

Kirkpatrick Case Studies Guide



Kirkpatrick
Partners

The Standard for Leveraging and Validating Talent Investments™



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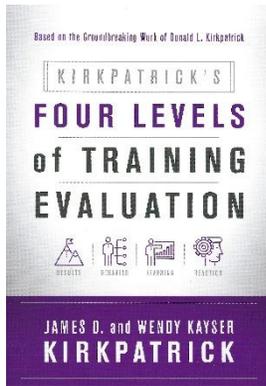
How to Use This Guide

The Kirkpatrick Case Studies Guide is a reference tool to assist you in easily finding published Kirkpatrick case examples. Case studies bring concepts to life and provide examples that assist in the learning process.

Case studies are not templates or how-to documents. What works in one situation may not necessarily work in another. The four levels of The Kirkpatrick Model are very flexible. They are inherently adaptable to meet the specific organization, program, and circumstances at hand.



[Kirkpatrick's Four Levels of Training Evaluation](#)



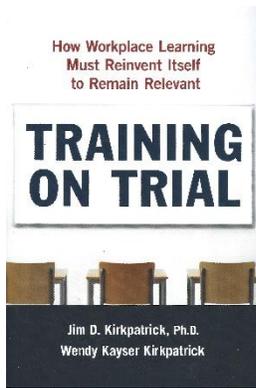
Discover a complete blueprint for implementing the model in a way that truly maximizes business results. Delve into Jim and Wendy's new findings that, together with Don Kirkpatrick's work, create the New World Kirkpatrick Model, a powerful methodology that melds people with metrics.

Use the New World Kirkpatrick Model to better train people, improve the way you work, and, ultimately, contribute to your organization's most crucial goals without breaking the budget.

Organization	Organization Type	Training Topic	Page
Greencore Northampton	Consumer products - food manufacturer	Leadership	p. 157
Emirates Airlines	Commercial airline	Customer service	p. 167
Getinge Group	Healthcare product sales	Sales	p. 174
Maryland Transit Administration	Public transportation	Accident reduction	p. 191
IHC New Zealand	Social services provider	Coaching skills for frontline leaders	p. 205



Training on Trial



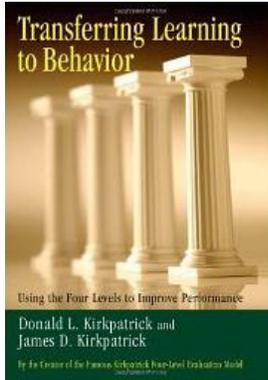
Training budgets are among the first to be cut when economic times get tough. Whether you're one of the in-house survivors or a struggling consultant, you can no longer coast on lofty notions about continuous learning and employee development. You need to provide compelling evidence that training delivers bottom-line results.

Throughout this book, you will find key action points and business partnership tips. The Kirkpatrick's spotlight star case studies from their practice.

Organization	Organization Type	Training Topic	Page
Georgia-Pacific	Pulp and paper products	Leadership – managing remote employees	p. 46
Edward Jones	Financial services	New hire (financial planners)	p. 46
Comcast Cable	TV, internet, phone and home security services	Sales	p. 46
Department of Defense	Healthcare of military men and women	Team building – safety	p. 46
AEGON Canada, Inc.	Pensions, insurance and asset management	Frontline leadership	p. 47
Region of Waterloo	Government	Leadership	p. 47
Ministry for Children and Family Department	Social services provider	Action leadership program	p. 47
Allen County Department of Transportation	Public transportation infrastructure	Secondary road sealing	p. 47
Clarian Health	Healthcare provider	New software implementation	p. 48
Farm Credit Canada	Rural insurance provider	Changing corporate culture	p. 48



Transferring Learning to Behavior



Today, trainers, training consultants, and anyone responsible for the performance of others are saddled with the job of not simply imparting skills, but of improving performance by changing behavior.

Here, the Kirkpatricks speak to training specialists, HR managers, group leaders, technical support professionals, small business owners, supervisors, managers, and even corporate executives, showing them how to bridge the divide between learning and behavior.

