

# KIRKPATRICK® STRATEGIC EVALUATION PLANNING

## CERTIFICATE PROGRAM

Live Classroom Version

### PROGRAM DESCRIPTION

The Kirkpatrick Model represents more than just training evaluation. It forms the framework for the Kirkpatrick Business Partnership Model, a holistic process that creates, delivers and demonstrates training value.

In this program, you will learn how to build business partnerships and create collaborative plans to maximize business impact through all phases of the training and performance process.

In this program, you will study worldwide best practices and share your own experiences in an interactive, conversational environment. You will use your own programs for application activities, so actual work gets completed during the session. Attendance is limited to 30 to ensure that you receive personalized attention.



Particular attention is given to business acumen and speaking the language of the business when making your case for training resources and support.

You will receive a workbook containing templates, samples and tools that will enable you to apply what you learned to all future programs within your company.

### PERFORMANCE OBJECTIVES

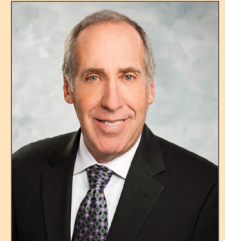
After this session, you will be able to:

- ◆ Identify key functional areas with which to build strategic and functional partnerships
- ◆ Systematically determine the time, money and other resources required from each functional area for an initiative
- ◆ Plan initiatives and follow-up that will maximize business impact

### 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.



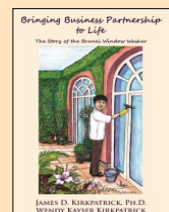
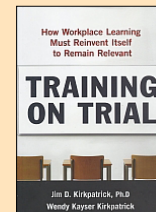
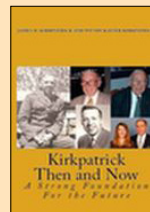
Using his 15 years of corporate experience, Jim trains and consults for organizations around the world. He is passionate about assisting learning professionals in redefining themselves as strategic business partners.

**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*.



02/2016

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### COURSE AGENDA

#### Pre-Work Packet

- ◆ Pre-reading
- ◆ Real-life case preparation

#### Program

##### Module 1: Introduction to Business Partnership

- ◆ Kirkpatrick Business Partnership Inventory
- ◆ The Kirkpatrick Model

##### Module 2: Kirkpatrick Foundational Principles

- ◆ Best practice interview

##### Module 3: The Kirkpatrick Business Partnership Model

##### Module 4: Case Study Analysis

##### Module 5: Bringing Business Partnership to Life

- ◆ Business Initiative Discussion Planning Form

##### Module 6: Your Formula for Success

#### Follow-Up

- ◆ Participants will receive follow-up modules via email



### WHO SHOULD ATTEND

This is an intermediate to advanced program in that it is designed for business managers and leaders who would benefit from building partnerships.

The program is appropriate for training managers and directors, HR managers and directors, instructional design leads, leaders of training-related initiatives, training consultants, training contractors and providers, and business leaders and executives.

Participants who attend with their key business partners obtain maximum business results.

There are no prerequisites for this program.

### PROGRAM INCLUDES

All participants will receive:

- ◆ Pre-work packet
- ◆ Interaction throughout the program
- ◆ Participant manual filled with activities, applications, templates and examples
- ◆ Certificate of completion
- ◆ Follow-up via email



**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](http://ispi.org).

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### PARTICIPANT TESTIMONIALS

“Since the program we have changed our entire way of thinking about results and begun to ask Senior Leadership to articulate their expectations before we begin our training intervention.”

Steve Powell  
Healthcare Team Training, Inc.

“Your session brought clarity to the sometimes confusing issue of evaluation. Your explanation of the four levels enabled our team to develop and implement strategies to show the impact of learning and organizational development initiatives.”

Paul Baldwin  
Printpack, Inc.

“I have leveraged the Kirkpatrick principles and practical techniques of four level evaluation and the business partnership model that Jim has taught us, resulting in a history of significant, positive impact to the bottom line.”

Michael Woodard  
Georgia-Pacific Consumer Products

“Brilliantly executed workshop with immediate relevance to the strategic work of leaders throughout the federal sector.”

Marie Westbrook  
FDIC

“Jim’s style was engaging and challenging with useful stories and anecdotes. Anyone interested in demonstrating and delivering value in their role would gain from participating in this program. It’s rare to complete a program and feel you get immediate tools to apply and add value in your role - on this program, I got exactly that.”

Alison Walsh  
Enterprise Ireland

“Worth its weight in gold - fulfilled my ROE. I would do it again. Excellent presentation style.”

Ray Walsh  
Enterprise Ireland

### OTHER OPTIONS

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

This two-day program logically follows the Kirkpatrick® Strategic Evaluation Planning Certificate Program with full education on how to implement the four levels.

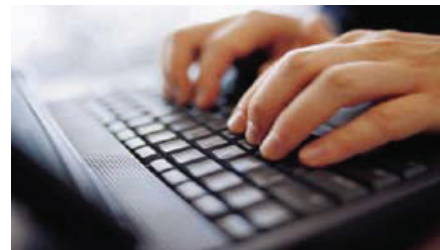
Your team might also consider attending a Getting to Kirkpatrick® Levels 3 and 4 keynote to learn tactics for structuring initiatives so they enhance on-the-job performance and impact the bottom line.



### 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.



### MORE INFORMATION

(443) 856-4500

[kirkpatrickpartners.com](http://kirkpatrickpartners.com)

[information@kirkpatrickpartners.com](mailto:information@kirkpatrickpartners.com)

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



# KIRKPATRICK PROGRAM COMPARISON

Which program should I choose?  Program Features	Programs		
	Four Levels Evaluation		Strategic Evaluation Planning
	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			✓