Hidden Treasures

To seek is to understand and the key to understanding is hidden in a treasure trove of data that can be gathered and assimilated to provide direction for improvement and growth throughout our organization. The Kirkpatrick Four Levels® Evaluation Certification Program is a unique opportunity to place the Blended Evaluation tools we use today under the microscope with the guidance of industry experts. As a recipient of the 2015 Don Kirkpatrick Scholarship, I will use the skills, training, and feedback received to enhance and improve our organizations Learning & Development training and evaluation processes. My success in the Kirkpatrick program would mean a better overall experience for the learner, where they feel more confident and a greater satisfaction. This in turn, will lead to better service, happier customers, and higher revenues for the business.

Our current 3 Touch Plus evaluation model was adapted from the Kirkpatrick Four Levels® Evaluation model and developed in partnership with operations. Our evaluation tools include a training exit survey, a 4-week post evaluation survey of each participant and the participant’s manager. The survey questions focus on three key elements, which include the effectiveness of the trainer, the training tools/environment, and the preparation for performing business specific skills and meeting Key Performance Indicators (KPI). Additionally, we incorporated a Net Promotor Score indicator question to measure participant satisfaction with the overall training experience.

The 3 Touch Plus evaluations have been integrated into our New Hire Training. The surveys are used to measure participant satisfaction, participant involvement in the learning experience, the degree participants were able to apply the learned skills in “on the job training”, and the degree that the acquired skills & knowledge from training prepared the participant to meet performance standards of the business metrics. Participant feedback directly influences improvements to training tools and facilitation methods. To date, we have successfully reported four quarters of aggregated visual data results to learning &
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development management and business partners. Additionally, the participant feedback gathered is being used to drive enhancements to training materials, tools, and facilitation methods. We are exploring opportunities to extend the New Hire evaluation into post-training productivity and effectiveness measurement reporting as well.

The Kirkpatrick certification training course will be a great opportunity to infuse the Kirkpatrick methodology into our 3 Touch Plus evaluation process and take it to the next level. I would like to expound on our New Hire results by identifying the impact the New Hire training enhancements, which resulted from the New Hire 3 Touch Plus evaluation feedback. I intend to conduct a comparison analysis of the in-class skill assessment and 3 Touch Plus survey results from two comparable New Hire training participant groups, pre and post enhancement. As well as, I plan to compare participant key performance metrics at 4-weeks post training. I hope to not only show improved productivity results, which can be translate to a financial return on investment, but also show an overall improvement of participant satisfaction and acquired knowledge.

With effective exploration of participant and business KPI data, Learning & Development will be better equipped to make strategic improvements and provide valuable training directives to drive associate development with a customer centric initiative. The goal of our Analytics team is to extend the use measurement and evaluation to all training and leadership development programs. The Kirkpatrick 4-level model has been the base of our evaluation process, and I look forward to the opportunity to enrich our process with a more in-depth understanding of the Kirkpatrick methodology.