Organization	Organization Type	Training Topic	Page
Toyota	Automobile manufacturing and sales	Customer service and satisfaction	p. 104
Nextel Communications, Inc.	Wireless service operator	Corporate evaluation strategy	p. 109
Hewlett Packard	Technology manufacturing	Web-based human resources solutions	p. 115
Ingersoll-Rand	Heavy machinery manufacturing	Performance development	p. 123
Nicco Internet Ventures Limited	Technology consultancy	Consultant competence	p. 129
ABN AMRO Bank	Financial services	Creating business value	p. 136
Anthem Blue Cross and Blue Shield	Health insurance provider	Front line leadership	p. 143
Indiana Institute of Technology	Higher education	Student impact	p. 151
Indiana Public Defender Council	Public legal advocacy	Attorney professional development	p. 156
First Indiana Bank	Financial services	Commercial banking operations	p. 162



[Additional Case Studies](#)



The Kirkpatrick Model is the worldwide standard for leveraging and validating talent investments. These case studies showcase how organizations have tailored and implemented the model to achieve maximum organizational results.

These case examples are available to Kirkpatrick bronze level certification program participants.

Organization	Organization Type	Training Topic
City of Ecklenberg	Municipality	Strategic cost cutting / leadership
Justin Financial Services	Financial services	Process training (accountants)
Medallion	Automobile manufacturing and sales	Sales
Indiana University (IU) Health	Healthcare provider	Electronic imaging
Internal Revenue Service (IRS)	Government tax agency	New hire (auditors)



About Kirkpatrick Partners

Kirkpatrick Partners is The Standard for Leveraging and Validating Talent Investments™ 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.

Kirkpatrick Partners teaches training professionals credible, non-technical ways to create and report the full range of financial and intangible program outcomes. They offer training, consulting, impact studies, and books on training evaluation and business partnership topics.

Learn more at kirkpatrickpartners.com or [contact us](#) to discuss how we can help you leverage and validate your talent investments.



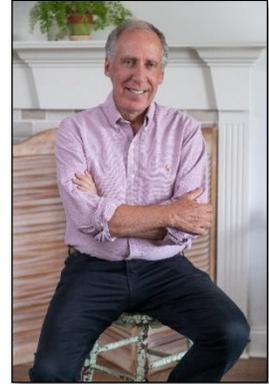


About the Authors

Dr. Jim Kirkpatrick is the chief vision officer 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 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 U.S. Office of Personnel Management's *Training Evaluation Field Guide*.



Wendy Kayser Kirkpatrick is the president 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.

Wendy has co-written four books with Jim Kirkpatrick, including [Kirkpatrick's Four Levels of Training Evaluation](#). Jim and Wendy also served as the subject matter experts for the U.S. Office of Personnel Management's *Training Evaluation Field Guide*.



Wendy is a recipient of the [2013 Emerging Training Leaders Award](#) from [Training Magazine](#).



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The Only Authentic Kirkpatrick Offerings

Recognized worldwide as the standard, authentic Kirkpatrick programs from Kirkpatrick Partners and our affiliate network give you the guidance and tools you need to leverage and validate your talent investments.

Become a Kirkpatrick Certified Professional to gain the credentials, knowledge, and tools you need to optimize training and workplace effectiveness within your organization. Certification is available publicly and as private in-house events, both in person and live online.

If you just need an overview, take advantage of our workshops, presentations, and free webinars.

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

NEW Join the Kirkpatrick Community Membership Program

You don't have to go it alone. Join a community of professionals dedicated to leveraging and validating the value of the investments their organizations and clients make in talent development.

Get exclusive access to live events with the Kirkpatricks, white papers, templates, tools, and more.

Host a Kirkpatrick Event

Bring the Kirkpatrick message to your organization with a workshop or presentation tailored to your requirements.

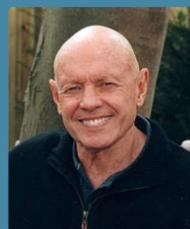
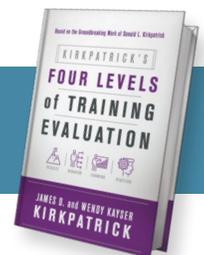
Contact us to discuss your needs.



Visit our Website

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

Pick up our latest book



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*



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