

Maximizing Business Results From Training

Program Description

This webinar is designed for training professionals and their business partners to attend together. It is a starting point for a conversation about why measures like number of courses held and training attendance do not equal business value. It will bring to light the key metrics that matter most.

In this session the Kirkpatrick Foundational Principles will illustrate how training and the business can work together to create training programs with measurable bottom line value.

Kirkpatrick Foundational Principles

1. The end is the beginning.
2. Return on ExpectationsSM (ROESM) is the ultimate indicator of value.
3. Business partnership is necessary to bring about positive ROE.
4. Value must be created before it can be demonstrated.
5. A compelling Chain of EvidenceSM demonstrates your bottom line value.



"This was the absolute best webinar I have ever attended. Thank you!"

Diane Johnson

Learning Objectives

After this session, you will be able to:

- Explain how training and the business can collaborate to maximize business results
- Begin to build or enhance key relationships in your organization to leverage training effectiveness

Facilitators

Jim Kirkpatrick, PhD, is a Senior Consultant for Kirkpatrick Partners.



Jim consults for top organizations all over the world including Harley-Davidson, Booz Allen Hamilton, L'Oreal, Clarian Health, Ingersoll Rand, Honda, the Royal Air Force, and GE Healthcare.

Jim has co-authored three books on evaluation with his father, Don, the creator of the Kirkpatrick Four Levels. He has written books with his wife, Wendy: *Kirkpatrick Then and Now* (2009 Kirkpatrick Publishing) and *Training on Trial* (2010 AMACOM Books).

Jim's classes offer an opportunity for participants to share and learn from each other in a comfortable environment.

Wendy Kayser Kirkpatrick is the Director of Kirkpatrick Partners.



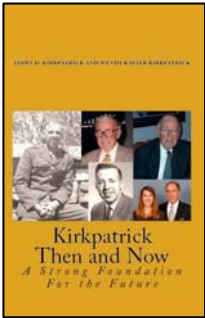
Wendy applies her skills as a certified instructional designer and expert facilitator to lead companies to measurable success.

Wendy is the co-author of *Kirkpatrick Then and Now* (2009 Kirkpatrick Publishing) and *Training on Trial* (2010 AMACOM Books).

Wendy draws on seventeen years of experience in retailing, marketing, and training to make her work relevant and impactful with measurable results.

Maximizing Business Results From Training

Based on the Book *Kirkpatrick Then and Now*



This presentation is based on the book, *Kirkpatrick Then and Now* by Jim and Wendy Kirkpatrick (2009, Kirkpatrick Publishing).

Learn the key principles introduced in the book directly from the authors!

Who Should Attend

Program Level

Basic to Intermediate

Prerequisites

None

This program is designed for training professionals and their key business partners to attend as a team. The intent is to start the conversation about how to work together to maximize the business results gained from training initiatives.

This program is NOT about how to evaluate; rather it's about why. If you are looking for an in-depth program that teaches you how to evaluate programs, we recommend:

[Kirkpatrick Four Level Evaluation Certification Program](#)

[Kirkpatrick Four Level Evaluation Certificate Program](#)

If you are looking for a more in-depth program on business partnership, we recommend:

[Kirkpatrick Business Partnership Certification Program](#)



This program meets the requirements for 1 CPT point to re-certify as a Certified Performance Technologist (CPT).

For more information on the CPT program, visit <http://www.certifiedpt.org/>



Registration

Go to kirkpatrickpartners.com

Click on the [Training and Events tab](#) to see upcoming sessions of this, and other authentic Kirkpatrick programs.



More Information

If you have any questions about this program or how to leverage it for maximum impact within your organization, please contact us.

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