

KIRKPATRICK FOUR LEVELS® EVALUATION

CERTIFICATION PROGRAM - BRONZE LEVEL

Live Online Version

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 program is limited to 30 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 downloadable 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 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.



Level 1 Level 2 Level 3 Level 4
Reaction Learning Behavior Results

PERFORMANCE OBJECTIVES

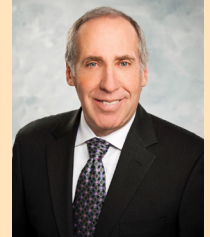
After this program, you will be able to:

- ♦ 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

YOUR FACILITATORS

This program is taught by the Kirkpatricks and Kirkpatrick Certified Facilitators. Check the program information to see who will teach the class you wish to attend.

Jim Kirkpatrick, Ph.D., is co-owner of Kirkpatrick Partners. He is a visionary and an expert in training evaluation and the creator of the New World Kirkpatrick Model.



Using his 15 years of corporate experience, Jim trains and consults for organizations around the world. He is passionate about assisting learning professionals in redefining themselves as strategic business partners.

Wendy Kayser Kirkpatrick is the President and Founder of Kirkpatrick Partners.



Wendy's results orientation stems from over two decades of business experience in retailing, marketing and training. She has held positions as a buyer, product manager, process manager and training manager, which leveraged her ability to organize multifaceted projects and yield rapid results.

Jim and Wendy have co-authored four books, including *Kirkpatrick's Four Levels of Training Evaluation*, and have also served as the subject matter experts for the U.S. Office of Personnel Management's *Training Evaluation Field Guide: Demonstrating the Value of Training at Every Level*.

"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*