

# Kirkpatrick Four Level Evaluation Online Certificate Program<sup>SM</sup>

## Program Description

The Kirkpatrick Four Levels comprise the foremost evaluation model in the world. In this course you will learn directly from the Kirkpatricks the true and correct methodology and how to apply it to maximize the business results of your training initiatives.

During this course you will learn the Kirkpatrick Four Levels, receive a participant manual filled with examples and templates that you may borrow and adapt to build your own 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 not only *how* to evaluate, but *why* and *to what degree*.

A unique feature of this course 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 make sure that what you teach actually gets used on the job.

You will finish an action-packed, interactive course by creating a plan to ensure that your own learning transfers to on-the-job behaviors.

Level 4: Results

Level 3: Behavior

Level 2: Learning

Level 1: Reaction

## Performance Objectives

After this session, you will be able to:

- Create an effective program evaluation plan maximizing business results and minimizing resources employed
- Define the critical difference between effective training and training effectiveness
- Evaluate programs using appropriate Kirkpatrick Four Level tools

## Your Facilitators

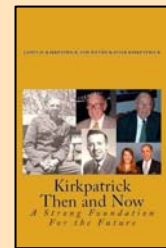
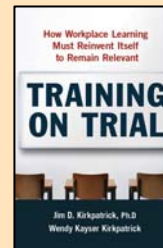
**Jim Kirkpatrick, Ph.D.** is a Senior Consultant for Kirkpatrick Partners. He facilitates workshops and consults for Fortune 500 companies around the world, including Harley-Davidson, L'Oreal, Ingersoll Rand, Honda, the Royal Air Force, and GE Healthcare.



Jim's specialty is the Kirkpatrick Business Partnership Model<sup>SM</sup> and helping organizations to achieve business partnership to maximize training and business results.

Jim's past experience includes developing and managing a career development center, strategic planning, team building, and executive coaching. He is a master facilitator and has a presentation style that is enjoyed by audiences around the world.

Jim has co-written three books with his father, Don Kirkpatrick, the creator of the Kirkpatrick Model. Jim and his wife Wendy have co-authored two books: *Kirkpatrick Then and Now: A Strong Foundation For the Future* (2009 Kirkpatrick Publishing) and *Training On Trial* (2010 AMACOM Books).



**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.



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## Course Agenda

### Pre-Reading

The Kirkpatrick Four Levels: A Brief Introduction

### Day 1

Module 1: Introduction to the Kirkpatrick Four Levels

- Purposes of evaluation
- The Kirkpatrick Four Levels
- History of the Four Levels

Module 2: Levels 1 and 2: Effective Training

- Effective training vs. training effectiveness
- Principles and timing
- Evaluation methods, tools, and techniques

### Day 2

Module 3: Levels 3 and 4: Training Effectiveness

- Principles and timing
- Evaluation methods, tools, and techniques

Module 4: Evaluating With Purpose

- Multi-million dollar question
- Evaluation decision-making process

### Day 3

Module 5: Bringing the Kirkpatrick Four Levels to Life

- The End is the Beginning
- Case study application

Module 6: Your Formula for Success

- Continuing education
- Action planning

### Post Seminar

Join the Kirkpatrick Community and receive:

- Membership in discussion group
- Monthly e-newsletter
- Access to library of free articles, white papers, and podcasts



This program meets the requirements for 6 CPT points to re-certify as a Certified Performance Technologist (CPT).

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

## Who Should Attend

**Program Level:** Basic to intermediate

**Prerequisites:** None

**Job Titles / Responsibilities:**

- Training Managers and Directors
- HR Managers and Directors
- Instructional Design Leads
- Leaders of Training-Related Initiatives
- Training Specialists
- Trainers
- HR Specialists
- Training Consultants
- Training Contractors and Providers

Even those who believe they know the Kirkpatrick Four Levels report that this course taught them things they didn't know, or corrected misinformation.



**Questions about if this program is right for you?**

Contact us:

[information@kirkpatrickpartners.com](mailto:information@kirkpatrickpartners.com)

(314) 961-4848

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## Expert Testimonials for the Kirkpatrick Four Levels

"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* and *The Leader in Me*

"Don Kirkpatrick and his 4 levels of evaluation continue to resonate with my clients. Their clarity and relevance open the door for a meaningful conversation about what I am expected to achieve.

Don's work set the standard for all of us evaluating our work."

Judith Hale, Ph.D., CPT  
Director of Certification  
ISPI

"Hundreds of thousands of trainers use Don Kirkpatrick's Four Levels of Evaluation worldwide. Rich in simplicity, brilliantly practical, Don's Four Levels are as relevant today as they were a half-century ago when he first introduced them.

So whether you conduct classroom training, online learning, or one-on-one coaching, this is the essential tool for all practitioners! If you aren't using the Four Levels, you aren't evaluating!"

Elaine Biech  
Author, *Business of Consulting*, *Training for Dummies*,  
*ASTD Handbook for Workplace Learning Professional*

"If there is one thing for which I will always be grateful to Don, it is his constant reminder to make sure that the measurement and evaluation strategy is fully aligned with the organization's goals and strategies. By having that alignment all the way up the organization it makes executing the Four Levels almost effortless.

When your measurement and evaluation strategy is in alignment with the business strategy, chances of being questioned on the validity of your results should drop dramatically. To remain viable, training organizations must have that validity in the eyes of their business stakeholders."

Michael Woodard  
Director, Georgia Pacific University  
Georgia-Pacific Consumer Products

## Program Includes

All participants will receive:

- Facilitation by the Kirkpatricks
- Interaction throughout the seminar
- Downloadable workbook including templates, tools, and examples
- Certificate of completion
- Key slides from the class
- Pre-work article
- Follow-up via email

## Registration

Go to [kirkpatrickpartners.com](http://kirkpatrickpartners.com)

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



## More Information

**(314) 961-4848**

**information@kirkpatrickpartners.com**

**kirkpatrickpartners.com**