

Kirkpatrick Then and Now

Reviews from amazon.com

★★★★★ **Evaluation is not for the faint-hearted**, October 16, 2009

By [J. Brodnicki "TranceMeister"](#) (Hendersonville, TN USA) - [See all my](#)

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REAL NAME™

A lot of good work has been done in the field of training evaluation by many people, but very few are willing to take on the task. It's hard and often takes a good deal of courage to see that what you thought was 'great training' really isn't worth much.

This is a surprisingly easy read. This book doesn't pretend to be a detailed "how-to" book. The "then" part of the book serves first as a reminder that trainers need to a business case, results and partnership, to be viable and relevant. The familiar 'four levels' (learner reaction, learning measures, changed behavior, results) still hold up as an easy-to-grasp framework for evaluation.

In the "Now" part, Kirkpatrick offers some high-level models to help make this happen. The author offers Five Principles:

- The end is the beginning
- Return of Expectations (ROE) is the ultimate indicator of value
- Business partnership is necessary to bring about a positive ROE
- Value must be created before it can be demonstrated
- A compelling chain of evidence demonstrates your bottom line value

For folks who want a detailed "tell me how to do it," you'll probably be disappointed because that level of detail is contextual to your situation and would require an encyclopedia to cover.

If you're not considering evaluating your training, start here and use the many resources out there to help provide value and ensure your position in your organization.

If you're an apprentice or expert at training evaluation, this book can help you get back to basics and remind you how it started and what you're trying to accomplish.

Obviously, I'm a big proponent of evaluation (as well as assessment and design). I also recommend books on performance consulting to help you get focused and started in realizing the awesome potential of training and development.

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★★★★☆ **Review from a fellow Trainer**, October 12, 2009

By [Jennifer Borgio](#)  - [See all my reviews](#)

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I received this book when I attended Wendy's presentation "Training on Trial". This book and seminar are a "must" for every corporate trainer. We have all had to justify what we have to do and this seminar was perfect for teaching you how to do just that.

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★★★★☆ **Trainer Note**, October 9, 2009

By [Ed-U-Cate](#)  (Florida, USA) - [See all my reviews](#)

Having been a part of the training and development environment and industry for over 20 years I was "raised" to fully believe and work in the ADDIE model. To a fault, I knowingly avoided other models however after reading this book I feel I may have created training with blinders on.

I want to thank Dr. Jim and Wendy for sharing the evolution of their father's vision and foresight with me and anyone who reads this book (of which, I highly recommend). I was fortunate enough to meet Wendy and listen to the newest rendition of their work, "Training on Trial" and anxiously await it's release to further my education. The relevance of this work will last well beyond my tenure. Thanks again.

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