

# KIRKPATRICK FOUR LEVELS® EVALUATION CERTIFICATION PROGRAM - BRONZE LEVEL

Live Online Version

## PROGRAM DESCRIPTION

The Kirkpatrick Model comprises the foremost evaluation methodology in the world. In this program, you will learn directly from the Kirkpatricks the true and correct methodology and apply it to an actual program to maximize business results. This program is limited to 30 or fewer participants to ensure you receive personalized attention and the opportunity to participate.

During this program, you will learn the four levels, receive a downloadable participant manual filled with examples and templates that you may borrow and adapt to build your own Blended Evaluation Plan® tools, and gain a complete understanding of what each level measures. You will also explore the reasons why evaluation is critical to training success and hear case studies and success stories from companies that have used the model effectively. You will learn tactics to help you allocate training resources effectively.

A focus of this program is the exploration of how to ensure that what is learned transfers to on-the-job behaviors. You will learn why training alone is not enough and receive guidance to ensure that what you teach actually gets used on the job.



Level 1   Level 2   Level 3   Level 4  
Reaction   Learning   Behavior   Results

## PERFORMANCE OBJECTIVES

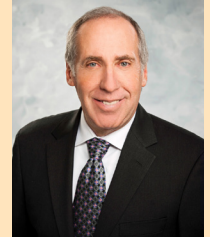
After this program, you will be able to:

- ◆ Objectively determine where to allocate training resources to create the most business impact
- ◆ Create an effective program Blended Evaluation Plan® that maximizes business results and minimizes resources employed
- ◆ Define the critical difference between effective training and training effectiveness
- ◆ Identify appropriate Blended Evaluation Plan® methods and tools for any program

## YOUR FACILITATORS

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

**Jim Kirkpatrick, Ph.D.**, is co-owner of Kirkpatrick Partners. He is a visionary and an expert 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 four books, including *Kirkpatrick's Four Levels of Training Evaluation*, and have also served as the subject matter experts for the U.S. Office of Personnel Management's *Training Evaluation Field Guide: Demonstrating the Value of Training at Every Level*.

**"Kirkpatrick's four levels is the best I've ever seen in evaluating training effectiveness. It is sequentially integrated and comprehensive. It goes far beyond 'smile sheets' into actual learning, behavior changes and actual results, including long-term evaluation. An outstanding model!"**

Stephen R. Covey  
Author, *The 7 Habits of Highly Effective People*

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### COURSE AGENDA

#### Pre-Work

- ◆ Introduction to the New World Kirkpatrick Four Levels®
- ◆ Real-life case preparation

#### Session 1

##### Module 1: Introduction to the Kirkpatrick Model

- ◆ Purposes of evaluation
- ◆ The four levels and their history
- ◆ Effective training vs. training effectiveness

##### Module 2: Level 4: Results

- ◆ Level 4 principles, techniques and timing
- ◆ Defining your Level 4 results
- ◆ Leading indicators

#### Session 2

##### Module 3: Level 3: Behavior

- ◆ Level 3 principles, techniques and timing
- ◆ Critical behaviors and required drivers

##### Module 4: Level 2: Learning

- ◆ Level 2 principles, techniques and timing
- ◆ Retrospective self-assessment

#### Session 3

##### Module 5: Level 1: Reaction

- ◆ Level 1 principles, techniques and timing
- ◆ Formative evaluation methods

##### Module 6: A Purposeful Approach to Training and Evaluation

- ◆ Prioritizing programs and evaluation resources
- ◆ Blended Evaluation Plan® tools

##### Module 7: Case Studies

- ◆ Debriefing and application tips

#### Session 4

##### Module 8: Applying Your Knowledge

- ◆ Creation and presentation of your actual evaluation plan
- ◆ Tips for refining a real-life Blended Evaluation Plan® plans

##### Resources for After the Sessions

#### Follow-Up

- ◆ Team submission of real-life Blended Evaluation Plan® for grading
- ◆ Three months of follow-up modules via email

### WHO SHOULD ATTEND

This program is appropriate for all professionals (corporate, government, military, consulting, etc.) who wish to create and implement program evaluation plans.

While there are no prerequisites for this program, prior basic knowledge and some usage of the four levels is highly recommended.

