

WHY GET KIRKPATRICK CERTIFIED?

To Confidently Show the Organizational Results That Your Training Supports

A chain of evidence shows the organizational value of the entire business partnership effort through quantitative and qualitative data that sequentially connect the four levels, and shows the ultimate contribution of learning and reinforcement to the business.

Here is our chain of evidence showing the value that over 10,000 Kirkpatrick Certified Professionals are bringing to their organizations by applying what they learned in the Kirkpatrick Four Levels® Evaluation Certification Program.



Level 1
Reaction

Level 2
Learning

Level 3
Behavior

Level 4
Results

LEVEL 1: The degree to which participants find the training favorable, engaging and relevant to their jobs

92% of participants would recommend the Kirkpatrick certification program to others.

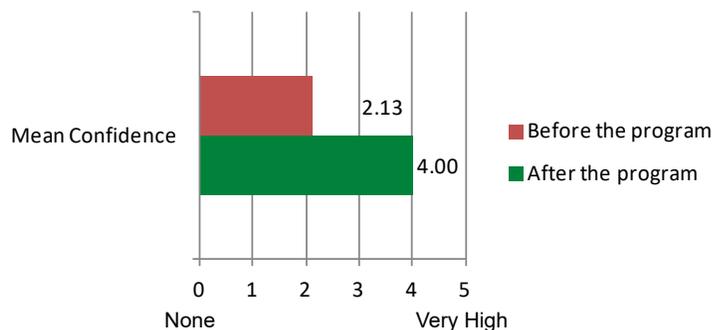
LEVEL 2: The degree to which participants acquire the intended knowledge, skills, attitude, confidence and commitment based on their participation in the training

Participants in the Kirkpatrick certification program have their **knowledge** checked during interaction throughout the class.

Participants demonstrate their **skill** by creating a four levels evaluation plan for a program of their choice. They must receive a passing grade on the plan to obtain certification.

Participant **confidence** to apply this knowledge to their work increases by 88% during the two-day program:

Confidence to Evaluate Programs to the Appropriate Level



PARTICIPANT COMMENTS

“While this training focused on evaluation, I see this as a process that can be used by anyone responsible for solving other entities’ problems or challenges.”

Linda Datcher
U.S. Office of Personnel
Management

“A lot of the time I’m asked to create an e-learning course to ‘save money’, which I can do. However, the Kirkpatrick Model will help me to prove it will do a lot more than save travel costs!”

Claire Teasdale
Virgin Active

“Love the New World Kirkpatrick Model! It applies to rapidly changing industry, and allows for flexibility within a framework.”

Rose Holiday
S.C. Johnson

Source: Tabulated program evaluation forms collected from 2010 to 2018; Recommendation based on participant ratings of 8 or higher on a 10-point scale

07/2020

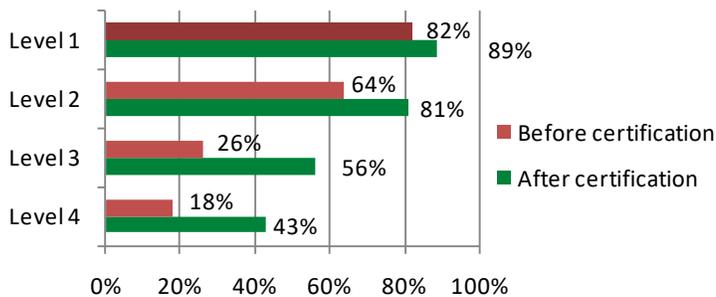
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LEVEL 3: The degree to which participants apply what they learned during training when they are back on the job

91% of program graduates use or apply the information and tools they obtained from the program.

Percentage of Programs Deemed "Important"
Measured at Each Level



GRADUATE COMMENTS

"I immediately produced a new evaluation tool."

"I use the levels not just for training, but in all projects with which I am involved or leading."

"The program showed me a different way to evaluate how to gather metrics and really get down to how to improve continued learning."

"We have not only been able to show ROE at our company, but have developed a consistent way to improve our training."

Source: 90-day anonymous post-program survey data respondents, 2012 - 2018

LEVEL 4: The degree to which targeted outcomes occur as a result of the training and the support and accountability package

Here is a sampling of results from bronze, silver and gold level Kirkpatrick Certified Professionals:

Indiana University Health

Medication errors with a severity level E or higher dropped from approximately 1.5 defects per unit to 0.5 over a three-year period as a result of an electronic medical records implementation initiative. Healthcare costs were reduced by eliminating medical complications, and the potential medical malpractice claims from medication errors.

Greencore Northampton

This U.K.-based convenience foods manufacturer saved \$250,000 in nine weeks during the Common Practice in Leadership program pilot which included six managers. The best practice was replicated with a second cohort of 12 managers.

Emirates Airline

The airline reduced call center complaints by 60%, and met or exceeded service level standards for a period of 5 months through close partnership between the learning academy and business units.

Maryland Transit Administration (MTA)

This city's bus operator training program reduced the number of bus accident claims from 1,500 in 2011, to 804 in 2015. This lowered the annual claims cost by 89%, from \$5,000,000 in 2011, to \$560,000 in 2015.