

THRIVE OR PERISH – RETOOL YOUR TRAINING AND EVALUATION STRATEGY FOR 2020 AND BEYOND

Dr. James D. Kirkpatrick and Wendy Kayser Kirkpatrick



August 27, 2020
Training Magazine Network

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Thrive or Perish – Retool Your Training and Evaluation Strategy for 2020 and Beyond

Jim Kirkpatrick and Wendy Kayser Kirkpatrick
Training Magazine Network Webinar

August 27, 2020

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Please Interact During This Program!

- Due to audience size, audio lines are muted during the program
- Ask questions in chat window as they arise; we will field as many as possible throughout the program
- Open Q&A midway through the program

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The Kirkpatrick Model

Level 1: Reaction



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

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The Kirkpatrick Model

Level 2: Learning



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

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The Kirkpatrick Model

Level 3: Behavior



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

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The Kirkpatrick Model

Level 4: Results

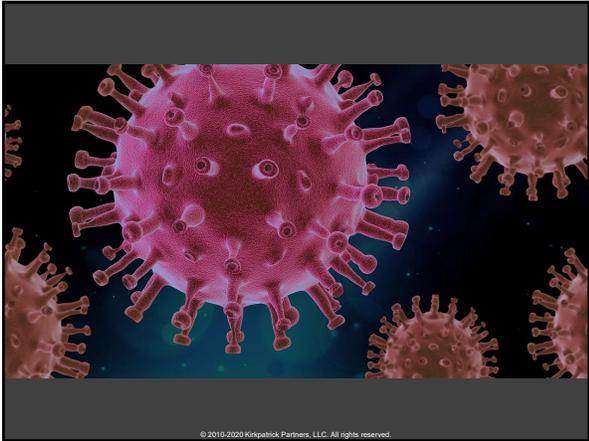


The degree to which targeted outcomes occur as a result of the training and the support and accountability package

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

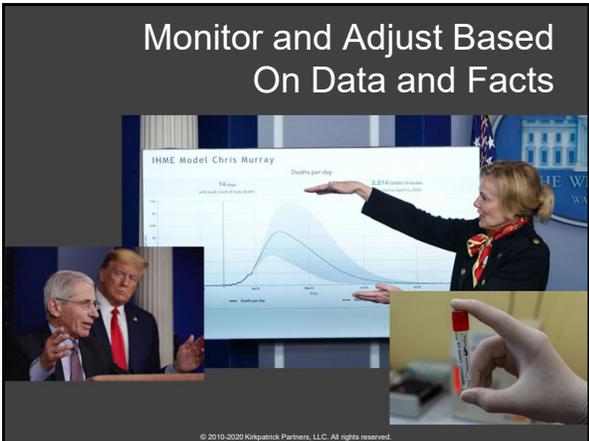
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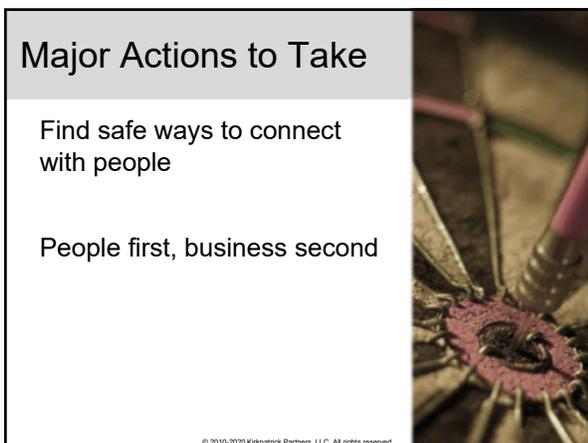
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Participant Poll

How connected are you with business associates during work-from-home sequestration?

Please provide comments in the dedicated chat window.

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Clarify the Desired Results

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Major Action to Take

Meet with senior program sponsors to discover their mission-based expectations

Monitor performance and signs of Level 4 progress along the way, and make relevant adjustments



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Participant Interaction

How can you monitor progress and incremental results after training?

How can you report on progress after training?

How can you make plan adjustments along the way?

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Get Involved With On-the-Job Performance



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Major Action to Take

Meet with line managers to discuss performance requirements

Develop real-time, easy-to-use job aids to help employees perform their jobs better



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Participant Poll

How involved are you in on-the-job performance after formal training is complete?

Please provide comments in the dedicated chat window.

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Participant Interaction

What questions do you have?

Please use the chat window.

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Determine the Best Media



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Major Action to Take

Maximize your virtual capabilities to appeal to your entire audience

Make use of such methods as live-online training, informal learning, videos, virtual touch bases and team meetings



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Participant Interaction

How are you providing virtual training, support and communication to the community you serve?

Please provide comments in the dedicated chat window.