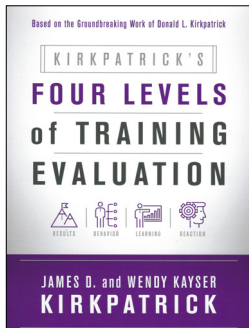
More experienced professionals report that this program teaches them new information they did not know about the four levels and corrects misinformation.

Those who will not create or implement evaluation plans in their work should select a shorter Kirkpatrick program.

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## PARTICIPANT BONUS



All participants will receive a copy of *Kirkpatrick's Four Levels of Training Evaluation*, co-authored by Jim and Wendy Kirkpatrick.

Discover a complete blueprint for implementing the model in a way that truly maximizes business results.

**\$24.95 value**

## PARTICIPANT TESTIMONIALS

“This course really opened my eyes on how to get past Level 1 and 2 evaluations and center in on the behaviors and results aspect of making training relevant to the end user, and helping stakeholders realize its importance to mission readiness.”

Bill Hall  
Booz Allen Hamilton

“The value that Kirkpatrick training provides pertains not only to evaluation, but to the entire training and instructional design process, making it easier to identify true business needs and provide true business results. It's a wonderful model!”

Iris Nunn  
Nunn Training and Development

“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

## PROGRAM INCLUDES

- ◆ Downloadable course manual with pre-work, templates, tools, examples and additional resources
- ◆ Interaction throughout the program
- ◆ Copy of the book *Kirkpatrick's Four Levels of Training Evaluation*
- ◆ Grading and personalized feedback on Blended Evaluation Plan® submitted by your in-class team
- ◆ Certificate of completion and Kirkpatrick bronze level certification credential
- ◆ 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

## CERTIFICATION PROCESS

This program comprises the bronze level, which is the first step in the Kirkpatrick certification process:



## REGISTRATION & PRICING

Go to [kirkpatrickpartners.com](http://kirkpatrickpartners.com).

Click on the [Training and Events](#) tab.

# KIRKPATRICK® ONLINE PROGRAMS

## WHAT TO EXPECT

### LIVE WITH THE KIRKPATRICKS

Kirkpatrick online programs are facilitated live online by Jim and Wendy Kirkpatrick and Kirkpatrick Certified Facilitators. One or more of them will lead each session. You should plan to attend the programs at the scheduled time so you can participate in the interactive sessions and gain the most benefit from your investment.

Participants must be present for at least one of the live sessions to earn their certification. If a session must be missed, we will send you a recording that is viewable for 30 days.

### PROGRAM MATERIALS

This program includes:

- ◆ Live online sessions via the internet
- ◆ Downloadable PDF program manual with pre-work
- ◆ Three months of follow-up modules via email

You will NOT receive a copy of the PowerPoint presentation or a printed copy of the program manual.

### AUDIO/VISUAL REQUIREMENTS

The visual portion of the program is accessed using a high-speed internet connection.

Sound can be accessed in two ways: via telephone with a local toll-free number for many parts of the world (long distance charges/usage of phone plan minutes may apply), or via VoIP (sound over your computer).

- ◆ Sound via phone is clearer and more reliable if it is available in your area.
- ◆ A computer headset is required if you opt to access sound over the computer.
- ◆ Sound over the computer is free but tends to have more interruptions inherent to the internet.

### INTERACTION DURING THE PROGRAM

The majority of interaction during the sessions occurs via “text chat” by typing responses to questions, as well as your own questions and comments into an on-screen window. This allows all participants to share their ideas on discussion topics. There are also polling questions throughout the program. Participants should log in.

Verbal participation for those who are able is welcome at any time throughout the program. If verbal participation is not convenient, there is a chat window visible at all times to type questions or comments.

Group discussions tend to result in technical difficulties, such as very loud background noise and some participants experiencing difficulty hearing. For these reasons, verbal discussions are kept to a minimum.

### CREDENTIALS EARNED

Program participants will earn the right to say that they are Kirkpatrick bronze level certified.

This means you have the right to use the authentic Kirkpatrick materials contained in the program manual within your organization. You may also duplicate and share the materials with other employees of your organization and informally teach your co-workers key principles and concepts.

If you are an independent contractor or work with clients outside of your company, this means you may use the Kirkpatrick method in your work, but you may NOT teach it or distribute program materials or trademarked graphics and images to clients.

A train-the-trainer program is available for large organizations with 100+ people to train internally.

### REGISTRATION

**Every individual who plans to watch or participate in this program must be registered.**

If three or more participants from your organization plan to attend, you may take advantage of group registration discounts.