

Silver Level Introduction Video Transcript

Wendy: “Hi, this is Wendy Kirkpatrick, I'm here with my husband and business partner Jim, and we'd like to spend a few minutes talking to you about [Kirkpatrick silver-level certification](#). This program is open to anyone who has already earned his or her [bronze-level certification](#).”

“So, just to refresh people's memory as to what that means, this is for anyone who has attended a two-day Kirkpatrick certification program at any time in the past. The other thing that they need to have is a program that is in execution right now. Now that doesn't have to be the same program that they used to obtain their [bronze-level certification](#). It's just a program that's already in work, or one that they're planning to start soon, because this is what's used as the basis of their involvement in the silver-level certification.”

“If you aren't sure if you qualify, or if you have any questions, feel free to [contact Kirkpatrick Partners](#) anytime and we'll be happy to explain this to you. We've had a few people contact us already to say they do indeed hold a bronze-level certification, but they might have earned it a few years ago and they're wondering if their skills are still current. So, if that applies to you, feel free to reach out to us because what we can do is recommend certain articles, books or webinars that you might want to use to refresh your knowledge. Or if you'd like to repeat your attendance at an upcoming bronze-level certification program we can offer you a very special price for that.”

Jim: “That would be a good way to get caught up wouldn't it?”

Wendy: “Sure would.”

Jim: “I think so. You know, we've been asked for this (silver-level certification) for quite a while, because during the bronze, people learn how to put together a comprehensive evaluation plan, and this program is really about executing that plan, or a similar plan, as Wendy said. This is a journey. As we learn in the Kirkpatrick world, the training event is not the end, it is the beginning of a journey. This is a course, but it's also a program because it involves several different components. Your journey really is not over until you've been able to analyze the data you've been collecting, make modifications based on things that perhaps aren't working as much as they need to be and put together what we call a success factor package.

‘What are the things that together are working?’, ‘What is the formula that's working to bring about maximum results?’ and then ultimately, you need to be presenting these results in a compelling manner to your stakeholders to close the loop and to demonstrate the value that you've contributed.”

“This program supplies the structure and support to carry you during the rest of your journey. It features help from us, help from other Kirkpatrick Partners and help from your peers that will be going along with you. It gives you formal checkpoints to make sure that your program is

working, so there shouldn't be any guess work at the end when the curtain is opened to find out if it worked or not. This is about execution. This is about implementation.”

“Silver-level features a one-day course, in which we talk about analyzing data, making data-based decisions, and then putting together an oral report to in order to demonstrate the ultimate value of it. It also features steps along the way during which you'll be working with peer groups of 4-6 people that are in the Kirkpatrick community. There is also an online forum, which will provide opportunities for you to ask questions, get answers and help others along the way. Finally, throughout the entire program, there are checkpoints for you to be presenting your material and your progress, and getting feedback from us and other colleagues.”

“The final presentation is going to be made to Kirkpatrick Partners. You will be able to take the data that you've collected; the findings, the results, the modifications and share your chain of evidence with us. That will be the final act in the silver certification where we deem you as officially silver-level certified.”

Wendy: “We hope after hearing a little bit more about silver-level certification you'll be interested in finding out more about it. Feel free to [contact Kirkpatrick Partners](#) with any questions you may have.”

“If you're one of the many organizations that had an in-house bronze-level certification program, we want to let you know that you're also welcome to conduct this program as an in-house session so your entire team can be supported through your implementation process.”

“Thank you for your time.”

For more information about the [Kirkpatrick silver-level certification program](#) give us a call at (443) 856-4500 or email us your questions: information@kirkpatrickpartners.com.