

FOR IMMEDIATE RELEASE Contact: Wendy Kirkpatrick

Phone: (770) 302-2500

Email: [inquiries@kirkpatrickpartners.com](mailto:inquiries@kirkpatrickpartners.com)

[First name, Last name] Has Earned Kirkpatrick Certification

[City, State, Date] - [First name, Last name] attended the Kirkpatrick Four Levels® Evaluation Certification Program – Bronze Level [insert location and date of program] and completed a training evaluation plan. [First name] is positioned and committed to objectively determining where to allocate training resources to create the most business impact, creating an effective program evaluation plan that maximizes business results and minimizes resources employed, defining the critical difference between effective training and training effectiveness, and identifying appropriate evaluation methods and tools for any program.

The Kirkpatrick Model comprises the foremost training evaluation methodology in the world. In the Kirkpatrick Four Levels® Evaluation Certification Programs, participants learn directly from the Kirkpatricks the true and correct Kirkpatrick methodology and apply it to an actual program to maximize business results. Participants who complete the bronze level program earn the distinction of being a Kirkpatrick Certified Professional.

Said Dr. Jim Kirkpatrick, Senior Facilitator for Kirkpatrick Partners, and co-creator of the New World Kirkpatrick Model, “Kirkpatrick Certified Professionals are elevating the field of learning and development by creating meaningful connections to on-the-job performance and organizational results.”

**About Kirkpatrick Partners**

The Kirkpatrick Model is the worldwide Standard for Leveraging and Validating Talent Investments™. In the Kirkpatrick certification programs, participants learn the true and correct Kirkpatrick methodology and apply it to an actual program to maximize business results.

For more information about Kirkpatrick programs and what it means to be a Kirkpatrick certified professional, visit [kirkpatrickpartners.com](https://kirkpatrickpartners.com/about-us/what-our-credentials-mean/).

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