PROGRAM DESCRIPTION

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

During this course, 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 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 the Kirkpatrick Decision-Making Model to help you to allocate training resources effectively.

A unique feature of this course 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.

YOUR FACILITATORS

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

Jim Kirkpatrick, Ph.D., is a Senior Consultant for Kirkpatrick Partners.

Jim consults for top organizations all over the world, including Harley-Davidson, Booz Allen Hamilton, L’Oreal, Indiana University Health, Ingersoll Rand, U.S. Armed Forces, Emirates Aviation and numerous U.S. government agencies.

Jim has co-authored three books on evaluation with his father, Don, the creator of the Kirkpatrick Model.

Wendy Kayser Kirkpatrick is the President of Kirkpatrick Partners.

Wendy applies her skills as a certified instructional designer and expert facilitator to lead companies to measurable success.

Wendy draws on two decades of experience in retail, marketing and training to make her work relevant and impactful with measurable results.

Jim and Wendy have co-authored three books: Kirkpatrick Then and Now, Training on Trial and The Brunei Window Washer: Bringing Business Partnership to Life.

PERFORMANCE OBJECTIVES

After this session, you will be able to:
♦ Objectively determine where to allocate training resources to create the most business impact
♦ Create an effective program evaluation plan that maximizes business results and minimizes resources employed
♦ Define the critical difference between effective training and training effectiveness
♦ Evaluate programs using appropriate Kirkpatrick Model tools

“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
**COURSE AGENDA**

**Pre-Work Packet**  
♦ The Kirkpatrick Model: A Brief Introduction  
♦ Real-life case preparation  

**Day 1 (3 hours)**

**Module 1: Introduction to the Kirkpatrick Model**  
♦ Purposes of evaluation  
♦ The four levels  
♦ History of the four levels  

**Module 2: Levels 1 and 2: Effective Training**  
♦ Effective training vs. training effectiveness  
♦ Principles and timing  
♦ Evaluation methods, tools and techniques  

**Day 2 (3 hours)**

**Module 3: Levels 3 and 4: Training Effectiveness**  
♦ Principles and timing  
♦ Evaluation methods, tools and techniques  

**Module 4: Evaluating with Purpose**  
♦ Hybrid evaluation tools  
♦ Creating an evaluation plan  

**Module 5: Bringing the Kirkpatrick Model to Life**  
♦ Case example  
♦ Homework assignment  

**Day 3 (1½ hours)**

**Module 5: Bringing the Kirkpatrick Model to Life (continued)**  
♦ Case study debriefing  
♦ Application tips  

**Module 6: Your Formula for Success**  
♦ Knowledge, attitude, confidence and commitment  

**Day 4 (2½ hours)**

**Module 7: The Kirkpatrick Decision-Making Model**  
♦ 5 steps to effective training resources decisions  

**Module 8: Case Study Analysis**

**Module 9: Applying Your Knowledge**  
♦ Guidelines for creating individual evaluation plans  
♦ Tips for refining individual evaluation plans  

**Day 5 (2½ hours)**

**Module 9: Applying Your Knowledge (continued)**  
♦ Evaluation plan presentations and feedback  
♦ Tips for refining individual evaluation plans  

**Module 10: Action Planning**  
♦ Implementation discussion  
♦ Continuing education  
♦ Creation of action plan  

**Follow-Up**  
♦ Submission of individual evaluation plans for grading  
♦ One month of weekly follow-up modules via email  

**WHO SHOULD ATTEND**

This program is appropriate for all professionals who wish to create program plans that maximize organizational value while minimizing resources employed, and to demonstrate that value to key stakeholders.  

Participants come from corporations, government agencies, military branches, training companies and consulting firms. There are no prerequisites for this program. More experienced professionals report that this program teaches them new information they did not know about the four levels and corrects misinformation.  

**PARTICIPANT BONUS**

All attendees will receive a copy of *Kirkpatrick Then and Now*, co-authored by Jim and Wendy Kirkpatrick.  

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

$19.95 value
RECENT 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

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

Rose Holiday
S.C. Johnson

PROGRAM INCLUDES

All participants will receive:
♦ Pre-work packet
♦ Interaction throughout the program
♦ Workbook including templates, tools and examples
♦ Copy of the book *Kirkpatrick Then and Now*
♦ Homework assignment
♦ Grading and personalized feedback on individual evaluation plan
♦ Certificate of completion and bronze level certification credential
♦ Four weeks 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](http://kirkpatrickpartners.com).
Click on the *Training and Events* tab to see complete program information and pricing for this and all other authentic Kirkpatrick programs.

