

KIRKPATRICK® STRATEGIC EVALUATION PLANNING

CERTIFICATION PROGRAM

Live In-Person Version

PROGRAM DESCRIPTION

The Kirkpatrick Model represents more than just training evaluation. It forms the framework for the Kirkpatrick Business Partnership Model, a holistic process that creates, delivers and demonstrates training value.

In this program, you will learn how to build business partnerships and create collaborative plans to maximize business impact through all phases of the training and performance process.

You will study worldwide best practices and share your own experiences in an interactive, conversational environment. You will use your own programs for application activities, so actual work gets completed during the session.



Particular attention is given to business acumen and speaking the language of the business when making your case for training resources and support.

You will receive a workbook containing templates, samples and tools that will enable you to apply what you learned to all future programs within your company.

PROGRAM OBJECTIVES

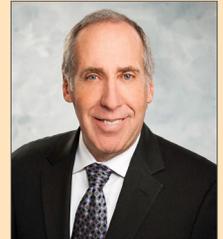
After this program, you will be able to:

- ◆ Identify key functional areas with which to build strategic and functional partnerships
- ◆ Establish the partnerships required to maximize program outcomes
- ◆ Define program expectations and desired outcomes for mission-critical initiatives

YOUR FACILITATORS

This program is taught by the Kirkpatricks and Kirkpatrick Certified Facilitators. Check the program information to see who will be teaching the class you wish to attend.

Jim Kirkpatrick, Ph.D., is the Senior Consultant and co-owner of Kirkpatrick Partners. He is a thought leader in training evaluation and the creator of the New World Kirkpatrick Model.



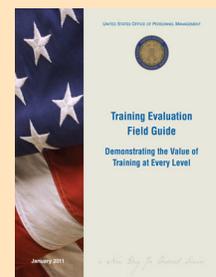
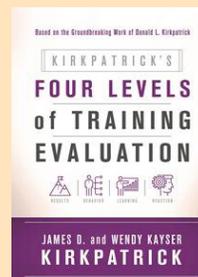
Using his 15 years of corporate experience, Jim trains and consults for organizations around the world. He is passionate about assisting learning professionals in redefining themselves as strategic business partners.

Wendy Kayser Kirkpatrick is the President and Founder of Kirkpatrick Partners.



Wendy's results orientation stems from over two decades of business experience in retailing, marketing and training. She has held positions as a buyer, product manager, process manager and training manager, which leveraged her ability to organize multifaceted projects and yield rapid results.

Jim and Wendy have co-authored three books, including *Kirkpatrick's Four Levels of Training Evaluation*, and have also served as the subject matter experts for the United States Office of Personnel Management's *Training Evaluation Field Guide: Demonstrating the Value of Training at Every Level*.



07/2018

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COURSE AGENDA

Pre-Work Packet

- ◆ Pre-reading
- ◆ Real-life case preparation

Program

Module 1: Introduction to Business Partnership

- ◆ Kirkpatrick Business Partnership Inventory
- ◆ The Kirkpatrick Model

Module 2: Kirkpatrick Foundational Principles

- ◆ Best practice interview

Module 3: The Kirkpatrick Business Partnership Model

Module 4: Case Study Analysis

Module 5: Bringing Business Partnership to Life

- ◆ Business Initiative Discussion Planning Form

Module 6: Your Formula for Success

Follow-Up

- ◆ Follow-up modules via email
- ◆ Team submission of Kirkpatrick® Strategic Initiative Planning Form



WHO SHOULD ATTEND

This is an intermediate to advanced program in that it is designed for business managers and leaders who would benefit from building partnerships.

Participants who attend with their key business partners obtain maximum business results.

There are no prerequisites for this program.

