

Training on Trial: How Workplace Learning Must Reinvent Itself to Remain Relevant

By Jim Kirkpatrick, PhD and Wendy Kayser Kirkpatrick

from AMACOM Books



There exists a strong “us versus them” dichotomy in the world of business and industry today. The “us” includes training professionals and functions (individuals, departments, corporate universities, etc.), and the “them” includes all other business units. There are many reasons the separation exists, not the least of which is the fact that both the business and the training functions reinforce it. Don Kirkpatrick, way back in 1959 cautioned training managers about needing to demonstrate their value to the business *before the day of reckoning arrives*.

Well, for many workplace learning professionals, that day has arrived. Business leaders are carefully looking at training costs versus value. The equation is often not favorable. Sadly, even those who bring significant value to the business do not know how to demonstrate it in relevant terms.

Training on Trial is a real, pervasive situation in the world. Using a courtroom analogy, training has been charged with *failing to make a significant, cost-effective impact on the bottom line*.



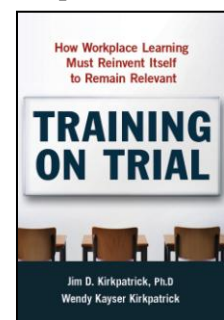
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Simply put, learning professionals and entire learning functions are in serious jeopardy if they cannot meet the needs of the business, and demonstrate that value to their business stakeholders. Conversely, there is tremendous opportunity for those same individuals and departments to become wildly successful *if they are able to put the business partnership into action*.

This book provides individual practitioners, training managers, CLOs, and even business leaders with a practical, step-by-step approach to put the *Kirkpatrick Business Partnership Model™* into practice. Highlights and best practices from Georgia-Pacific, Comcast Cable, and Clarian Health add richness to the book.

This book provides a practical, step-by-step approach to put the *Kirkpatrick Business Partnership Model™* into practice.

We hope and trust that the readers of this book will take heart and take action to join the best practices group. Look for *Training on Trial* (2010 AMACON books)



Jim Kirkpatrick, PhD, presents workshops and provides consulting to Fortune 500 companies around the world. Jim has co-written three books with his father, Don Kirkpatrick, the developer of the Kirkpatrick Four Levels, and one with his wife, Wendy.

Wendy Kirkpatrick is a certified instructional designer and experienced facilitator. She draws on two decades of experience in the business world to make her training relevant and impactful.

Read more about Jim and Wendy at kirkpatrickpartners.com. Contact them at information@kirkpatrickpartners.com.