

# KIRKPATRICK FOUR LEVELS® EVALUATION

CERTIFICATION PROGRAM - SILVER LEVEL

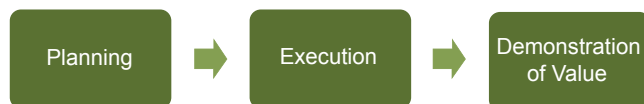
Live Online Version

## PROGRAM DESCRIPTION

Kirkpatrick silver level certification provides the structure and support you need to successfully execute a complete program evaluation plan. Its blend of cutting-edge skills and ongoing support begins with a full-day session during which participants share a formal progress report and obtain expert and peer feedback in a conversational environment. The program is limited to 30 or fewer participants to ensure that you receive personalized attention and feedback on your program progress.

During this program and through formal, ongoing support, you will learn the key questions to ask during data collection and analysis, as well as how to use that information to ensure maximum on-the-job application and subsequent results. You also will learn how to identify and leverage success factors for future initiatives. Common challenges and their solutions will be discussed in large and small group discussions.

The program concludes with the creation of individual action plans for program execution and final reports. Silver level certification is obtained after the participant makes a final presentation of the program's outcome and results to Kirkpatrick Partners via a conference call scheduled within 12 months of course attendance.



## PERFORMANCE OBJECTIVES

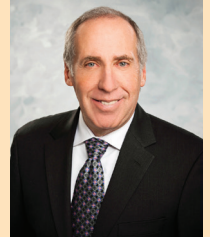
After this session, you will be able to:

- ◆ Analyze evaluation data to make educated decisions during program implementation
- ◆ Identify program success factors and results
- ◆ Create a compelling report and presentation of ultimate program value for stakeholders

## 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*.

"Of all the training models that have come and gone there is one that stands the test of time and that is Don Kirkpatrick's Four Levels of Evaluation. Any trainer worth his or her salt knows the four levels - and uses them as a guideline for determining how they will measure the success of any training initiative."

Bob Pike  
Chairman / CEO, The Bob Pike Group

01/2019

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## COURSE AGENDA

### Pre-Work

- ◆ Read *Incident Report Writing Program Case Example*
- ◆ Submit program evaluation plan
- ◆ Complete questionnaire about your program's status

### Session 1 (3 hours)

#### Module 1: Introduction

- ◆ Three phases of an initiative
- ◆ Effective training versus training effectiveness
- ◆ The New World Kirkpatrick Model

#### Module 2: Data Analysis and Decision Making

- ◆ Answering questions with data
- ◆ Identifying success factors
- ◆ Gap analysis and plan modifications

### Session 2 (2 hours)

#### Module 3: Bringing Your Plan to Life

- ◆ Presentation of individual plans for feedback
- ◆ Discussion of common challenges

#### Module 4: Overcoming Objections Using the Kirkpatrick Foundational Principles

- ◆ Five underlying principles of Kirkpatrick evaluation
- ◆ Discussion of common objections to business partnership approach

### Session 3 (2 hours)

#### Module 5: Developing and Presenting Your Final Report

- ◆ What it means to be a strategic business partner
- ◆ Drafting an executive report
- ◆ Tips for oral presentation

#### Module 6: Action Planning

- ◆ Implementation discussion
- ◆ Completing silver level certification
- ◆ Setting a completion timeline

#### Follow-Up

- ◆ On demand conference calls
- ◆ Follow-up modules via email

#### Final Presentation

- ◆ Formal presentation of program results to Kirkpatrick Partners

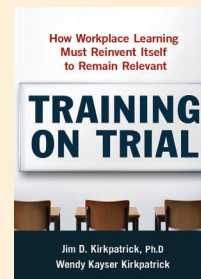
### WHO SHOULD ATTEND

This is an advanced program of an interactive nature.

Registration is strictly limited to individuals who have successfully completed the Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level.

In addition, all participants must either have a program evaluation plan to implement soon or be actively working on implementation. This can be the same program evaluation plan created during the bronze program, or a completely different plan.

### PARTICIPANT BONUS



All participants will receive a copy of *Training on Trial*, co-authored by Jim and Wendy Kirkpatrick.

This book contains the Kirkpatrick Business Partnership Model and 11 case study examples of its application.

**\$24.95 value**

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## RECENT TESTIMONIALS

“This programme is essential to help L&D to become a good investment for companies, rather than a cost.”

Ian Andrews  
MSD

“Completing the silver certification has helped me truly see the value that the Kirkpatrick Model can bring to my training programs. With training budgets shrinking all around, the ability to ‘prove’ that your course is valuable to your institution is a program saver.”

Olivia Prewett  
U.S. Army Military Police School

“Finally, a structured way to present our project and demonstrate impact and ROI/ROE through evaluation that works.”

Carol Mitchell  
North East Ambulance Service NHS  
Foundation Trust

“The silver level certification program prepares you to successfully execute an evaluation program. One of the strongest components of the program is the peer interaction.”

Steven Carl  
Edward Jones

“The Kirkpatrick programs continue to deliver a practical approach that makes sense and will help us to demonstrate impact.”

Vince Gonzalez  
Booz Allen Hamilton

## PROGRAM INCLUDES

All participants will receive:

- ◆ Pre-work reading and assignment
- ◆ Interaction with other professionals during and after the program
- ◆ Workbook including templates, tools and examples
- ◆ Copy of the book *Training on Trial*
- ◆ Action plan to create and present final program report to earn credential of silver level certification, certificate of completion and lapel pin
- ◆ On demand conference calls
- ◆ Follow-up modules via email
- ◆ Informal consulting via phone/email for one year from date of program attendance

## CERTIFICATION PROCESS

This program comprises the silver level, which is the second 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.



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).