This program meets the requirements for 12 CPT points to recertify as a Certified Performance Technologist (CPT).

For more information on the CPT program, visit [ispi.org](http://ispi.org).
KIRKPATRICK® ONLINE PROGRAMS

WHAT TO EXPECT

LIVE WITH THE KIRKPATRICKS

Kirkpatrick online programs are facilitated by Jim and Wendy Kirkpatrick. One or both of them will lead each session.

Programs are live, not recorded. You should plan to attend the programs at the scheduled time so that you can participate in the interactive sessions and gain the most benefit from your investment.

Participants must be present for at least one of the live sessions to earn their certificate or certification. If a session must be missed, we will send you a recording that is viewable for 30 days.

If a registrant must reschedule and attend a later course, a $100 fee will apply. A substitute may be sent in place of the original registrant at no additional charge.

INTERACTION DURING THE COURSE

The majority of the interaction during the courses occurs via "chat" by typing responses to questions into a window on the screen. This allows all participants to share their ideas on discussion topics. There are also polling questions throughout the course.

Verbal participation for those who are able is welcome at any time throughout the program. If verbal participation is not convenient, there is a chat window visible at all times to type in questions or comments.

Group discussions tend to result in technical difficulties, such as very loud background noise and some participants experiencing difficulty hearing. For these reasons, verbal discussions are kept to a minimum.

COURSE MATERIALS

This course includes:

♦ Live online sessions via the Internet
♦ Downloadable .pdf course manuals
♦ Downloaded pre-work packet
♦ Homework assignments between sessions
♦ Five follow-up modules via email

You will NOT receive a copy of the entire course content, PowerPoint presentation or all of the session recordings.

AUDIO / VISUAL REQUIREMENTS

The visual portion of the program is accessed using a high-speed internet connection.

Sound can be accessed in two ways: via telephone with a local toll number for many parts of the world, or via VoIP (sound over your computer).

♦ Sound via phone is clearer and more reliable if it is available in your area.
♦ A computer headset is highly recommended if you opt to access sound over the computer.
♦ Sound over the computer is free but tends to have more interruptions that are inherent to the Internet.

CREDENTIALS EARNED

Participants in the Kirkpatrick Four Levels® Evaluation Certification Program will earn the right to say that they are both Kirkpatrick certificate holders and are Kirkpatrick bronze level certified.

Both of these designations mean you have the right to use the authentic Kirkpatrick materials contained in the course manuals within your organization. You may also duplicate and share the materials with other employees of your organization and informally teach your co-workers key principles and concepts.

If you are an independent contractor or work with clients outside of your company, this means you may use the Kirkpatrick method in your work, but you may NOT teach it or distribute course materials or trademarked graphics and images to clients.

At this time, Kirpatrick Partners does not offer a train-the-trainer program.

REGISTRATION

Every individual who plans to watch or participate in this program must be registered.

If three or more participants from your organization plan to attend, you may take advantage of group registration discounts of 20-25%.
# KIRKPATRICK PROGRAM COMPARISON

## Which program should I choose?

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

This program forms the foundation for good program evaluation. It includes the New World Kirkpatrick program evaluation methodology and related tools. Certification is obtained with a passing grade on a complete program evaluation plan for a program of the participant’s choosing. Continuing to silver and gold certification is optional.

**Prerequisites:** None

**Contents:**
- Pre-work packet
- Two-day in-person program or five online sessions
- Personal evaluation plan completion
- Four follow-up modules via email
- One year of informal consulting via email / telephone

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

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**ONE-DAY PROGRAM**

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 progress on program implementation

**Timing:** Typically 3-6 months after bronze level certification

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

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**FINAL PRESENTATION**

Participants prepare and deliver a formal presentation of their program and related results to Kirkpatrick Partners to complete this level of certification.

**Prerequisites:** Significant progress on implementation of program plan, including preliminary Level 4 results

**Timing:** 6+ months after bronze level certification

**Credential Earned:** Kirkpatrick Certified silver level status, lapel pin, certificate

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This level of certification recognizes the accomplishments of true ambassadors of training value.

**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
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 your own four levels evaluation plan for a program of your choice. 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 *Kirkpatrick Then and Now*, 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

(443) 856-4500
kirkpatrickpartners.com
information@kirkpatrickpartners.com

Join the discussion and receive the latest news by following Kirkpatrick Partners on your favorite social media network:
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](image)

**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.