

# KIRKPATRICK® IMPACT STUDIES

## TRAINING IS ON TRIAL

Business and government stakeholders are demanding evidence that training significantly impacts to the bottom line.

Kirkpatrick experience and best practice research will provide the evidence you need in the form of a Kirkpatrick® Practitioner Business Impact Study.

The worldwide experts in training evaluation will take a deep and honest look at one or two of your current training programs. Practical, comprehensive feedback to improve the content and demonstrate the organizational value will be provided in a ready-to-share presentation.

The presentation is in plain language that all professionals can understand, and includes improvements that can be applied to not just the programs in the study, but future programs as well.



### The impact study will:

- ◆ Showcase bottom-line impact from quantitative and qualitative perspectives
- ◆ Identify factors that led to program success
- ◆ Uncover and address opportunities for improvement
- ◆ Create a compelling chain of evidence showing the value of your program(s)
- ◆ Provide a pilot to develop your own customized, comprehensive evaluation methodology

## IMPACT STUDY LEADER

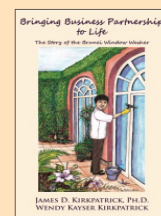
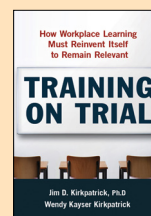
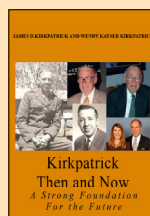
*Jim Kirkpatrick and a qualified team of Kirkpatrick Certified Consultants will complete your impact study.*

**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. He has co-written three books with his wife, Wendy: *Kirkpatrick Then and Now* (2009 Kirkpatrick Publishing), *Training on Trial* (2010 AMACOM Books) and *Bringing Business Partnership to Life* (2013 Kirkpatrick Publishing).



## THE KIRKPATRICK DIFFERENCE

Kirkpatrick impact studies are based on the foremost training evaluation model in the world, the Kirkpatrick Model, created by Dr. Don Kirkpatrick in the 1950s.

We apply the timeless principles Don created 50 years ago and add modern components for a comprehensive approach.

**While many consultants base their work on the Kirkpatrick Model, we ARE the Kirkpatricks!**

# KIRKPATRICK® IMPACT STUDIES

## IMPACT STUDY PROCESS

Kirkpatrick Partners will work with you and your organization in the following way to create your custom impact study:

- ◆ Conduct an on-site visit to clarify intent and select the appropriate programs for the study
- ◆ Create a mutually agreed-upon plan to evaluate the selected program(s), including methods and tools for all four Kirkpatrick levels. This step also will include limited but targeted involvement of the program sponsors.
- ◆ Review current evaluation methods and data to incorporate them into the final chain of evidence
- ◆ Systematically collect relevant quantitative and qualitative data from multiple sources using a variety of Level 3 and Level 4 methods
- ◆ Communicate with program leaders throughout the process to ensure effective study execution
- ◆ Provide the final presentation, ready to share with stakeholders, in plain business language detailing the initiative's purpose, methodology, impact, success factors and recommendations, including opportunities for improvement
- ◆ Present key elements of the study to all relevant staff so that process improvements can be made and similar studies can be replicated in the future



## TESTIMONIALS

“We conducted a Kirkpatrick® Impact Study to determine the impact of our e-learning program on the bottom line. Preliminary findings showed only a modest contribution to overall business results. A review of all quantitative and qualitative data revealed five additional success factors that, along with the training, made a significant impact.

The important lesson we learned is the importance of recognizing all success factors, and partnering with the business to enhance and align all of them for maximum program value.”

*Learning and Development Project Manager  
Law enforcement arm, U.S. Government Agency*

“Our training department was directed to demonstrate the value we bring to the business. A Kirkpatrick® Impact Study found hidden value in our efforts and detailed recommendations for increased business impact in future initiatives.

I applied the recommendations to an important new program. We systematically applied the Kirkpatrick principles in two pilot districts. Results in both districts improved over the next year while the other eight districts continued to deteriorate!

Our stakeholders were convinced of the value of training. It improved our departmental image and my future as a learning professional.”

*Learning and Development Specialist  
State Department of Transportation*

## CONTACT US

Contact us for a no-obligation consultation and customized proposal.

Kirkpatrick Partners is based in Atlanta, GA.

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