Leadership, Learning & Performance; Career Planning

**Full, Associate, Assistant Professor of:**  
Industrial-Organizational Psychology, Industrial and Organizational Psychology, Organizational Psychology, Industrial Psychology, Work Psychology, (General) Psychology, Management, Organizational Behavior, and Industrial Relations

**Other titles include:**  
HR Practice Leader, Behavioral Analyst, Behavioral Scientist, Talent Management Specialist, HR Organizational Development Specialist, Executive Coach, Career Coach, Leadership Coach, Employment Testing Professional, Testing Specialist, Tests and Measurement Specialist, Assessment and Selection Specialist, Employment Law Expert, Research Analyst (I-O Psychology)



# Life as a professor



# Teaching

Prepare lectures, tests, and assignments for class. Teach class. Answer student emails. Grade. Advise students concerning courses and careers.

# Research

Plan research studies. Collect data.  
Analyze data with statistical software or other methods. Write research articles.  
Present research at conferences.  
Supervise student research (undergrad or grad, theses/dissertations/other research). Write grant proposals.



# Service

Serve on department or university committees, such as developing curriculum. Review manuscripts submitted to journals. Serve on national association committees, such as SIOP. Attend department meetings. Provide information to the public through TV, radio, or popular press articles.

# Other

Consult with private and public organizations about their problems related to I-O. Work as an expert witness in trial.

# Professor Lifestyle

- Best job in the world (but I'm a little biased).
- You are your own boss.
- Flexible schedule during summer, winter break, spring break, holidays.
- Very meaningful job – you get to be on the cutting edge of science and a mentor to students.
- College campuses are a fun place to work!
- Extremely competitive to get a job, and you may not get much say in location.



# Life as a consultant



# Client-facing

Meet with clients or managers to discuss the nature of a problem/project (e.g., the turnover rate among employees is too high). Write technical reports and present results to managers. Meet with potential clients to sell services. Provide advice or resolve conflicts.

# Research

Conduct interviews or send out questionnaires to employees to determine the nature of their job tasks. Conduct a study to determine if a test or procedure is effective in achieving its objective (e.g., does a new test predict who can perform their jobs well?). Analyze data. Survey employees. Help figure out answers to organizational problems (for example, too many absences).



# Develop Tools

Design a psychological test that assesses a job skill. Create a new training course for employees, deliver the course, and evaluate the effectiveness. Train others in how to implement new procedures that were developed (such as a new selection test). Create a new reward system in the organization.

# Consultant Lifestyle

- Depends on your job – may be a regular 9-5 or may work virtually at times.
- Can be exciting to solve real world problems and see the impact.
- Are often brought in as the “expert” to help solve organizational problems and advise people.
- Depending on the job, hours can be long and may include a lot of travel.

# Consultant: External





# Consultant: Internal

Johnson & Johnson

**P&G**  
Procter & Gamble

**Walmart** 

**Kimberly-Clark**  
PROFESSIONAL\*

**WELLS  
FARGO**



**intel**®

**Google**™

**Edward Jones**®



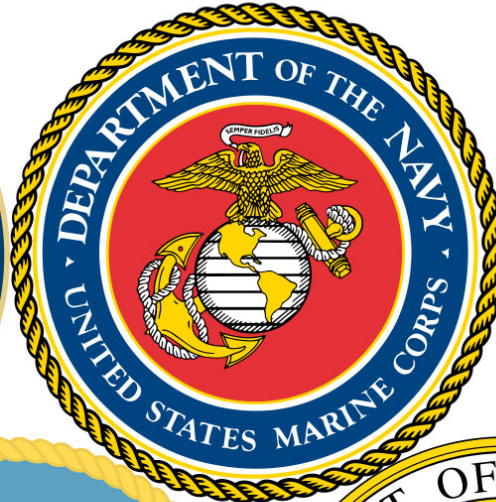
# Consultant: Research



**THiNK BIG**  
ANALYTICS

The logo for THINK BIG ANALYTICS features the words "THiNK BIG" in a large, bold, blue sans-serif font. The letter "i" in "THiNK" is lowercase and has a red dot. Below "THiNK BIG", the word "ANALYTICS" is written in a smaller, red, all-caps sans-serif font.