PROGRAM INCLUDES

All participants will receive:

- ◆ Pre-work packet
- ◆ Interaction throughout the program
- ◆ Workbook including templates, tools and examples
- ◆ Copy of the book *Bringing Business Partnership to Life*
- ◆ Grading and personalized feedback on **Business Initiative Discussion Planning Form** submitted by your in-class team
- ◆ Kirkpatrick Strategic Evaluation Planning certification certificate
- ◆ Virtual badge that you can use to advertise your new credential
- ◆ The right to add “Kirkpatrick” to your skills in your LinkedIn profile
- ◆ Three months of follow-up via email
- ◆ Informal consulting via phone/email for one year from date of certification



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

For more information on the CPT program, visit ispi.org.

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PARTICIPANT TESTIMONIALS

“Since the program we have changed our entire way of thinking about results and begun to ask Senior Leadership to articulate their expectations before we begin our training intervention.”

Steve Powell
Healthcare Team Training, Inc.

“Fantastic program. It helped influence a shift in my perspective about my role, and increase my passion to do better with my business partners.”

Kavitha Joy Dadhia
Emirates Aviation College

“I have leveraged the Kirkpatrick principles and practical techniques of four level evaluation and the business partnership model that Jim has taught us, resulting in a history of significant, positive impact to the bottom line.”

Michael Woodard
Georgia-Pacific Consumer Products

“Brilliantly executed workshop with immediate relevance to the strategic work of leaders throughout the federal sector.”

Marie Westbrook
FDIC

“Jim’s style was engaging and challenging with useful stories and anecdotes. Anyone interested in demonstrating and delivering value in their role would gain from participating in this program. It’s rare to complete a program and feel you get immediate tools to apply and add value in your role - on this program, I got exactly that.”

Alison Walsh
Enterprise Ireland

“Worth its weight in gold - fulfilled my ROE. I would do it again. Excellent presentation style.”

Ray Walsh
Enterprise Ireland

OTHER OPTIONS

The Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level is also available.

This two-day program pairs with the Kirkpatrick® Strategic Evaluation Planning Certification Program with full education on how to implement the four levels.

Your team might also consider an the Inner Fire: Kirkpatrick® Levels 3 and 4 workshop to learn tactics for structuring initiatives so they enhance on-the-job performance and impact the bottom line.



REGISTRATION & PRICING

Go to kirkpatrickpartners.com.

Click on the [Training and Events](#) tab to see complete program information and pricing for this and all other authentic Kirkpatrick programs.



MORE INFORMATION

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Join the discussion and receive the latest news by following Kirkpatrick Partners on your favorite social media network:



KIRKPATRICK PROGRAM COMPARISON

Which program should I choose? Program Features	Programs		
	Four Levels Evaluation		Strategic Evaluation Planning Certification
	Bronze Certification	Certificate	
Audience	All training professionals (except administrative)	All training professionals and students	Higher-level training professionals
Prerequisites	None	None	None
Participant limit	30	50	30
Delivery format	2 days in person or 5 live online sessions	1 day in person or 3 live online sessions	1 day in person or 2 live online sessions
Course materials	Course manual, <i>Kirkpatrick's Four Levels of Training Evaluation</i>	Course manual	Course manual, <i>Bringing Business Partnership to Life</i> book
Credential earned	Certified	Certificate holder	Certified
ISPI (International Society for Performance Improvement) CPT recertification credits earned	12	6	6
Pre-work assignment and follow-up	✓	✓	✓
New World Kirkpatrick Model	✓	✓	✓
Training evaluation methods, tools and techniques	✓	✓	
Blended Evaluation® Plan Form completed	✓	✓	
Actual Blended Evaluation Plan completed and submitted for individual feedback and grading	✓		
Informal consulting via phone/email for one year	✓		✓
Access to certified-only web page	✓		✓
Exclusive resources and specials	✓		✓
Eligible to join certified-only community of practice	✓		✓
Eligible to continue to silver and gold level certification status	✓		
Eligible to upgrade to bronze level certification status		✓	
Kirkpatrick Business Partnership Model			✓
Business partnership methods, tools and techniques			✓
Actual business partnership plan completed and submitted for feedback and grading			✓