



# Kirkpatrick® Strategic Evaluation Planning Certification Program

Live-Online Format

## Program Description

The Kirkpatrick Model represents more than just training evaluation. It forms the framework for the Kirkpatrick Business Partnership Model, a holistic process that creates, delivers and demonstrates training value.

In this program, you will learn how to build business partnerships and create collaborative plans to maximize business impact through all phases of the training and performance process.

You will study worldwide best practices and share your own experiences in an interactive, conversational environment. You will use your own programs for application activities, so actual work gets completed during the session.

Particular attention is given to business acumen and speaking the language of the business when making your case for training resources and support.

You will receive a workbook containing templates, samples and tools that will enable you to apply what you learned to all future programs within your company.

## Performance Objectives

After this program, you will be able to:

- Identify key functional areas with which to build strategic and functional partnerships
- Establish the partnerships required to maximize program outcomes
- Define program expectations and desired outcomes for mission-critical initiatives

## The Kirkpatrick Model

LEVEL  
**4**

### Results

The degree to which targeted outcomes occur as a result of the training and the support and accountability package

LEVEL  
**3**

### Behavior

The degree to which participants apply what they learned during training when they are back on the job

LEVEL  
**2**

### Learning

The degree to which participants acquire the intended knowledge, skills, attitude, confidence and commitment based on their participation in the training

LEVEL  
**1**

### Reaction

The degree to which participants find the training favorable, engaging and relevant to their jobs



Kirkpatrick  
Partners

The Standard for Leveraging and  
Validating Talent Investments™



## Program Agenda

### Pework

- Pre-reading
- Real-life case preparation

### Session 1

#### Module 1 – Introduction to Business Partnership

- Kirkpatrick Business Partnership Inventory
- The Kirkpatrick Model

#### Module 2 – Kirkpatrick Foundational Principles

- Best practice interview

### Session 2

#### Module 3 – The Kirkpatrick Business Partnership Model

#### Module 4 – Case Study Analysis

#### Module 5 – Bringing Business Partnership to Life

- Business Initiative Discussion Planning Form

#### Module 6 – Your Formula for Success

### Program Follow-Up

- Team submission of Kirkpatrick® Strategic Initiative Discussion Planning Form
- Follow-up modules via email

*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/Founder, Training and Performance Forum



## Program Includes

- Downloadable course manual with prework, templates, tools, examples, and additional resources
- Copy of the book *Bringing Business Partnership to Life*
- Grading and personalized feedback on Kirkpatrick® Strategic Initiative Discussion Planning Form submitted by your in-class team
- Follow-up via email
- Informal consulting via phone/email for one year from date of certification
- Virtual certificate of completion and badge you can use to advertise your new credential
- The right to add "Kirkpatrick" to your skills on LinkedIn



## Who Should Attend?

This is an intermediate to advanced program in that it is designed for business managers and leaders who would benefit from building partnerships.

Participants who attend with their key business partners obtain maximum business results.

There are no prerequisites for this program. However, we do recommend that participants have training evaluation experience, take the Kirkpatrick bronze level certification program, or read *Kirkpatrick's Four Levels of Training Evaluation* prior to taking this program.

\$19.95 VALUE

## Participant Bonus





## Participant Testimonials

*Since the program, we have changed our entire way of thinking about results and begun to ask Senior Leadership to articulate their expectations before we begin our training intervention.*

Steve Powell  
Healthcare Team Training, Inc.



*Brilliantly executed workshop with immediate relevance to the strategic work of leaders throughout the federal sector.*

Marie Westbrook  
FDIC



*Fantastic program. It helped influence a shift in my perspective about my role and increase my passion to do better with my business partners.*

Kavitha Joy Dedhia  
Emirates Aviation College



*Worth its weight in gold - fulfilled my ROE. I would do it again. Excellent presentation style.*

Ray Walsh  
Enterprise Ireland



*I have leveraged the Kirkpatrick principles and practical techniques of four level evaluation and the business partnership model that Jim has taught us, resulting in a history of significant, positive impact to the bottom line.*

Michael Woodard  
Georgia-Pacific Consumer Products



*Jim's style was engaging and challenging with useful stories and anecdotes. Anyone interested in demonstrating and delivering value in their role would gain from participating in this program. It's rare to complete a program and feel you get immediate tools to apply and add value in your role - on this program, I got exactly that.*

Alison Walsh  
Enterprise Ireland



## Other Options

The Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level is also available.

This two-day program pairs with the Kirkpatrick® Strategic Evaluation Planning Certification Program with full education on how to implement the four levels.

Your team might also consider the Igniting the Inner Fire: Kirkpatrick® Levels 3 and 4 workshop to learn tactics for structuring initiatives so they enhance on-the-job performance and impact the bottom line.



## Kirkpatrick Certification Process



### Bronze

Create a four-level program implementation and evaluation plan



### Strategic Evaluation Planning

Establish the necessary communication, cooperation, and partnership



### Silver

Implement your plan, and monitor and report on progress and results



### Gold

Share your learnings publicly to gain recognition and better the industry

## Program Participation Requirements

Every program participant must be registered individually and logged in on a personal computer with reliable high-speed internet.

Sound can be accessed two ways:

- Via computer using a headset
- Via telephone using local toll lines available in some areas

Participants are expected to interact during the live-online sessions via "text chat" by typing responses to questions and polls. Verbal participation is optional.

Participants must be present for at least one of the live-online sessions to earn their certification. Any missed sessions can be made up by viewing a recording that is accessible for 30 days.

## Credentials and Materials Usage

Program graduates earn the Kirkpatrick Certified Professional – Strategic Evaluation Planning credential.

Graduates have the right to use the authentic Kirkpatrick materials contained in the program manual within their organization.

Independent contractor and consultant program graduates may use the Kirkpatrick method in their work, but they cannot teach the program in whole or in part or use copyrighted program materials or trademarked graphics and images in their client deliverables.



### Have Questions?

Contact us for assistance in selecting the right programs for you.



### Registration & Pricing

Visit the [Strategic Evaluation Planning web page](#)