# Military







**Let's talk careers.**

**I-O is a great field.**

**You get to use your skills as a psychologist to help people and solve problems.**

**I/O psychologists are in high demand.**

**There are many sub-fields within I-O that you can specialize in.**

**BLS  
data**  **suggests  
I-O is the  
fastest  
growing  
occupation  
in 2014**

**Fastest growing occupations:** 20 occupations with the highest percent change of employment between 2012-22.

*Click on an occupation name to see the full occupational profile.*

OCCUPATION	GROWTH RATE, 2012-22	2012 MEDIAN PAY
<a href="#">Industrial-organizational psychologists</a>	53%	\$83,580 per year
<a href="#">Personal care aides</a>	49%	\$19,910 per year
<a href="#">Home health aides</a>	48%	\$20,820 per year
<a href="#">Insulation workers, mechanical</a>	47%	\$39,170 per year
<a href="#">Interpreters and translators</a>	46%	\$45,430 per year
<a href="#">Diagnostic medical sonographers</a>	46%	\$65,860 per year
<a href="#">Helpers--brickmasons, blockmasons, stonemasons, and tile and marble setters</a>	43%	\$28,220 per year
<a href="#">Occupational therapy assistants</a>	43%	\$53,240 per year
<a href="#">Genetic counselors</a>	41%	\$56,800 per year
<a href="#">Physical therapist assistants</a>	41%	\$52,160 per year
<a href="#">Physical therapist aides</a>	40%	\$23,880 per year
<a href="#">Skincare specialists</a>	40%	\$28,640 per year
<a href="#">Physician assistants</a>	38%	\$90,930 per year
<a href="#">Segmental pavers</a>	38%	\$33,720 per year
<a href="#">Helpers--electricians</a>	37%	\$27,670 per year
<a href="#">Information security analysts</a>	37%	\$86,170 per year
<a href="#">Occupational therapy aides</a>	36%	\$26,850 per year
<a href="#">Health specialties teachers, postsecondary</a>	36%	\$81,140 per year
<a href="#">Medical secretaries</a>	36%	\$31,350 per year
<a href="#">Physical therapists</a>	36%	\$79,860 per year