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All Registrants Receive FREE Resources

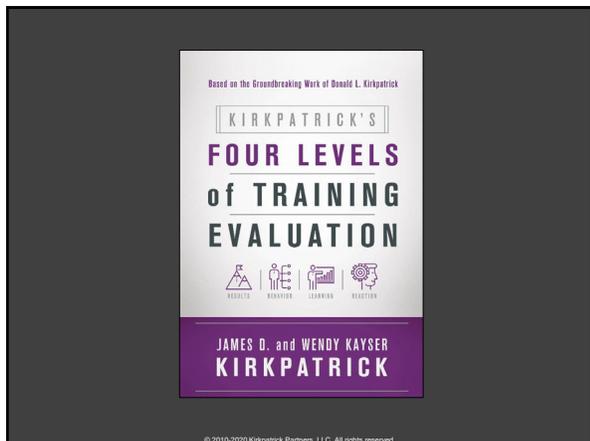
- Online Resources library with 100+ items
- Post-training support job aid
- Twice-monthly Kirkpatrick® Quick Tip

If you're watching this recording, register at:

[Kirkpatrickpartners.com](https://www.kirkpatrickpartners.com)



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Kirkpatrick Certification

Learn how to build business partnerships and create collaborative plans to maximize business impact through all phases of the training and performance process

Live-online format
September – Save an EXTRA \$200
with promo code TMN200827KSEP200

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Participant Interaction

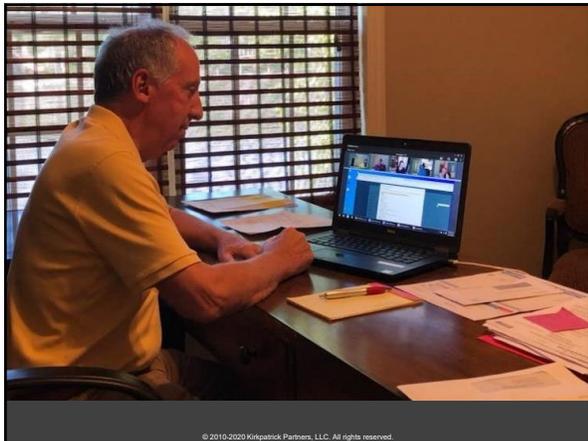
Don't be shy! Contact us with your questions.

inquiries@kirkpatrickpartners.com

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Participant Polls

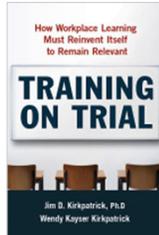
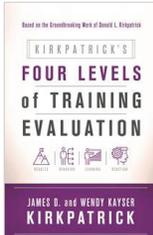
I have at least one idea I can implement in my work.

I would recommend this program to others in this field.

In the chat below, list one specific action you plan to take as a result of your participation in this program.

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Thank You!



information@kirkpatrickpartners.com

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Dr. Jim Kirkpatrick is the Senior Consultant for [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.

Jim delivers lively keynote addresses and conducts workshops on topics including maximizing business results, creating powerful training and evaluation strategies, building and leveraging business partnerships and increasing the transfer of learning to on-the-job behaviors.

Jim co-authored three books with his father, Dr. Don Kirkpatrick, who is credited with creating the Kirkpatrick Model, and four books with Wendy Kirkpatrick, including [Kirkpatrick's Four Levels of Training Evaluation](#). Jim and Wendy also served as the subject matter experts for the United States Office of Personnel Management's *Training Evaluation Field Guide*.



Wendy Kayser Kirkpatrick is the President and Founder of [Kirkpatrick Partners](#). As a global driving force of the use and implementation of [the Kirkpatrick Model](#), Wendy leads companies to measurable success through training and evaluation.

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.

About Kirkpatrick Partners

Kirkpatrick Partners teaches training professionals credible, non-technical ways to document and report the full range of both financial and collateral training program outcomes. They offer training, consulting, impact studies and books on the Kirkpatrick Model and business partnership.

Kirkpatrick Partners is proud to be the One and Only Kirkpatrick® Company, and the only provider of authentic Kirkpatrick products and programs. They carry on the work of Don Kirkpatrick, Ph.D., and the Kirkpatrick Model of training evaluation, also referred to as the four levels of evaluation.

Read more about Kirkpatrick Partners at kirkpatrickpartners.com.

FREE RESOURCES & INFORMATION

JOIN THE KIRKPATRICK COMMUNITY

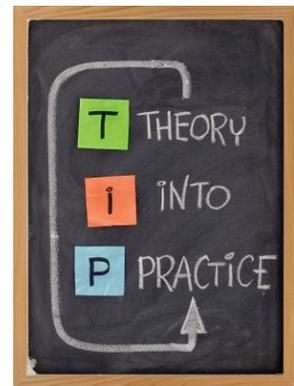
Kirkpatrick Partners strives to provide the information you need, when and how you want it.

