

# Host a Kirkpatrick 50th Anniversary Program

## Program #1 50 Years of the Kirkpatrick Four Levels

The Kirkpatrick Four Levels turn 50 this year! Come hear from creator Don Kirkpatrick, the story of how they came to be and how they have evolved.

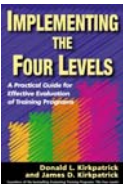
In this 3 hour workshop, Don will discuss:

1. How the four levels came to be and the 50 year timeline
2. Are the "Four Levels" out of date
3. Ten requirements for an effective training program
4. Why evaluate
5. Start with Level 4 in the planning
6. Guidelines for each level
7. Examples and case studies for each of the four levels
8. How to get managers "on board" to help learners implement learning on the job and help to evaluate levels 3 and 4
9. How to use the chain of evidence to demonstrate ROE (Return on Expectations)



In this session, several participants will be asked in advance to tell how they have implemented a training program using one or more of the Four Levels and Don will critique them.

## Extra



If organizations desire, Don will provide copies of the latest book, *Implementing the Four Levels*, for sale and autographing.

## Program #2 Managing Change

This timely 90-minute session addresses the common reactions to change and what to do about them. The main reasons why employees resent and resist change are uncovered. Three keys for obtaining acceptance and support are shared and discussed.



Participants will come away with practical tips on how to proactively manage change, not be at its mercy. Based on his book by the same name, this is a valuable program for all HRD professionals and their business partners in this changing economic climate. It would be a good program to which to invite managers because much of the content is aimed at them.

After this session, attendees will be able to:

1. Identify common reasons that employees resent and resist change.
2. Understand how managers are involved in the process.
3. Obtain acceptance and support of the transfer of Learning to Behavior.

## Recent Testimonials

*Dr. Don Kirkpatrick spoke on Performance Appraisal and Coaching at our chapter. The response to this event was tremendous. We had 75 registered participants and had to turn some away due to the limited seats available.*

*Comments on the program evaluations included praise for Dr. Kirkpatrick's insight on survey tool concepts, humor, and skill as an entertaining speaker.*

Susan M. Kerr, MA Ad Ed  
VP of Professional Development  
Wisconsin South Central ASTD Chapter

*Don Kirkpatrick did a session for our chapter consisting of two topics: Evaluating a Training Program: The Four Levels and How to Manage Change. Both programs were received well by our 97 attendees. Our chapter made a profit of \$5730. I would highly recommend this program to other chapters.*

Suma Elwell  
VP Professional Development  
Madison, Wisconsin ASTD Chapter

