PROGRAM DESCRIPTION

The Kirkpatrick Model comprises the foremost evaluation methodology in the world. In this program, you will learn directly from the Kirkpatricks the true and correct methodology and apply it to an actual program to maximize business results. This course is limited to 30 or fewer participants to ensure you receive personalized attention and the opportunity to participate.

During this program, you will learn the four levels, receive a participant manual filled with examples and templates that you may borrow and adapt to build your own Blended Evaluation™ tools, and gain a complete understanding of what each level measures. You will also explore the reasons why evaluation is critical to training success and hear case studies and success stories from companies that have used the model effectively. You will learn tactics to help you to allocate training resources effectively.

A focus of this program is the exploration of how to ensure that what is learned transfers to on-the-job behaviors. You will learn why training alone is not enough and receive guidance to ensure that what you teach actually gets used on the job.

PERFORMANCE OBJECTIVES

After this program, you will be able to:
♦ Objectively determine where to allocate training resources to create the most business impact
♦ Create an effective program Blended Evaluation™ plan that maximizes business results and minimizes resources employed
♦ Define the critical difference between effective training and training effectiveness
♦ Identify appropriate Blended Evaluation methods and tools for any program

YOUR FACILITATORS

This program is taught by the Kirkpatricks and certified facilitators. Check the program information to see who will be teaching the class you wish to attend.

Jim Kirkpatrick, Ph.D., is the Senior Consultant and co-owner of Kirkpatrick Partners. He is a thought leader in training evaluation and the creator of the New World Kirkpatrick Model.

Using his 15 years of corporate experience, Jim trains and consults for organizations around the world. He is passionate about assisting learning professionals in redefining themselves as strategic business partners.

Wendy Kayser Kirkpatrick is the President and Founder of Kirkpatrick Partners.

Wendy's results orientation stems from over two decades of business experience in retailing, marketing and training. She has held positions as a buyer, product manager, process manager and training manager, which leveraged her ability to organize multifaceted projects and yield rapid results.

Jim and Wendy have co-authored three books, including Training on Trial, and have also served as the subject matter experts for the United States Office of Personnel Management’s Training Evaluation Field Guide: Demonstrating the Value of Training at Every Level.

“Kirkpatrick’s four levels is the best I’ve ever seen in evaluating training effectiveness. It is sequentially integrated and comprehensive. It goes far beyond ‘smile sheets’ into actual learning, behavior changes and actual results, including long-term evaluation. An outstanding model!”

Stephen R. Covey
Author, The 7 Habits of Highly Effective People
KIRKPATRICK FOUR LEVELS® EVALUATION
CERTIFICATION PROGRAM - BRONZE LEVEL

Live Classroom Version

COURSE AGENDA

Pre-Work Packet
♦ Introduction to the New World Kirkpatrick Four Levels®
♦ Real-life case preparation

Day 1
Module 1: Introduction to the Kirkpatrick Model
♦ Purposes of evaluation
♦ The four levels and their history
♦ Effective training vs. training effectiveness

Module 2: Level 4: Results
♦ Level 4 principles, techniques and timing
♦ Defining your Level 4 Results
♦ Leading indicators

Module 3: Level 3: Behavior
♦ Level 3 principles, techniques and timing
♦ Critical behaviors and required drivers

Module 4: Level 2: Learning
♦ Level 2 principles, techniques and timing
♦ Retrospective self-assessment

Module 5: Level 1: Reaction
♦ Level 1 principles, techniques and timing
♦ Formative evaluation methods

Day 2
Module 6: A Purposeful Approach to Training and Evaluation
♦ Prioritizing programs and evaluation resources
♦ Blended Evaluation™ tools

Module 7: Case Studies
♦ Debriefing and application tips

Module 8: Applying Your Knowledge
♦ Creation and presentation of actual evaluation plan
♦ Feedback and tips for refining real-life Blended Evaluation plan begun in class

Module 9: Action Planning
♦ Implementation discussion
♦ Continuing education
♦ Creation of action plan

Follow-Up
♦ Team submission of real-life Blended Evaluation plan for grading
♦ Three months of follow-up modules via email

WHO SHOULD ATTEND
This program is appropriate for all professionals (corporate, government, military, consulting, etc.) who wish to create and implement program evaluation plans.

