

# Kirkpatrick Impact Studies

## Training is on trial.

Key business stakeholders are asking for compelling evidence that training makes a significant impact to the bottom line. An impact study provides the evidence you need!

Jim will work with your team on site to select one or two of your high investment, high impact programs.



## The impact study will:

- Identify factors that led to program success
- Uncover and address opportunities for improvement
- Create a compelling Chain of Evidence<sup>SM</sup> showing the value of your program(s)
- Provide a pilot to develop your own customized, comprehensive evaluation methodology

An onsite coaching session to equip your team with all necessary information to sustain effective four level evaluation will be conducted.

Ongoing consulting will be provided to ensure success.

## Expert Service Provider

Dr. Jim Kirkpatrick is a Senior Consultant with Kirkpatrick Partners.

He consults for top organizations all over the world including Harley Davidson, Booz Allen Hamilton, Navy Federal Credit Union, and the Royal Air Force.

He has co-authored three books on evaluation with his father, Don. He just finished writing his fourth book, *Training On Trial*, due to be published in February 2010.



## What to Expect

### A Kirkpatrick impact study includes:

1. Executive report
  - Program background, purpose, and methods
  - Chain Of Evidence showing connection of levels 1-4 in the form of data and testimonials
  - Future opportunity factors and recommendations
  - Foundation for comprehensive four level evaluation methodology applicable to all major programs
2. Training department report
  - Raw data and testimonials
  - Specific recommendations for better leveraging the program in the future
  - Ideas for applying best practices across all programs
  - Guidelines for effectively implementing a comprehensive four level evaluation methodology

Every impact study is custom-built and includes coaching and follow-up to increase effectiveness.

## The Kirkpatrick Difference

Kirkpatrick impact studies are based on the foremost training evaluation model in the world, the Kirkpatrick Four Levels, created by Dr. Don Kirkpatrick in the 1950s.

We apply the timeless principles Don created 50 years ago and add modern components for a comprehensive approach.



Dr. Don Kirkpatrick

**While many consultants base their work on the Kirkpatrick Model, we ARE the Kirkpatricks!**

## Contact Us

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