

KIRKPATRICK FOUR LEVELS® EVALUATION

CERTIFICATE PROGRAM

Live Classroom Version

PROGRAM DESCRIPTION

The Kirkpatrick Model comprises the foremost evaluation methodology in the world. In this program, you will learn directly from the Kirkpatricks the true and correct methodology and how to apply it to maximize the business results from your training initiatives.

Level 4: Results

Level 3: Behavior

Level 2: Learning

Level 1: Reaction

During this program, 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 Blended Evaluation™ is critical to training success and hear case studies and success stories from companies that have used the model effectively. You will learn not only how to evaluate, but why and to what degree.

A unique feature of this program 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 make sure that what you teach actually gets used on the job.

You will finish an action-packed, interactive program by creating a plan to ensure that your own learning transfers to on-the-job behaviors.

PERFORMANCE OBJECTIVES

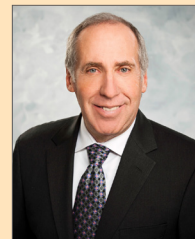
After this session, you will be able to:

- ◆ Explain the elements of an effective program **Blended 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 **Blended Evaluation** tools

YOUR FACILITATORS

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

Jim Kirkpatrick, Ph.D., is the Senior Consultant and co-owner of Kirkpatrick Partners. He is a thought leader in training evaluation and the creator of the New World Kirkpatrick Model.



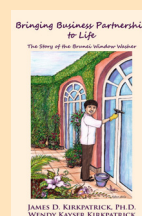
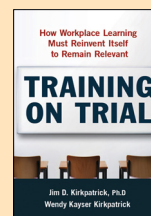
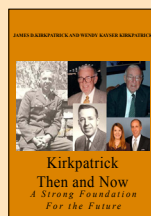
Using his 15 years of corporate experience, Jim trains and consults for organizations around the world. He is passionate about assisting learning professionals in redefining themselves as strategic business partners.

Wendy Kayser Kirkpatrick is the President and Founder of Kirkpatrick Partners.



Wendy's results orientation stems from over two decades of business experience in retailing, marketing and training. She has held positions as a buyer, product manager, process manager and training manager, which leveraged her ability to organize multifaceted projects and yield rapid results.

Jim and Wendy have co-authored three books, including *Training on Trial*, and have also served as the subject matter experts for the United States Office of Personnel Management's *Training Evaluation Field Guide: Demonstrating the Value of Training at Every Level*.



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COURSE AGENDA

Pre-Work Packet

- ◆ Introduction to the New World Kirkpatrick Four Levels®

Program

Module 1: Introduction to the Kirkpatrick Model

- ◆ Purposes of evaluation
- ◆ The four levels and their history
- ◆ Effective training vs. training effectiveness

Module 2: Level 4: Results

- ◆ Level 4 principles, techniques and timing
- ◆ Defining your Level 4 Results
- ◆ Leading indicators

Module 3: Level 3: Behavior

- ◆ Level 3 principles, techniques and timing
- ◆ Critical behaviors and required drivers

Module 4: Level 2: Learning

- ◆ Level 2 principles, techniques and timing
- ◆ Retrospective self-assessment

Module 5: Level 1: Reaction

- ◆ Level 1 principles, techniques and timing
- ◆ Formative evaluation methods

Module 6: Action Planning

- ◆ Implementation discussion
- ◆ Continuing education

Follow-Up

- ◆ Two resource-packed follow-up modules via email

WHO SHOULD ATTEND

This program is appropriate for all professionals who wish to understand how an effective program evaluation plan will maximize organizational value while minimizing resources employed, and 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.

Professionals responsible for creating and executing program evaluation plans should consider the Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level, which covers all information in this certificate program plus the creation of an actual program evaluation plan.

Professionals who require only an understanding of the Kirkpatrick Model should select a shorter Kirkpatrick program.



**International Society for
Performance Improvement**
WHERE KNOWLEDGE
BECOMES KNOW-HOW

This program meets the requirements for 6 CPT points to recertify as a Certified Performance Technologist (CPT).

For more information on the CPT program, visit ispi.org.

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RECENT TESTIMONIALS

“The Kirkpatrick training was so very valuable in aiding my understanding of program evaluation. I now feel that I can better develop evaluation tools and analyze the results more efficiently, as well as utilize data to improve our training program at the Center for Domestic Preparedness.”

Beverly Flint
Center for Domestic Preparedness

“Anyone with training, learning and development responsibility can make a massive difference to the organizations and people they serve if they use the Kirkpatrick Model fully. I will not take on any future project without it.”

Ane Auret
Touchpoint

“Love the course book provided; it will be a great aid to helping us implement the learned material. I hope we do more Kirkpatrick courses in the future.”

Katherine de Repentigny
DriveWise

“I have tangible ideas to apply to my everyday job. I gained encouragement to progress my work in the evaluation field, past the current status quo.”

Jason Whaley
U.S. Army Military Intelligence School

“This was one of the most valuable training sessions I’ve attended in quite some time. The information was well-written and very well-presented. The course format was perfectly combined to ensure a successful learning experience for all participants.

It’s quite clear that Kirkpatrick Partners is a group that honestly practices what they preach as evidenced by the perfect balance of information, real-life examples and group discussion in this course.”

Diana Myers
OASIS

PROGRAM INCLUDES

All participants will receive:

- ◆ Pre-work article
- ◆ Interaction throughout the program
- ◆ Workbook including templates, tools and exercises
- ◆ Certificate of completion
- ◆ Two weeks of follow-up via email

OTHER OPTIONS

The Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level is also available.

This two-day program covers all the material in the certificate program, in addition to hands-on experience with an actual program evaluation plan. Certification also includes the Kirkpatrick Decision-Making Model for allocating training resources.



REGISTRATION & PRICING

Go to kirkpatrickpartners.com.

Click on the [Training and Events](#) tab to see complete program information and pricing for this and all other authentic Kirkpatrick programs.

MORE INFORMATION

(443) 856-4500

kirkpatrickpartners.com

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KIRKPATRICK PROGRAM COMPARISON

Which program should I choose? Program Features	Programs		
	Four Levels Evaluation		Business Partnership Certificate
	Bronze Certification	Certificate	
Audience	All training professionals (except administrative)	All training professionals and students	Higher-level training professionals
Prerequisites	None	None	None
Participant limit	30	50	30
Delivery format	2 days in person or 5 live online sessions	1 day in person or 3 live online sessions	1 day in person
Course materials	Course manual, <i>Bringing Business Partnership to Life</i> book	Course manual	Course manual
Credential earned	Certified	Certificate holder	Certificate holder
ISPI (International Society for Performance Improvement) CPT recertification credits earned	12	6	6
Pre-work assignment and follow-up	✓	✓	✓
New World Kirkpatrick Model	✓	✓	
Training evaluation methods, tools and techniques	✓	✓	
Blended Evaluation™ plan completed	✓	✓	
Actual Blended Evaluation plan completed and submitted for individual feedback and grading	✓		
Kirkpatrick Decision-Making Model to maximize training resource allocation	✓		
Informal consulting via phone/email for one year	✓		
Access to certified-only web page	✓		
Exclusive resources and specials	✓		
Eligible to join certified-only community of practice	✓		
Eligible to continue to silver and gold level certification status	✓		
Eligible to upgrade to bronze level certification status		✓	
Kirkpatrick Business Partnership Model			✓
Business partnership methods, tools and techniques			✓
Actual business partnership plan completed			✓