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Register online at www.kirkpatrickpartners.com to receive access to the online Kirkpatrick Resource Library and be automatically enrolled in our semi-monthly newsletter.

Receive all of the following:

- Access to online Kirkpatrick Resource Library containing 100+ free items on demand
 - Articles, white papers, videos, podcasts, PowerPoint slides, diagrams and tools
- Efficient semi-monthly email containing:
 - Kirkpatrick Quick Tip
 - Latest articles
 - News, specials and event schedules
 - Ability to comment on features in The Official Kirkpatrick Blog



SELECT YOUR FAVORITE SOCIAL MEDIA FOR TIMELY UPDATES

Do you prefer to get your news *as it happens*?

Do you like your Facebook page better than your Outlook inbox?

If so, this step is for you! Follow Kirkpatrick Partners on your favorite social media network. Join the discussion and receive the latest news by liking us on Facebook, following our Twitter account, [@TheKirkpatrick](https://twitter.com/TheKirkpatrick), connecting with us on LinkedIn, following our boards on Pinterest, or subscribing to The Official Kirkpatrick Blog on our website.



ADD CUSTOMIZED SUBSCRIPTIONS FOR MORE INFORMATION

Do you want *everything* from Kirkpatrick Partners?

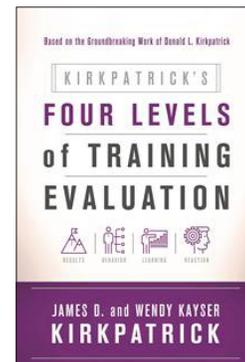
If so, follow Jim, [@Jim_Kirkpatrick](https://twitter.com/Jim_Kirkpatrick), and Wendy, [@WkKirkpatrick](https://twitter.com/WkKirkpatrick), on Twitter, join the Kirkpatrick Evaluation Discussion Group on LinkedIn and subscribe to the Kirkpatrick Partners YouTube channel.



MAXIMIZING RESULTS WITH KIRKPATRICK

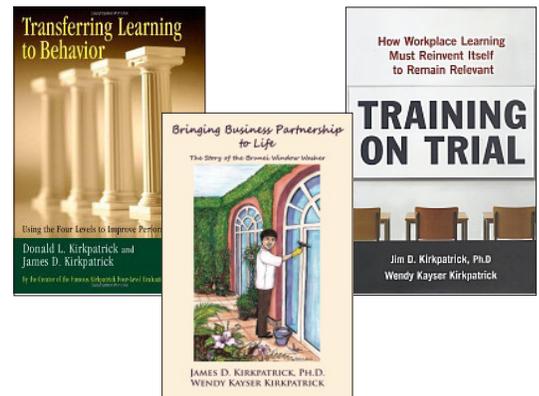
Early part of the journey - Ensuring effective training

- ◆ Register for **FREE resources at kirkpatrickpartners.com**
- ◆ Watch Kirkpatrick webinars
- ◆ Discuss effective training versus training effectiveness in your organization
- ◆ Participate in Getting to Kirkpatrick® Levels 3 & 4 or Igniting the Inner Fire workshops
- ◆ Join the Kirkpatrick Evaluation discussion group in LinkedIn
- ◆ Participate in the Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level



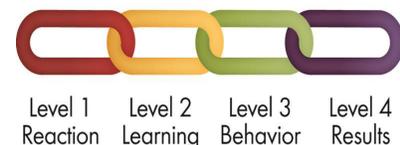
Farther down the road - Building training effectiveness

- ◆ Connect Levels 3 and 4 through required drivers, critical behaviors and leading indicators
- ◆ Schedule a Kirkpatrick® Strategic Evaluation Planning Certificate Program
- ◆ Implement a systematic evaluation decision-making process
- ◆ Obtain Kirkpatrick silver level certification



Nearing the final destination - Maximizing organizational ROE (return on expectations)

- ◆ Consider a Kirkpatrick® Business Partnership Analysis
- ◆ Schedule a Kirkpatrick® Impact Study
- ◆ Present your compelling chain of evidence to your corporate jury
- ◆ Obtain Kirkpatrick gold level certification



04/2017

REQUIRED DRIVERS

SUPPORT

Reinforce

- Follow-up modules
- Work review checklist
- On-the-job training (OJT)
- Self-directed learning
- Refreshers
- Job aids
- Reminders
- Executive modeling

Encourage

- Coaching
- Mentoring

Reward

- Recognition
- Pay for performance

ACCOUNTABILITY

Monitor

Action learning	Action plan monitoring
Interviews	Dashboard
Observations	Work review
Self-monitoring	Survey
KPIs (key performance indicators)	Touchbases / meetings