

# GETTING TO KIRKPATRICK® LEVELS 3 AND 4

## CREATING BELIEVABLE VALUE PRESENTATION

### PROGRAM DESCRIPTION

Training is still “on trial,” charged with incurring expenses in excess of the value it provides to the organization. Training must reinvent itself and transcend the classroom. Attend this thought-provoking session to learn how to structure initiatives so they enhance on-the-job performance and impact the bottom line.

Learn directly from the creators of the Kirkpatrick Model the newest way to implement the four levels. This program will focus on tactics at Levels 3 and 4 and provide ideas that any professional can implement in their own organization.



### PERFORMANCE OBJECTIVES

After this session, you will be able to:

- ◆ Explain why starting with desired results in mind is critical for any initiative to be successful
- ◆ List specific tactics for influencing on-the-job behavior
- ◆ Identify elements of a program plan that enhance on-the-job behavior and bottom-line results

*“Don Kirkpatrick and his four levels of evaluation continue to resonate with my clients. Their clarity and relevance open the door for a meaningful conversation about what I am expected to achieve. Don’s work set the standard for all of us evaluating our work.”*

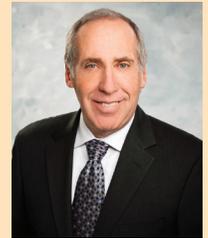
Judith Hale, Ph.D., CPT  
Director of Certification ISPI



### YOUR FACILITATORS

*This program is taught by the Kirkpatricks and Kirkpatrick Certified Facilitators. Check the program information to see who will be teaching the class you wish to attend.*

**Jim Kirkpatrick, Ph.D.**, is co-owner of Kirkpatrick Partners. He is a visionary and an expert in training evaluation and the creator of the New World Kirkpatrick Model.



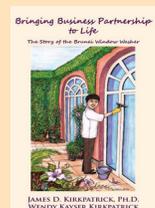
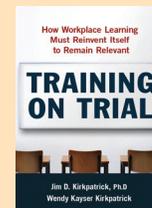
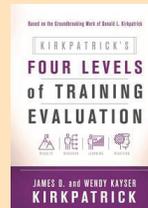
Using his 15 years of corporate experience, Jim trains and consults for organizations around the world. He is passionate about assisting learning professionals in redefining themselves as strategic business partners.

**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 four books, including *Kirkpatrick’s Four Levels of Training Evaluation*, and have also served as the subject matter experts for the U.S. Office of Personnel Management’s *Training Evaluation Field Guide: Demonstrating the Value of Training at Every Level*.



01/2019

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### COURSE AGENDA

#### Introduction

- ◆ The Kirkpatrick Model
- ◆ Our challenge

#### Unlocking the Power of the Four Levels

- ◆ The end is the beginning
- ◆ Required drivers
- ◆ Leading indicators

#### Action Plan

- ◆ How will you apply these ideas in your work?

#### Goal Setting



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

This program meets the requirements for up to 1 - 3 CPT points to recertify as a Certified Performance Technologist (CPT).

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

### 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 the Kirkpatrick Model, particularly Levels 3 and 4; 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)

*“When your measurement and evaluation strategy is in alignment with the business strategy, chances of being questioned on the validity of your results should drop dramatically. To remain viable, training organizations must have that validity in the eyes of their business stakeholders.”*

Michael Woodard  
Director, Georgia Pacific University  
Georgia-Pacific Consumer Products