



Kirkpatrick Four Levels® Evaluation

Certification Program – Silver Level

In-Person Format

Program Description

Kirkpatrick silver level certification provides the structure and support you need to successfully execute a complete program evaluation plan. Its blend of cutting-edge skills and ongoing support begins with a full-day session during which participants share a formal progress report and obtain expert and peer feedback in a conversational environment. The program is limited to 30 or fewer participants to ensure that you receive personalized attention and feedback on your program progress.

During this program and through formal, ongoing support, you will learn the key questions to ask during data collection and analysis, as well as how to use that information to ensure maximum on-the-job application and subsequent results. You also will learn how to identify and leverage success factors for future initiatives. Common challenges and their solutions will be discussed in large and small group discussions.

The program concludes with the creation of individual action plans for program execution and final reports. Silver level certification is obtained after the participant makes a final presentation of the program’s outcome and results to Kirkpatrick Partners via a conference call scheduled within 12 months of course attendance.

Performance Objectives

After this program, you will be able to:

- Analyze evaluation data to make educated decisions during program implementation
- Identify program success factors and results
- Create a compelling report and presentation of ultimate program value for stakeholders

The Kirkpatrick Model



Kirkpatrick
Partners

The Standard for Leveraging and
Validating Talent Investments™

Program Agenda

Pework

- Incident Report Writing Program Case Example
- Real-life case preparation

Program

Module 1 – Introduction

- Three phases of an initiative
- Effective training versus training effectiveness
- The New World Kirkpatrick Model

Module 2 – Data Analysis and Decision Making

- Answering questions with data
- Identifying success factors
- Gap analysis and plan modifications

Module 3 – Bringing Your Plan to Life

- Presentation of individual plans for feedback
- Discussion of common challenges

Module 4 – Overcoming Objections Using the Kirkpatrick Foundational Principles

- Five underlying principles of Kirkpatrick evaluation
- Discussion of common objections to business partnership approach

Module 5 – Developing and Presenting Your Final Report

- What it means to be a strategic business partner
- Drafting an executive report
- Tips for oral presentation

Module 6 – Action Planning

- Implementation discussion
- Completing silver level certification
- Setting a completion timeline

Program Follow-Up

- On demand conference calls
- Follow-up modules via email

Final Presentation

- Formal presentation of program results to Kirkpatrick Partners



Who Should Attend?

Registration is strictly limited to individuals who have taken the Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level.

This is an advanced program of an interactive nature.

Participants may attend bronze and silver level programs consecutively if they have good training evaluation background. They will also need to accept that some activities in this program are focused on a bronze level plan that they have just started to create.

Participants may use the same program to earn bronze and silver level certification, or they may use different programs. Participants must register for each program separately.

Program Includes

- Prework reading and assignment
- Course manual including templates, tools, and examples
- Copy of the book *Training on Trial*
- Action plan to create and present final program report to earn certification credential
- On demand conference calls
- Follow-up modules via email
- Informal consulting via phone/email for one year from date of program attendance
- Virtual certificate of completion and badge you can use to advertise your new credential

Participant Testimonials

This programme is essential to help L&D to become a good investment for companies, rather than a cost.



Ian Andrews
MSD

Completing the silver certification has helped me truly see the value that the Kirkpatrick Model can bring to my training programs. With training budgets shrinking all around, the ability to 'prove' that your course is valuable to your institution is a program saver.



Olivia Prewett
U.S. Army Military Police School

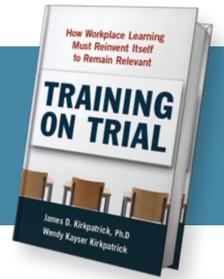
The silver level certification program prepares you to successfully execute an evaluation program. One of the strongest components of the program is the peer interaction.



Steven Carl
Edward Jones

\$24.95 VALUE

Participant Bonus



Of all the training models that have come and gone there is one that stands the test of time and that is Don Kirkpatrick's four levels of evaluation. Any trainer worth his or her salt knows the four levels - and uses them as a guideline for determining how they will measure the success of any training initiative.

Bob Pike
Chairman/Founder, Training and Performance Forum



Level 4: Results

Level 3: Behavior

Level 2: Learning

Level 1: Reaction

Kirkpatrick Certification Process



Bronze

Create a four-level program implementation and evaluation plan



Strategic Evaluation Planning

Establish the necessary communication, cooperation, and partnership



Silver

Implement your plan, and monitor and report on progress and results



Gold

Share your learnings publicly to gain recognition and better the industry

Credentials and Materials Usage

Program graduates earn the Kirkpatrick Certified Professional – Silver Level credential.

Graduates have the right to use the authentic Kirkpatrick materials contained in the program manual within their organization.

Independent contractor and consultant program graduates may use the Kirkpatrick method in their work, but they cannot teach the program in whole or in part or use copyrighted program materials or trademarked graphics and images in their client deliverables.



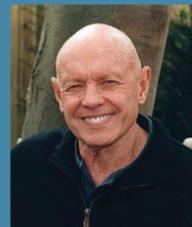
Have Questions?

Contact us for assistance in selecting the right programs for you.



Registration & Pricing

Visit the [Silver Level Certification web page](#)



Kirkpatrick's four levels is the best I've ever seen in evaluating training effectiveness. It is sequentially integrated and comprehensive. It goes far beyond 'smile sheets' into actual learning, behavior changes and actual results, including long-term evaluation. An outstanding model!

Stephen R. Covey
Author, *The 7 Habits of Highly Effective People*