

# KIRKPATRICK FOUR LEVELS® EVALUATION

CERTIFICATION PROGRAM - BRONZE LEVEL

In-Person Version

## PROGRAM DESCRIPTION

The Kirkpatrick Model comprises the foremost evaluation methodology in the world. In this program, you will learn directly from the Kirkpatricks the true and correct methodology and apply it to an actual program to maximize business results. This course is limited to 30 or fewer participants to ensure you receive personalized attention and the opportunity to participate.

During this program, you will learn the four levels, receive a participant manual filled with examples and templates that you may borrow and adapt to build your own **Blended Evaluation Plan®** tools, and gain a complete understanding of what each level measures. You will also explore the reasons why evaluation is critical to training success and hear case studies and success stories from companies that have used the model effectively. You will learn tactics to help you to allocate training resources effectively.

A focus of this program is the exploration of how to ensure that what is learned transfers to on-the-job behaviors. You will learn why training alone is not enough and receive guidance to ensure that what you teach actually gets used on the job.



Level 1   Level 2   Level 3   Level 4  
Reaction   Learning   Behavior   Results

## PERFORMANCE OBJECTIVES

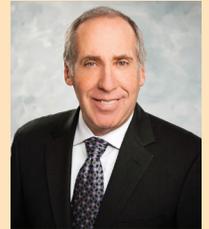
After this program, you will be able to:

- ◆ Objectively determine where to allocate training resources to create the most business impact
- ◆ Create an effective program **Blended Evaluation Plan®** that maximizes business results and minimizes resources employed
- ◆ Define the critical difference between effective training and training effectiveness
- ◆ Identify appropriate **Blended Evaluation Plan** methods and tools for any program

## 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*.

**"Kirkpatrick's four levels is the best I've ever seen in evaluating training effectiveness. It is sequentially integrated and comprehensive. It goes far beyond 'smile sheets' into actual learning, behavior changes and actual results, including long-term evaluation. An outstanding model!"**

Stephen R. Covey  
Author, *The 7 Habits of Highly Effective People*

12/2018

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## COURSE AGENDA

### Pre-Work Packet

- ◆ Introduction to the New World Kirkpatrick Four Levels®
- ◆ Real-life case preparation

### Day 1

#### Module 1: Introduction to the Kirkpatrick Model

- ◆ Purposes of evaluation
- ◆ The four levels and their history
- ◆ Effective training vs. training effectiveness

#### Module 2: Level 4: Results

- ◆ Level 4 principles, techniques and timing
- ◆ Defining your Level 4 Results
- ◆ Leading indicators

#### Module 3: Level 3: Behavior

- ◆ Level 3 principles, techniques and timing
- ◆ Critical behaviors and required drivers

#### Module 4: Level 2: Learning

- ◆ Level 2 principles, techniques and timing
- ◆ Retrospective self-assessment

#### Module 5: Level 1: Reaction

- ◆ Level 1 principles, techniques and timing
- ◆ Formative evaluation methods

### Day 2

#### Module 6: A Purposeful Approach to Training and Evaluation

- ◆ Prioritizing programs and evaluation resources
- ◆ **Blended Evaluation Plan**® tools

#### Module 7: Case Studies

- ◆ Debriefing and application tips

#### Module 8: Applying Your Knowledge

- ◆ Creation and presentation of actual evaluation plan
- ◆ Feedback and tips for refining real-life **Blended Evaluation Plan** begun in class

#### Module 9: Action Planning

- ◆ Implementation discussion
- ◆ Continuing education
- ◆ Creation of action plan

### Follow-Up

- ◆ Team submission of real-life **Blended Evaluation Plan** for grading
- ◆ Three months of follow-up modules via email

### WHO SHOULD ATTEND

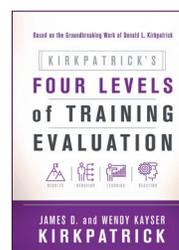
This program is appropriate for all professionals (corporate, government, military, consulting, etc.) who wish to create and implement program evaluation plans.

While there are no prerequisites for this program, prior basic knowledge and some usage of the four levels is highly recommended.

More experienced professionals report that this program teaches them new information they did not know about the four levels and corrects misinformation.

Those who will not create or implement evaluation plans in their work should select a shorter Kirkpatrick program.

### PARTICIPANT BONUS



All participants will receive a copy of *Kirkpatrick's Four Levels of Training Evaluation*, co-authored by Jim and Wendy Kirkpatrick.

Discover a complete blueprint for implementing the model in a way that truly maximizes business results.

**\$24.95 value**

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## PARTICIPANT TESTIMONIALS

“This course really opened my eyes on how to get past Level 1 and 2 evaluations and center in on the behaviors and results aspect of making training relevant to the end user, and helping stakeholders realize its importance to mission readiness.”

Bill Hall  
Booz Allen Hamilton

“The value that Kirkpatrick training provides pertains not only to evaluation, but to the entire training and instructional design process, making it easier to identify true business needs and provide true business results. It's a wonderful model!”

Iris Nunn  
Nunn Training and Development

“My opinion of the value of evaluation has been changed. I now see how the evaluation process and Kirkpatrick Model are essential to ensuring both a proper start and successful ending to my interventions.”

Denny Ward  
People Development Manager

“While this training focused on evaluation, I see this as a process that can be used by anyone responsible for solving other entities' problems or challenges.”

Linda Datcher  
U.S. Office of Personnel Management



International Society for  
Performance Improvement  
WHERE KNOWLEDGE  
BECOMES KNOW-HOW

This program meets the requirements for 12 CPT points to recertify as a Certified Performance Technologist (CPT).

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

## PROGRAM INCLUDES

All participants will receive:

- ◆ Pre-work packet
- ◆ Interaction throughout the program
- ◆ Workbook including templates, tools and examples
- ◆ Copy of the book *Kirkpatrick's Four Levels of Training Evaluation*
- ◆ Grading and personalized feedback on **Blended Evaluation Plan**® submitted by your in-class team
- ◆ Certificate of completion and Kirkpatrick Certified Professional - bronze level credential
- ◆ Virtual badge that you can use to advertise your new credential
- ◆ The right to add “Kirkpatrick” to your skills in your LinkedIn profile
- ◆ Three months of follow-up via email
- ◆ Informal consulting via phone/email for one year from date of certification

## CERTIFICATION PROCESS

This program comprises the bronze level, which is the first step in the Kirkpatrick certification process:



## 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.