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.

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<th>Organization Type</th>
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**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 Kirkpatricks spotlight star case studies from their practice.

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<td>Comcast Cable</td>
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<td>AEGON Canada, Inc.</td>
<td>Pensions, insurance and asset management</td>
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<td>Region of Waterloo</td>
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<td>Ministry for Children and</td>
<td>Social services provider</td>
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<td>Allen County Department of</td>
<td>Public transportation infrastructure</td>
<td>Secondary road sealing</td>
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<td>Transportation</td>
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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.

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<td>Toyota</td>
<td>Automobile manufacturing and sales</td>
<td>Customer service and satisfaction</td>
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<td>Nextel Communications, Inc.</td>
<td>Wireless service operator</td>
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<td>Hewlett Packard</td>
<td>Technology manufacturing</td>
<td>Web-based human resources solutions</td>
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<tr>
<td>Ingersoll-Rand</td>
<td>Heavy machinery manufacturing</td>
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<td>Nicco Internet Ventures Limited</td>
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<td>ABN AMRO Bank</td>
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<td>Anthem Blue Cross and Blue Shield</td>
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<td>Indiana Institute of Technology</td>
<td>Higher education</td>
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<td>Indiana Public Defender Council</td>
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<tr>
<td>First Indiana Bank</td>
<td>Financial services</td>
<td>Commercial banking operations</td>
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**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.

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

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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

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

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!