

KIRKPATRICK® STRATEGIC EVALUATION PLANNING

CERTIFICATION PROGRAM

Live Online 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

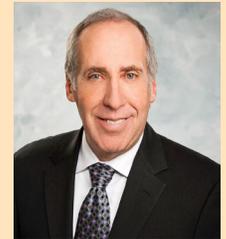
After this program, you will be able to:

- ◆ 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.



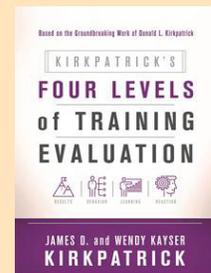
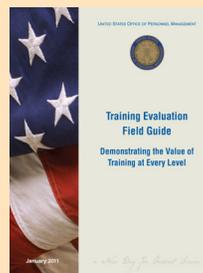
Using his 15 years of corporate experience, Jim trains and consults for organizations around the world. He is passionate about assisting learning professionals in redefining themselves as strategic business partners.

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*.



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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:

- ◆ Downloadable 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
- ◆ Certificate of completion and 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
- ◆ Three months of 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 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 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.

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



MORE INFORMATION

(770)302-3500

kirkpatrickpartners.com

information@kirkpatrickpartners.com

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 that 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.