While there are no prerequisites for this program, prior basic knowledge and some usage of the four levels is highly recommended.

More experienced professionals report that this program teaches them new information they did not know about the four levels and corrects misinformation.

Those who will not create or implement evaluation plans in their work should select a shorter Kirkpatrick program.

PARTICIPANT BONUS
All participants will receive a copy of Bringing Business Partnership to Life, co-authored by Jim and Wendy Kirkpatrick.

This engaging book is the first to introduce the Kirkpatrick Business Partnership Model and the five Kirkpatrick Foundational Principles.

$19.95 value
PARTICIPANT TESTIMONIALS

“This course really opened my eyes on how to get past Level 1 and 2 evaluations and center in on the behaviors and results aspect of making training relevant to the end user, and helping stakeholders realize its importance to mission readiness.”

Bill Hall
Booz Allen Hamilton

“The value that Kirkpatrick training provides pertains not only to evaluation, but to the entire training and instructional design process, making it easier to identify true business needs and provide true business results. It’s a wonderful model!”

Iris Nunn
Nunn Training and Development

“My opinion of the value of evaluation has been changed. I now see how the evaluation process and Kirkpatrick Model are essential to ensuring both a proper start and successful ending to my interventions.”

Denny Ward
People Development Manager

“While this training focused on evaluation, I see this as a process that can be used by anyone responsible for solving other entities' problems or challenges.”

Linda Datcher
U.S. Office of Personnel Management

PROGRAM INCLUDES

All participants will receive:
♦ Pre-work packet
♦ Interaction throughout the program
♦ Workbook including templates, tools and examples
♦ Copy of the book Bringing Business Partnership to Life
♦ Homework assignment
♦ Grading and personalized feedback on Blended Evaluation™ plan submitted by your in-class team
♦ Certificate of completion and Kirkpatrick bronze level certification credential
♦ Virtual badge that you can use to advertise your new credential
♦ The right to add “Kirkpatrick” to your skills in your LinkedIn profile
♦ Three months of follow-up via email
♦ Informal consulting via phone/email for one year from date of certification

CERTIFICATION PROCESS

This program comprises the bronze level, which is the first step in the Kirkpatrick certification process:

- **Bronze Level**
  - Create evaluation plan

- **Silver Level**
  - Execute plan and report results

- **Gold Level**
  - Share plan results or best practices

REGISTRATION & PRICING

Go to kirkpatrickpartners.com.

Click on the Training and Events tab to see complete program information and pricing for this and all other authentic Kirkpatrick programs.
# KIRKPATRICK PROGRAM COMPARISON

## Which program should I choose?

<table>
<thead>
<tr>
<th>Program Features</th>
<th>Four Levels Evaluation</th>
<th>Business Partnership Certificate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Features</strong></td>
<td>Bronze Certification</td>
<td>Certificate</td>
</tr>
<tr>
<td>Audience</td>
<td>All training professionals (except administrative)</td>
<td>All training professionals and students</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Participant limit</td>
<td>30</td>
<td>50</td>
</tr>
<tr>
<td>Delivery format</td>
<td>2 days in person or 5 live online sessions</td>
<td>1 day in person or 3 live online sessions</td>
</tr>
<tr>
<td>Credential earned</td>
<td>Certified</td>
<td>Certificate holder</td>
</tr>
<tr>
<td>ISPI (International Society for Performance Improvement) CPT recertification credits earned</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Pre-work assignment and follow-up</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>New World Kirkpatrick Model</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Training evaluation methods, tools and techniques</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Blended Evaluation™ plan completed</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Actual Blended Evaluation plan completed and submitted for individual feedback and grading</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Kirkpatrick Decision-Making Model to maximize training resource allocation</td>
<td>✓</td>
<td></td>
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<tr>
<td>Informal consulting via phone/email for one year</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Access to certified-only web page</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Exclusive resources and specials</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Eligible to join certified-only community of practice</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Eligible to continue to silver and gold level certification status</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Eligible to upgrade to bronze level certification status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kirkpatrick Business Partnership Model</td>
<td></td>
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<td>Business partnership methods, tools and techniques</td>
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<tr>
<td>Actual business partnership plan completed</td>
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</table>
KIRKPATRICK CERTIFICATION PROCESS

