

KIRKPATRICK FOUR LEVELS® EVALUATION

CERTIFICATION PROGRAM - SILVER LEVEL

In-Person 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.



PROGRAM OBJECTIVES

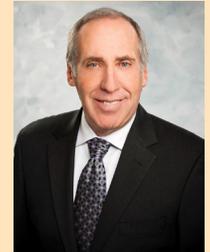
After this session, you will be able to:

- ◆ 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 teach 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

08/2020

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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

Program

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

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

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
- ◆ Follow-up modules via email

Final Presentation

- ◆ Formal presentation of program results to Kirkpatrick Partners

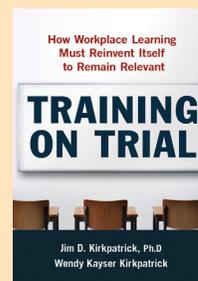
WHO SHOULD ATTEND

This is an advanced program of an interactive nature.

This program can be part of an accelerated certification event (ACE) because multiple programs are being held consecutively.

Attending bronze and silver programs consecutively requires a good training evaluation background. You will also need to accept that some of the activities in the silver level program are focused on a bronze plan that you will just have started to create. You must register for each program separately.

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.

Click on the [Training and Events](#) tab.

KIRKPATRICK PROGRAM COMPARISON

| Program Features | Strategic Evaluation Planning Certification | Four Levels Evaluation | |
|---|--|---|--|
| | | Bronze Certification | Silver Certification |
| Audience | Higher-level training professionals | All training professionals and students (except administrative) | All training professionals |
| Prerequisites | None | None | Bronze certification |
| Participant limit | 30 | 30 | 30 |
| Delivery format | 1 day in person or 2 live-online sessions | 2 days in person or 4 live-online sessions | 1 day in person or 2 live-online sessions |
| Course materials | Course manual, <i>Bringing Business Partnership to Life</i> book | Course manual, <i>Kirkpatrick's Four Levels of Training Evaluation</i> book | Course manual, <i>Training on Trial</i> book |
| Credential earned | Certified | Certified | Certified |
| Pre-work assignment and follow-up | ✓ | ✓ | ✓ |
| New World Kirkpatrick Model | ✓ | ✓ | ✓ |
| Training evaluation methods, tools and techniques | | ✓ | ✓ |
| Actual Blended Evaluation Plan® completed and submitted for individual feedback and grading | | ✓ | |
| Informal consulting via phone/email for one year | ✓ | ✓ | ✓ |
| Access to certified-only web page | | ✓ | ✓ |
| Exclusive resources and specials | ✓ | ✓ | ✓ |
| Eligible to join certified-only community of practice | ✓ | ✓ | ✓ |
| Eligible to continue to silver and gold level certification status | | ✓ | |
| Kirkpatrick Business Partnership Model | ✓ | | |
| Business partnership methods, tools and techniques | ✓ | | |
| Actual business partnership plan completed | ✓ | | |

KIRKPATRICK CERTIFICATION PROCESS

BRONZE LEVEL

This program forms the foundation for good evaluation. It includes the New World Kirkpatrick program evaluation methodology and related tools. Certification is obtained with a passing grade on a complete **Blended Evaluation Plan**®.

Prerequisites: None

Contents:

- ◆ Pre-work packet
- ◆ Two-day in-person program or four online sessions
- ◆ Real-life Blended Evaluation Plan® completion
- ◆ Three months of follow-up via email
- ◆ One year of informal consulting via email / telephone

Credential Earned: Kirkpatrick Certified bronze level status, certificate, virtual badge, ability to use Kirkpatrick licensed materials within your own organization



SILVER LEVEL

This program provides structure and support for program implementation. It serves as a formal checkpoint for program progress and offers an opportunity to modify plans for maximum application and results.

Prerequisites: Bronze level certification and a passing grade on a completed four levels Blended Evaluation Plan for a program

Timing: Just before or during program implementation

Contents:

- ◆ Plan and status update submitted prior to program
- ◆ One-day in-person program or two online sessions
- ◆ One year of informal consulting via email / telephone

When significant program implementation progress has been made (program implementation is complete and results are available), participants prepare and deliver a formal presentation of their program and related results to Kirkpatrick Partners to complete this level of certification.

Credential Earned: Kirkpatrick Certified silver level status, lapel pin, certificate, virtual badge and option to be recognized on the Kirkpatrick Partners website



GOLD LEVEL

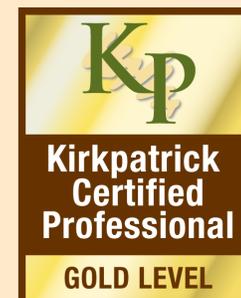
This level of certification does not include a formal program; it recognizes the accomplishments of true ambassadors of training value in the field.

Prerequisites: Silver level certification

Requirements: Accomplish one or more of the following describing the program evaluation process, results or best practices in a way that assists other training or business professionals:

- ◆ Present at a trade event or to an audience outside of the participant's own organization
- ◆ Publish a written piece in a trade magazine, journal or book

Credential Earned: Kirkpatrick Certified gold level status, plaque, virtual badge and option to be recognized on the Kirkpatrick Partners website



KIRKPATRICK CERTIFICATION PROCESS

If I want to become Kirkpatrick Certified, do I need to complete the bronze, silver and gold levels?

No. You can obtain just bronze level certification; thousands of professionals have done this worldwide and successfully applied their knowledge. Upgrading to silver and gold level certification is always an option at any point in the future.

Do I need to complete bronze level certification to be eligible to attend silver level certification?

Yes. The bronze level program is a prerequisite for silver level certification. The silver level program incorporates work that is completed at the bronze level.

Can I obtain the Kirkpatrick Certified status without taking the program?

Like any degree or credential, completing the program is a requirement to earn the right to call yourself Kirkpatrick Certified.

Does attending these programs certify me to teach the Kirkpatrick methodology?

No. These programs certify you to use the licensed Kirkpatrick templates and materials within your own organization. A train-the-trainer program is available for large organizations with 50+ people to train internally.

Can I take silver immediately following bronze?

This program can be part of an Accelerated Certification Event (ACE) when it is followed by Kirkpatrick silver level certification. You may attend the bronze and silver programs consecutively if you have a good training evaluation background. You will also need to accept that some of the activities in the silver level program are focused on a bronze plan that you will just have started to create. Check the Kirkpatrick calendar for dates. You must register for each program separately.



MORE INFORMATION

Please contact us if you have questions or wish to discuss which program is right for you.

(770) 302-3500

kirkpatrickpartners.com

information@kirkpatrickpartners.com