

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.

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

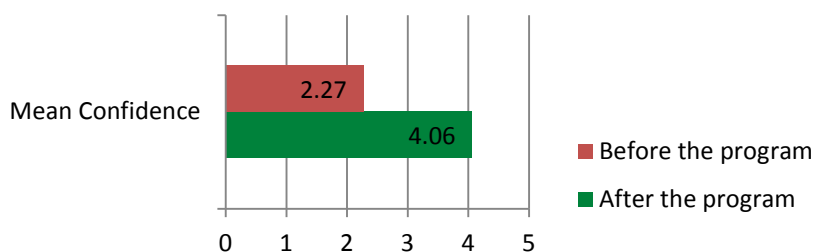
LEVEL 2: To what degree participants acquire the intended knowledge, skills and attitudes based on their participation in the learning event

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



Rating Scale
1 = little or no confidence 5 = very high confidence

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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

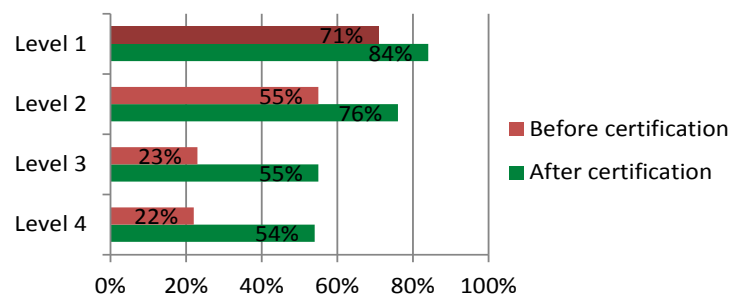
I immediately produced a new evaluation tool.

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.

Percentage of Programs Deemed "Important" Measured at Each Level



(Source: 90-day anonymous post-program survey data, 2012)

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 1,000 Euros 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.