



## Kirkpatrick Four Levels® Evaluation

Certification Program - Silver Level

In-Person Format

### Program Description

Kirkpatrick Silver certification blends the renowned Kirkpatrick Model with the Kirkpatrick Business Partnership Model, forming a comprehensive approach to training evaluation and its impact on business. This integrative program guides participants in building strategic business partnerships and developing effective training evaluation plans. Emphasizing real-world application, the program offers a platform for learning global best practices and sharing personal experiences in an engaging, conversational setting.

During the program, participants engage in an immersive and holistic process, focusing on creating, delivering, and demonstrating the value of training. The curriculum is designed to equip participants with advanced skills in data collection, analysis, and the practical application of these insights to optimize training outcomes. With a cap of 25 participants, the program ensures personalized attention, allowing for detailed feedback and support in a collaborative environment.

The program culminates with participants developing and presenting individual action plans and final reports, which are aimed at illustrating the outcomes and impact of their training initiatives. Certification is awarded following a successful presentation to Kirkpatrick Partners, which is scheduled within 12 months of course completion.

### In-Person Program Duration

Two full days, followed by two virtual sessions. The first virtual session is a check-in to assess progress, and the second is for the presentation of the final report.

### THE KIRKPATRICK MODEL



### Performance Objectives

After this program, you will be able to:

- Establish relationships with key business stakeholders
- Develop a Blended Evaluation Plan® in conjunction with stakeholders that will demonstrate value and meet stakeholders' expectations
- Monitor evaluation data during the initiative's implementation and adjust the initiative as necessary to ensure a return on expectations
- Create a compelling presentation that demonstrates the initiative's value for stakeholders

## Program Agenda

### PREWORK

- Prework Packet
- Community Forum Prompts

### PROGRAM FOLLOW-UP

- Conference calls on request
- Final assignment presentation
- One-Year Community Access Post-Program

### PROGRAM

#### Session 1 – Why Business Partnership is Important

- Three phases of an initiative
- Why evaluate
- Bringing Business Partnerships to Life
  - Developing Business Partnerships and Relationship Building
  - Identifying Business Needs

#### Session 2 – Business Partnership Overview

- Identifying the Business Need
- Identifying Critical Behaviors and Required Drivers
- Identifying Leading Indicators, Frequency, and Type of Data
- Identifying Necessities for Success

#### Session 3 – Data Analysis and Data Monitoring

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

#### Session 4 – Overcoming Obstacles

- Discussion of common obstacles when embarking on an evaluation initiative

#### Session 5 – Developing and Presenting Your Final Report

- Preparing Your Chain of Evidence to Demonstrate ROE
- Drafting an executive report
- Tips for oral presentation

#### Session 6 – Status Update

- Update on initiative
- Coaching time



## Who Should Attend?

This program is particularly suitable for professionals seeking to enhance their expertise in training evaluation and to align their training efforts with strategic business goals.

This is an advanced level interactive program. It can be part of an accelerated certification event (ACE) if multiple programs are held consecutively.

Attending bronze and silver programs consecutively requires a good training evaluation background. Participants also need to accept that some of the activities in the silver level program are focused on a bronze plan that they will just have started to create.

The  
**Standard**  
for Leveraging and  
Validating Talent Investments®

## Program Includes:

- Prewrite packet
- Course manual including templates, tools, examples, and additional resources
- Conference calls on request
- One-Year Community Access Post-Program
  - Exclusive entry to an online community of Kirkpatrick silver graduates for continuous collaboration, sharing experiences, and deepening knowledge
- Virtual certificate of completion and badge you can use to advertise your new credential
- The right to add "Kirkpatrick" to your skills on LinkedIn



*"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 COVEY**

Author, *The 7 Habits of Highly Effective People*

## 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



LEVEL FOUR:

RESULTS

LEVEL THREE:

BEHAVIOR

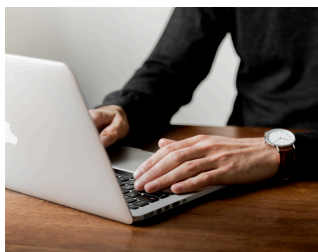
LEVEL TWO:

LEARNING

LEVEL ONE:

REACTION

## KIRKPATRICK CERTIFICATION PROCESS



### BRONZE

Create a four-level program implementation and evaluation plan



### SILVER

Establish the necessary partnerships, 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.



### Questions?

[Contact us](#) for assistance in selecting the right programs for you.



### Registration & Pricing

[Visit the Silver Level Certification Web Page](#)



*"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