This program forms the foundation for good evaluation. It includes the New World Kirkpatrick program evaluation methodology and related tools. Certification is obtained with a passing grade on a complete Blended Evaluation™ plan.

**Prerequisites:** None

**Contents:**
- Pre-work packet
- Two-day in-person program or five online sessions
- Real-life Blended Evaluation™ plan completion
- Three months of follow-up via email
- One year of informal consulting via email / telephone

**Credential Earned:** Kirkpatrick Certified bronze level status, certificate, virtual badge, ability to use Kirkpatrick licensed materials within your own organization

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This program provides structure and support for program implementation. It serves as a formal checkpoint for program progress and offers an opportunity to modify plans for maximum application and results.

**Prerequisites:** Bronze level certification and a passing grade on a completed four levels program evaluation plan for a program

**Timing:** Just before or during program implementation

**Contents:**
- Plan and status update submitted prior to program
- One-day in-person program or three online sessions
- Peer group and large group conference calls
- One year of informal consulting via email / telephone

When significant program implementation progress has been made (program implementation is complete and results are available), participants prepare and deliver a formal presentation of their program and related results to Kirkpatrick Partners to complete this level of certification.

**Credential Earned:** Kirkpatrick Certified silver level status, lapel pin, certificate, virtual badge and option to be recognized on the Kirkpatrick Partners website

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This level of certification does not include a formal program; it recognizes the accomplishments of true ambassadors of training value in the field.

**Prerequisites:** Silver level certification

**Requirements:** Accomplish one or more of the following describing the program evaluation process, results or best practices in a way that assists other training or business professionals:
- Present at a trade event or to an audience outside of the participant’s own organization
- Publish a written piece in a trade magazine, journal or book

**Credential Earned:** Kirkpatrick Certified gold level status, plaque, virtual badge and option to be recognized on the Kirkpatrick Partners website
FREQUENTLY ASKED QUESTIONS

What is the difference between the Kirkpatrick Four Levels® Evaluation Certificate and Certification Programs?

The certificate program is one day or three online sessions. The certification is two days or five online sessions. All of the content covered in the certificate program is also covered in the certification program, so it is not necessary to take both programs.

The certification program, however, adds the hands-on experience of creating an actual Blended Evaluation™ plan for a program that you select in cooperation with your in-class group. The plan is reviewed by Kirkpatrick Partners to ensure that it is complete and likely to be successful. Certification also includes additional discussion and application activities, a copy of the book *Bringing Business Partnership to Life*, a year of informal consulting via phone or email, and the ability to call yourself Kirkpatrick Certified in your credentials.

If I want to become Kirkpatrick Certified, do I need to complete the bronze, silver and gold levels?

No. You can obtain just bronze level certification; thousands of professionals have done this worldwide and successfully applied their knowledge. Upgrading to silver and gold level certification is always an option at any point in the future.

Do I need to complete bronze level certification to be eligible to attend silver level certification?

Yes. The bronze level program is a prerequisite for silver level certification. The silver level program incorporates work that is completed at the bronze level.

Can I obtain the Kirkpatrick Certified status without taking the program?

Like any degree or credential, completing the program is a requirement to earn the right to call yourself Kirkpatrick Certified.

Does attending these programs certify me to teach the Kirkpatrick methodology?

