

Kirkpatrick Case Study Guide



Kirkpatrick
Partners

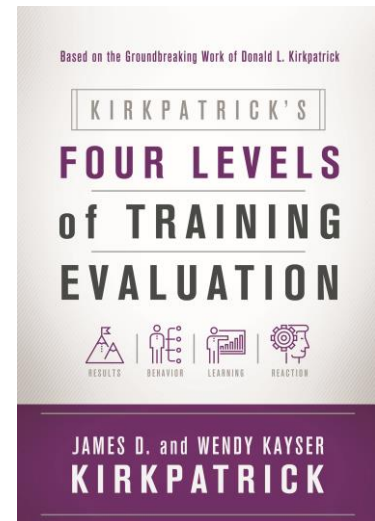
The Standard for Leveraging and Validating Talent Investments™



Kirkpatrick's Four Levels of Training Evaluation

Discover a complete blueprint for implementing the model in a way that truly maximizes business results. And delve into Jim and Wendy's new findings that, together with Don Kirkpatrick's work, create the New World Kirkpatrick Model, a powerful methodology that melds people with metrics.

Use the New World Model to better train people, improve the way you work, and, ultimately, contribute to your organization's most crucial goals without breaking the budget.



Organization	Organization Type	Training Topic	Starting on page
Greencore Northampton	Consumer products - food manufacturer	Leadership	p. 157
Emirates Airlines	Commercial airline	Customer service	p. 167
Getinge Group	Healthcare product sales	Sales	p. 174
Maryland Transit Administration	Public transportation	Accident reduction	p. 191
IHC New Zealand	Social services provider	Coaching skills for frontline leaders	p. 205



Training on Trial

As you already know, training budgets are among the first to be cut when economic times get tough. Whether you're one of the in-house survivors or a struggling consultant, you can no longer coast on lofty notions about continuous learning and employee development. You need to provide compelling evidence that training delivers bottom-line results.

Throughout, you'll find key actions points and business partner tips. The Kirkpatrick's spotlight star case studies from their practice.

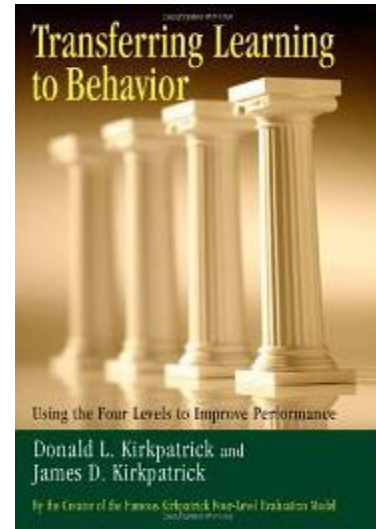


Organization	Organization Type	Training Topic	Starting on page
Georgia-Pacific	Pulp and paper products	Leadership – managing remote employees	p. 46
Edward Jones	Financial services	New hire (financial planners)	p. 46
Comcast Cable	TV, internet, phone and home security services	Sales	p. 46
Clarian Health	Healthcare provider	New software Implementation	p. 48
AEGON Canada, Inc.	Pensions, insurance and asset management	Frontline leadership	p. 47
Farm Credit Canada	Rural insurance provider	Changing corporate culture	p. 48
Department of Defense	Healthcare of military men and women	Team building – safety	p. 46
Region of Waterloo	Government	Leadership	p. 47
Ministry for Children and Family Department	Social services provider	Action leadership program	p. 47
Allen County Department of Transportation	Public transportation infrastructure	Secondary road sealing	p. 47



Transferring Learning to Behavior

Today, trainers, training consultants and anyone responsible for the performance of others is saddled with the job not of simply imparting skills, but of improving performance by changing behavior. Here, the Kirkpatricks speak to training specialists, HR managers, group leaders, technical support professionals, small business owners, supervisors, managers and even corporate executives, showing how to bridge the divide between learning and behavior.



