

# TRAINING ON TRIAL

## WORKSHOP

### PROGRAM DESCRIPTION

For most learning professionals and organizations, training is “on trial,” being charged with incurring expenses in excess of its value to the organization. This workshop will explain the basics of demonstrating the value of training to the bottom line of your business.

This session will explain why measures such as numbers of courses held and attendees do not equal value in the eyes of our key business partners, or “corporate jury.” It will bring to light the key metrics that are important to the business and how you can support them.

You will learn how, through business partnership, you can solidify the importance of the workplace learning organization to the company and enjoy a secure position regardless of economic fluctuations. You will come away with concrete ideas for how to obtain your own “not guilty” verdict.

Based on the book by the same name, this interactive workshop facilitated by the world leader in training evaluation is not to be missed!

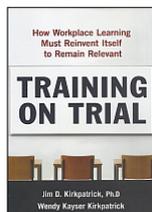
### PERFORMANCE OBJECTIVES

After this session, you will be able to:

- ◆ Describe the difference between effective training and training effectiveness
- ◆ Plan and deliver training programs with business value in mind
- ◆ Identify ways to express program value in terms that business partners understand

### COMPLEMENTS THE BOOK

#### *Training on Trial*



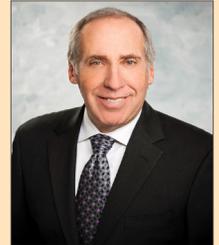
This workshop is based on the compelling book *Training on Trial* by Jim and Wendy Kirkpatrick (2010 AMACOM Books).

Learn the key principles presented in the book directly from one of the authors or their certified facilitators!

### 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.



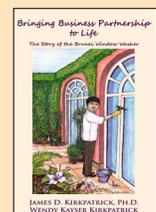
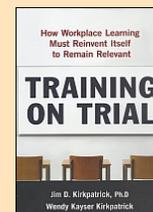
Using his 15 years of corporate experience, Jim trains and consults for organizations around the world. He is passionate about assisting learning professionals in redefining themselves as strategic business partners.

**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*.



06/2015

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### COURSE AGENDA

#### The Charges Against Us

- ◆ Evidence for the prosecution

#### The Basis of Our Defense

- ◆ Effective training vs. training effectiveness
- ◆ The Kirkpatrick Model

#### Action Plan

- ◆ Focus on business-level results
- ◆ Support performance of critical behaviors
- ◆ Make evaluation efficient and meaningful

#### Goal Setting



### WHO SHOULD ATTEND

This is a basic to intermediate program appropriate for training managers and directors, HR managers and specialists, instructional design leads, leaders of training-related initiatives, trainers, training specialists, training contractors and providers, and training consultants.

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

There are no prerequisites for this program. This program provides the foundation for understanding how to create business value; if you wish to learn how to create and implement a full plan, consider attending the Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level.

### REGISTRATION & PRICING

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

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

The pricing for this program varies by event.

### MORE INFORMATION

(770) 302-3500

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

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

*"The most helpful thing I learned today is the importance of crossing the bridge and presenting a strategic plan of the 4 levels before training and presenting the measured results after. It was great – don't change anything."*



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

This program meets the requirements for 3 CPT points to recertify as a Certified Performance Technologist (CPT).

For more information on the CPT program, visit [ispi.org](http://ispi.org).