No. These programs certify you to use the licensed Kirkpatrick templates and materials within your own organization. Kirkpatrick Partners does not currently offer a train-the-trainer program.

MORE INFORMATION

Please contact us if you have questions or wish to discuss which program is right for you.

(770) 683-2846
kirkpatrickpartners.com
inquiries@kirkpatrickpartners.com
WHY GET KIRKPATRICK CERTIFIED?
To Confidently Show the Organizational Results That Your Training Delivers

A chain of evidence shows the organizational value of the entire business partnership effort through quantitative and qualitative data that sequentially connect the four levels and show the ultimate contribution of learning and reinforcement to the business.

Here is our chain of evidence showing the value that over 2000 Kirkpatrick certified professionals are bringing to their organizations by applying what they learn in the Kirkpatrick Four Levels® Evaluation Certification Program.

**LEVEL 1:** To what degree participants react favorably to the learning event

Participant reaction to the program is favorable:

**93% of participants would recommend the Kirkpatrick certification program to others.**

**LEVEL 2:** To what degree participants acquire the intended knowledge, skills and attitudes based on their participation in the learning event

Participants in the Kirkpatrick certification program have their knowledge checked during interaction throughout the class.

Participants demonstrate their skill by creating a four levels evaluation plan for a program of their choice. They must receive a passing grade on the plan to obtain certification.

Participant confidence to apply this knowledge to their work increases by 79% during the two-day program:

**Confidence to Evaluate Programs to the Appropriate Level**

![Confidence Chart]

Mean Confidence

- Before the program: 2.27
- After the program: 4.06

Rating Scale

1 = little or no confidence
5 = very high confidence

**PARTICIPANT COMMENTS**

“This was a great experience and will definitely help me move forward in my evaluation projects. I only wish I could have brought my whole office with me to save me the time explaining what’s going to change now!”

Angela Hancock, SAIC

“A lot of the time I’m asked to create an e-learning course to ‘save money’, which I can do. However, the Kirkpatrick Model will help me to prove it will do a lot more than save travel costs!”

Claire Teasdale, Virgin Active

“Love the New World Kirkpatrick Model! It applies to rapidly changing industry, and allows for flexibility within a framework.”

Rose Holiday, S.C. Johnson

Source: TEMPO system tabulation of program evaluation forms collected from March 2010 to November 2012; participant ratings of 8 or higher on a 10-point scale
LEVEL 3: To what degree participants apply what they learned during training when they are back on the job

The greatest training in the world is of little value if it does not get applied on the job. Kirkpatrick Partners is proud of the application rate reported by graduates:

96% of program graduates use or apply the information and tools they obtained from the program.

Graduates also report that they evaluate more programs deemed important by their organizations:

GRADUATE COMMENTS

I immediately produced a new evaluation tool.

I use the levels not just for training, but in all projects with which I am involved or leading.

The program showed me a different way to evaluate how to gather metrics and really get down to how to improve continued learning.

We have not only been able to show ROE at our company, but have developed a consistent way to improve our training.

LEVEL 4: To what degree targeted outcomes occur as a result of learning event(s) and subsequent reinforcement

Kirkpatrick certified professionals have created business-level results by applying what they learned during the program. Here is a sampling from bronze, silver and gold level graduates in public and private sector organizations:

♦ A major U.S. healthcare organization reduced medical errors from 1.5 to 0.5 defects per unit in a three year period as a result of an electronic medical records implementation initiative. This improved patient safety and Medicare reimbursement rates.

♦ A U.S. federal government agency maintained key strategic outcomes while reducing training costs by 50%.

♦ A U.K.-based convenience foods manufacturer is saving 600 pounds per week in one department through actions resulting from the Capability for Growth initiative. The best practice is being replicated across 14 other production lines.

♦ A European commercial deep ocean shipping corporation cut formal training costs by 85% over five years while increasing on-time deliveries.

♦ An international airline reduced call center complaints by 60% and met or exceeded service level standards for 5 months through close partnership between the learning academy and business units.