Kirkpatrick Four Levels® Evaluation
Certification Program - Bronze Level

In-Person Format

Program Description

The Kirkpatrick Model comprises the foremost evaluation methodology in the world. In this program, you will learn directly from the Kirkpatricks the true and correct methodology and apply it to an actual program to maximize business results. This course is limited to 25 or fewer participants to ensure you receive personalized attention and the opportunity to participate.

During this program, you will learn the four levels, receive a participant manual filled with examples and templates that you may borrow and adapt to build your own Blended Evaluation Plan® tools, and gain a complete understanding of what each level measures. You will also explore the reasons why evaluation is critical to training success and hear case studies and success stories from companies that have used the model effectively.

You will learn tactics to help you to allocate training resources effectively. A focus of this program is the exploration of how to ensure that what is learned transfers to on-the-job behaviors. You will learn why training alone is not enough and receive guidance to ensure that what you teach actually gets used on the job.

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

Performance Objectives

After this program, you will be able to:

- Objectively determine where to allocate training resources to create the most business impact
- Create an effective program Blended Evaluation Plan® that maximizes business results and minimizes resources employed
- Define the critical difference between effective training and training effectiveness
- Identify appropriate Blended Evaluation Plan® methods and tools for any program

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PARTNERS

The
Standard
for Leveraging and
Validating Talent Investments®

Program Agenda

PREWORK

- Overview of the Four Levels of Evaluation video
- Community Forum prompts
- Organization Mission Statement identified

DAY ONE

Session 1 - Introduction to the Kirkpatrick Model and Level 4 (Results) Overview
- Paradigm shift from Learning and Development to Learning and Performance
- Four Levels of Evaluation Overview
- Mission-Critical Initiatives: Prioritizing programs and evaluation resources
- Level 4 principles, metrics, and methods of evaluation
- Leading Indicators
- Stakeholder Discovery Meeting Demo
- Introduction to program case study and applying Level 4 principles

Session 2 - Level 3 (Behavior) Overview and "Blended Evaluation" Overview
- Level 3 principles, metrics and methods of evaluation
- Critical behaviors and required drivers
- Monitoring and adjusting
- Stakeholder engagement and tactical bridges
- "Blended Evaluation" definition
- Level 3 application to program case study
- Post Work

DAY TWO

Level 2 (Learning) Overview
- Level 2 principles, metrics, and methods of evaluation
- Learning objectives
- Retrospective self-assessment
- Formative and summative evaluation methods
- Level 2 application to program case study

DAY TWO (Continued)

Level 1 (Reaction) Overview, When Train is Necessary, and Conclusion
- Level 1 principles, metrics and methods of evaluation
- Evaluating Level 1 and 2 simultaneously
- Learner-centered questions
- Evaluation surveys for critique
- Level 1 application to program case study
- Issues training can and cannot address
- Necessities for success
- Post Work

Who Should Attend?

This program is appropriate for all professionals (corporate, government, military, consulting, humanitarian, etc.) who wish to create and implement program evaluation plans.

While there are no prerequisites for this program, prior basic knowledge and some usage of the four levels is highly recommended.

More experienced professionals report that this program teaches them new information they did not know about the four levels and corrects misinformation.

Those who will not create or implement evaluation plans in their work should select a shorter Kirkpatrick program.

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Program Includes:

- Prework
- Downloadable course manual with templates, tools, examples, and additional resources
- One-Year Community Access Post-Program
  - Exclusive entry to an online community of Kirkpatrick bronze graduates for continuous collaboration, sharing experiences, and deepening knowledge
- Grading and personalized feedback on Blended Evaluation Plan®
- Virtual certificate of completion and badge you can use to advertise your new credential
- The right to add "Kirkpatrick" to your skills on LinkedIn

"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

Participant Testimonials

"This course really opened my eyes on how to get past Level 1 and 2 evaluations and center in on the behaviors and results aspect of making training relevant to the end user and helping stakeholders realize its importance to mission readiness."

BILL HALL
Booz Allen Hamilton

"The value that Kirkpatrick training provides pertains not only to evaluation, but to the entire training and instructional design process, making it easier to identify true business needs and provide true business results. It's a wonderful model!"

IRIS NUNN
Nunn Training and Development

"While this training focused on evaluation, I see this as a process that can be used by anyone responsible for solving other entities' problems or challenges."

LINDA DATCHER
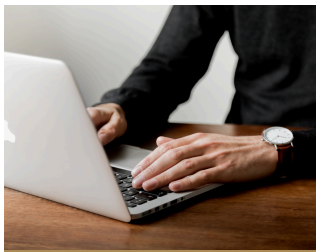U.S. Office of Personnel Management

LEVEL FOUR:
RESULTS

LEVEL THREE:
BEHAVIOR

LEVEL TWO:
LEARNING

LEVEL ONE:
REACTION

KIKPATRICK CERTIFICATION PROCESS

BRONZE
Create a four-level program implementation and evaluation plan

SILVER
Establish the necessary partnerships, implement your plan, and monitor and report on progress and results

GOLD
Share your learnings publicly to gain recognition and better the industry

Credentials and Materials Usage

Program graduates earn the Kirkpatrick Certified Professional – Bronze Level 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.

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

Registration & Pricing
Visit the Bronze Level Certification Web Page

"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

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