

KIRKPATRICK® LEVELS 3 and 4: CREATING BELIEVABLE VALUE

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 information-packed 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
- ◆ Create a plan to implement a program that enhances on-the-job behavior and bottom-line results

YOUR FACILITATOR

Jim Kirkpatrick, Ph.D. is a Senior Consultant for Kirkpatrick Partners.

Jim facilitates workshops and consults for Fortune 500 companies around the world, including Harley-Davidson, Booz Allen Hamilton, L’Oreal, Clarian Health, Ingersoll Rand, the Royal Air Force, GE Healthcare and Honda.



Jim’s specialty is the Kirkpatrick Business Partnership Model and helping organizations to achieve business partnership to maximize training and business results.

Jim has co-written three books with his father, Don Kirkpatrick, the creator of the Kirkpatrick Model. Jim and his wife Wendy have co-authored two books: *Kirkpatrick Then and Now* (2009 Kirkpatrick Publishing) and *Training on Trial* (2010 AMACOM Books).



Wendy Kayser Kirkpatrick is the President of Kirkpatrick Partners.

Wendy applies her skills as a certified instructional designer and expert facilitator to lead companies to measurable success.

Wendy is the co-author of *Kirkpatrick Then and Now* (2009 Kirkpatrick Publishing) and *Training on Trial* (2010 AMACOM Books).

Wendy draws on two decades of experience in retail, marketing and training to make her work relevant and impactful with measurable results.