**Publish Date:** Wednesday, January 8, 2014

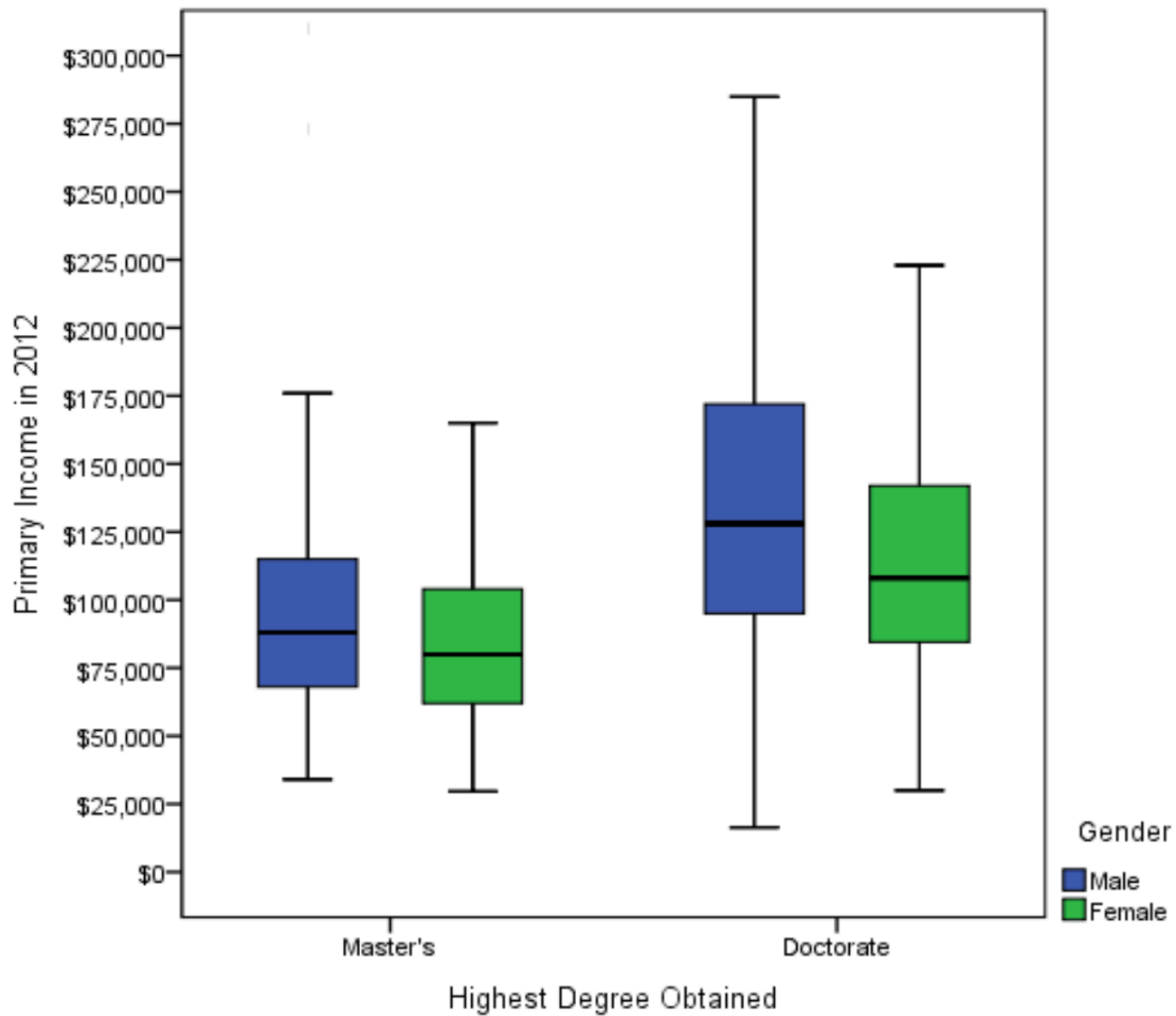
Source: <http://www.bls.gov/ooh/fastest-growing.htm>




# Average Salary

(source: [www.SIOP.org](http://www.SIOP.org))

Starting salary for a Master's degree	\$64,000
Starting median for PhD degree	\$78,000
University professor's median	\$103,000
Private sector median	\$100,000
Highest earners	> \$250,000
Median for all I-O psychologists	\$83,580
Lowest 10%	\$48,780
Highest 10%	\$168,020





**How to become  
an Industrial-  
Organizational  
Psychologist**



# Go to grad school.

Most jobs (but not all) require a masters or doctorate degree in I-O Psychology.

You are more likely to get a job, will be able to do a greater variety of tasks, and are more likely to get promoted if you have a graduate degree. Oh, and you make more money too.

# Applying to Grad School in I-O

- Graduate schools value research experience, leadership experience, and high GPA and GRE scores.
- Look for research opportunities in psychology and business.
- Any experience in statistics will be helpful.
- Work or internships in Human Resources or other business areas are a plus.
- Your personal statement should show that you understand what I-O psychologists do.

# More info

<http://www.siop.org/webinar.aspx>

**So You Want to  
be an I-O  
Psychologist?**

**Graduate School  
and Careers in  
I-O Psychology**





**Download these slides and/or  
apply to be a research assistant**



**LEADERSHIP & CREATIVITY**

---

**RESEARCH LAB**

**Visit us at [www.theLClab.com](http://www.theLClab.com)**