



Kirkpatrick® Impact Studies

Description

Business and government stakeholders are demanding evidence that training significantly impacts the bottom line.

Kirkpatrick experience and best practice research will provide the evidence you need in the form of a Kirkpatrick® Impact Study.

The worldwide experts in training evaluation will take a deep and honest look at one or two of your current training programs. Practical, comprehensive feedback to improve the content and demonstrate the organizational value will be provided in a ready-to-share presentation.

The presentation is in plain language that both learning and business professionals can understand, and includes both learning and business improvements that can be applied not just to the programs in the study, but future programs as well.

Deliverables

The impact study will:

- Showcase bottom-line impact from quantitative and qualitative perspectives
- Identify factors that led to program success
- Uncover and address opportunities for improvement
- Create a compelling chain of evidence showing the value of your program(s)
- Provide a pilot to develop your own customized, comprehensive evaluation methodology

Impact Study Leader

Jim Kirkpatrick and a qualified team of Kirkpatrick Certified Consultants will complete your impact study.

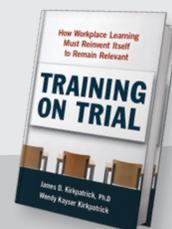
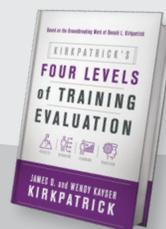


Jim Kirkpatrick, Ph.D., is co-owner of Kirkpatrick Partners, the standard for leveraging and validating talent investments.

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.

Jim has co-authored seven books, including *Kirkpatrick's Four Levels of Training Evaluation*. He also served as the subject matter expert for the U.S. Office of Personnel Management's Training Evaluation Field Guide: *Demonstrating the Value of Training at Every Level*.



Participant Testimonials

We conducted a Kirkpatrick® Impact Study to determine the impact of our e-learning program on the bottom line. Preliminary findings showed only a modest contribution to overall business results. A review of all quantitative and qualitative data revealed five additional success factors that, along with the training, made a significant impact.

The important lesson we learned is the importance of recognizing all success factors, and partnering with the business to enhance and align all of them for maximum program value.



Learning and Development Project Manager
Law enforcement arm, U.S. Government Agency

Our training department was directed to demonstrate the value we bring to the business. A Kirkpatrick® Impact Study found hidden value in our efforts and detailed recommendations for increased business impact in future initiatives.

I applied the recommendations to an important new program. We systematically applied the Kirkpatrick principles in two pilot districts. Results in both districts improved over the next year while the other eight districts continued to deteriorate!

Our stakeholders were convinced of the value of training. It improved our departmental image and my future as a learning professional.



Learning and Development Specialist
State Department of Transportation



Have Questions?

Contact us for a no-obligation consultation or visit the [Impact Studies web page](#).

Impact Study Process

- Identify programs to include in study
- Create comprehensive four levels evaluation plans for selected programs
- Review current evaluation methods and data
- Collect relevant quantitative and qualitative data from multiple sources using a variety of Level 3 and Level 4 methods
- Provide final presentation, ready to share with stakeholders, in plain business language detailing the initiative's purpose, methodology, impact, success factors and recommendations, including opportunities for improvement
- Present key elements of study to relevant staff so process improvements can be made and similar studies can be replicated in the future

The Kirkpatrick team will communicate with program leaders throughout the process to ensure effective impact study execution.

