



## Kirkpatrick® Training on Trial Workshop

### Program Description

For most learning professionals and organizations, training is “on trial,” being charged with incurring expenses in excess of its value to the organization. This workshop will define the basics of demonstrating the value of training to the bottom line of your business.

This session will clarify why measures such as numbers of courses held and attendees do not equal value in the eyes of our key business partners, or “corporate jury.” It will bring to light the key metrics that are important to the business and how you can support them.

You will learn how, through business partnership, you can solidify the importance of the workplace learning organization to the company and enjoy a secure position regardless of economic fluctuations. You will come away with concrete ideas for how to obtain your own “not guilty” verdict.

Based on the book by the same name, this interactive workshop facilitated by the world leader in training evaluation is not to be missed!

### Program Objectives

After this program, you will be able to:

- Describe the difference between effective training and training effectiveness
- Plan and deliver training programs with business value in mind
- Identify ways to express program value in terms that business partners understand



Compliments The Book  
*Training on Trials*

## THE KIRKPATRICK MODEL



*“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 COVEY**  
Author, The 7 Habits of Highly Effective People

## Program Agenda

### PREWORK

- Introduction to the New World Kirkpatrick Four Levels®

### PROGRAM

#### The Charges Against Us

- Evidence for prosecution

#### The Basis of Our Defense

- Effective training vs. training effectiveness
- The Kirkpatrick Model

#### Action Plan

- Focus on business-level results
- Support performance of critical behaviors
- Make evaluation efficient and meaningful

#### Goal Setting

#### Follow-Up Resources

- Free online resources guide



## Who Should Attend?

This is a basic to intermediate program appropriate for the following types of professionals:

- Training managers and directors
- HR managers and specialists
- Instructional design leads
- Leaders of training-related initiatives
- Trainers
- Training specialists
- Training contractors and providers
- Training consultants
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Participants who attend with their key business partners obtain maximum business results.

There are no prerequisites for this program. This program provides the foundation for understanding how to create business value. If your goal is to learn how to create and implement a full plan, attend the Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level.

## Participant Testimonials

*"One of the best speakers we've had. Wendy relayed content in a way that made it accessible to all. Thank you for your great examples, great questions, and for deepening my learning (which will change my behaviors immediately)."*

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*"I have a big meeting next week where I will definitely use these ideas. This also gave me ideas to use in a discussion with my staff to gain their commitment."*

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## Questions?

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



## Registration & Pricing

Visit the [Training On Trials Web Page](#)