

# KIRKPATRICK® STRATEGIC EVALUATION PLANNING CERTIFICATION PROGRAM

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

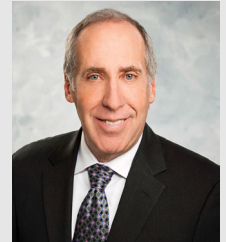
After this program, you will be able to:

- ◆ 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 co-owner of Kirkpatrick Partners. He is a visionary and an expert in training evaluation and the creator of the New World Kirkpatrick Model.



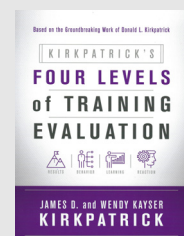
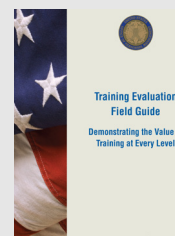
Using his 15 years of corporate experience, Jim trains and consults for organizations around the world. He is passionate about assisting learning professionals in redefining themselves as strategic business partners.

**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*.



04/2021

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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. However, we do recommend that participants have training evaluation experience, take the Kirkpatrick bronze level certification program, or read *Kirkpatrick's Four Levels of Training Evaluation* prior to taking this program.

## PROGRAM INCLUDES

All participants will receive:

- ◆ A course manual with pre-work, templates, tools, examples and additional resources
- ◆ Interaction throughout the program
- ◆ 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
- ◆ Virtual certificate of completion
- ◆ Kirkpatrick Certified Professional - Strategic Evaluation Planning credential
- ◆ Virtual badge that you can use to advertise your new credential
- ◆ The right to add "Kirkpatrick" to your skills in your LinkedIn profile
- ◆ Follow-up via email
- ◆ Informal consulting via phone/email for one year from date of certification

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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 Dedhia  
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 the Igniting 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](http://kirkpatrickpartners.com).

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



## MORE INFORMATION

(770) 302-3500

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

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