Organization	Organization Type	Training Topic	Starting on page
Toyota	Automobile manufacturing and sales	Customer service and satisfaction	p. 104
Nextel Communications, Inc.	Wireless service operator	Corporate evaluation strategy	p. 109
Hewlett Packard	Technology manufacturing	Web-based human resources solutions	p. 115
Ingersoll-Rand	Heavy machinery manufacturing	Performance development	p. 123
Nicco Internet Ventures Limited	Technology consultancy	Consultant competence	p. 129
ABN AMRO Bank	Financial services	Creating business value	p. 136
Anthem Blue Cross and Blue Shield	Health insurance provider	Front line leadership	p. 143
Indiana Institute of Technology	Higher education	Student impact	p. 151
Indiana Public Defender Council	Public legal advocacy	Attorney professional development	p. 156
First Indiana Bank	Financial services	Commercial banking operations	p. 162



[Additional Case Studies](#)

The Kirkpatrick Model comprises the foremost training evaluation methodology in the world. In these case studies, you will see how to correctly implement the Kirkpatrick methodology to maximize business results.

These additional case studies are available to participants who have attended a Kirkpatrick bronze certification program.



Organization	Organization Type	Training Topic
City of Ecklenberg	Municipality	Strategic cost cutting / leadership
Justin Financial Services	Financial services	Process training - accountants
Medallion	Automobile manufacturing and sales	Sales
Indiana University (IU) Health	Healthcare provider	Electronic imaging
Internal Revenue Service (IRS)	Government tax agency	New hire (auditors)

About Kirkpatrick Partners

Kirkpatrick Partners teaches training professionals credible, non-technical ways to document and report the full range of both financial and collateral training program outcomes. They offer training, consulting, impact studies and books on the Kirkpatrick Model and business partnership.

Kirkpatrick Partners is proud to be the One and Only Kirkpatrick® Company, and the only provider of authentic Kirkpatrick products and programs. They carry on the work of Don Kirkpatrick, Ph.D., and the Kirkpatrick Model of training evaluation, also referred to as the four levels of evaluation.

Read more about Kirkpatrick Partners at kirkpatrickpartners.com.

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The Only Authentic Kirkpatrick Offerings

Recognized worldwide as the standard, authentic Kirkpatrick programs from Kirkpatrick Partners and our affiliate network give you the guidance and tools you need to leverage and validate your talent investments.

Become a Kirkpatrick Certified Professional to gain the credentials, knowledge, and tools you need to optimize training and workplace effectiveness within your organization. Certification is available publicly and as private in-house events, both in person and live online.

If you just need an overview, take advantage of our workshops, presentations, and free webinars.

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

NEW

Join the Kirkpatrick Community Membership Program

You don't have to go it alone. Join a community of professionals dedicated to leveraging and validating the value of the investments their organizations and clients make in talent development.

Get exclusive access to live events with the Kirkpatricks, white papers, templates, tools, and more.

Host a Kirkpatrick Event

Bring the Kirkpatrick message to your organization with a workshop or presentation tailored to your requirements.

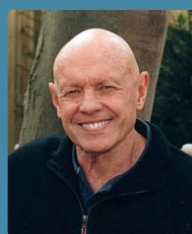
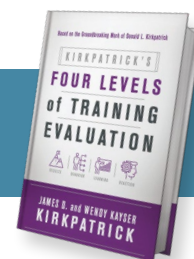
Contact us to discuss your needs.



Visit our Website

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

Pick up our latest book



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*



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(770) 302-3500 • inquiries@kirkpatrickpartners.com • www.kirkpatrickpartners.com

08/21



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Kirkpatrick Partners, LLC
8 Madison Street, Suite C
Newnan, GA 30263

(770) 302-3500
information@kirkpatrickpartners.com
kirkpatrickpartners.com

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The Standard for Leveraging and Validating
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September 2021



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(770) 302-3500

information@kirkpatrickpartners.com