The Kirkpatrick® New World Edition of
Metrics that Matter®

Knowledge Advisors

METRICS THAT MATTER

Kirkpatrick Partners
The One and Only Kirkpatrick®
The Kirkpatrick® New World Edition of Metrics that Matter® is an automated, end-to-end learning and performance management system. With this system, your organization can create and execute evaluation plans that demonstrate the organizational value of mission-critical initiatives and streamline the necessary evaluation of all of your other programs.

Bringing together the world-renowned Kirkpatrick methodology from Kirkpatrick Partners and award-winning technology from KnowledgeAdvisors, this system combines the best and most comprehensive training evaluation model with the most powerful talent analytics platform in the world. It allows you to analyze the impact of your learning and performance programs and maximize the return on your stakeholders’ expectations.

About the Kirkpatrick Model
The Kirkpatrick Model is the industry standard for measuring the organizational value of training. It was created in the 1950s by Dr. Donald Kirkpatrick as the subject of his Ph.D. dissertation, which addressed a genuine need to measure the value of the supervisor training he was conducting at the University of Wisconsin. Since then, the model has been used to evaluate all types of training programs worldwide.

The four levels in the Kirkpatrick Model—reaction, learning, behavior, and results—have stood the test of time in their powerful simplicity.

Return on Expectations
The Kirkpatrick Model forms the basis of creating return on expectations (ROE) by demonstrating what a successful training initiative should deliver to key business stakeholders. This definition assumes that business stakeholders expect a significant contribution from learning efforts to the highest-level organizational results (i.e., profitability and mission accomplishment). The output is a powerful chain of evidence that tells a story of value using both quantitative and qualitative data to connect training to the highest-level results.

About Metrics that Matter®
Metrics that Matter® is a powerful analytics system used by the world’s leading talent and learning professionals to measure and improve their talent development programs.

Five Training Hall of Fame organizations, five recent CLOs of the Year, 4 of 5 Best Places to Work, all of the Big Five accounting firms, the 2013 Best Overall Corporate University, and over 500 clients around the world employ this invaluable system.

As its primary feature, Metrics that Matter® boasts an analytic toolset that includes world-class reporting and valuable comparative benchmarks to empower data-driven decision-making and help organizations optimize their learning investments.
The four levels in the Kirkpatrick Model—reaction, learning, behavior, and results—have stood the test of time with their powerful simplicity.

<table>
<thead>
<tr>
<th>Level 1: Reaction</th>
<th>Level 2: Learning</th>
<th>Level 3: Behavior</th>
<th>Level 4: Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>To what degree participants react favorably to the learning event</td>
<td>To what degree participants acquire the intended knowledge, skills, and attitudes based on their participation in the learning event</td>
<td>To what degree participants apply what they learned during training when they are back on the job</td>
<td>To what degree targeted outcomes occur, as a result of learning event(s) and subsequent reinforcement</td>
</tr>
</tbody>
</table>

How Metrics that Matter® Automates the Kirkpatrick Model

The Kirkpatrick® New World Edition of Metrics that Matter® guides users through the three stages of a program to create and execute a complete evaluation plan encompassing all four levels of the Kirkpatrick Model.

The system captures ongoing and terminal quantitative and qualitative data at each level. Integrated, easy-to-understand dashboards keep managers and stakeholders apprised of progress so they can monitor and maximize performance. Powerful reporting options simplify the sharing of results across your organization.

Consulting Offerings

Kirkpatrick Partners and KnowledgeAdvisors offer a complete suite of consulting services, from a fully outsourced offering to coaching and individual consulting on your training evaluation strategy.

We also offer project-based services, from developing evaluation plans to implementing learning and performance initiatives.

Rely on certified professionals with decades of combined experience from within the largest organizations in the world to help you develop and implement a successful approach to learning analytics.
About Kirkpatrick Partners

Kirkpatrick Partners is proud to be The One and Only Kirkpatrick® company, and the only provider of authentic Kirkpatrick products and programs. The company carries on the work of Don Kirkpatrick, Ph.D., and the Kirkpatrick Model. Kirkpatrick Partners offers training, consulting, impact studies, books and other written resources on the Kirkpatrick Model and related concepts.

For more information, contact Kirkpatrick Partners at (443) 856-4500 or information@kirkpatrickpartners.com

Visit us online @ www.kirkpatrickpartners.com.

About KnowledgeAdvisors

Knowledge Advisors is the world’s leading provider of analytics solutions for talent development professionals. Our cloud-based talent analytics platform Metrics that Matter® helps businesses significantly improve the business impact of their talent development programs, and our consulting team provides measurement strategies to help optimize investments in human capital.

For more information, contact KnowledgeAdvisors at +1 800 561 3341 (within the US), +1 312 676 4400 (worldwide), or by email at sales@knowledgeadvisors.com.

Visit us online @ www.knowledgeadvisors.com.