Kirkpatrick Four Levels® Evaluation
Certification Program - Silver Level

Live-Online 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.

Live-Online Program Duration

The Silver certification course is a cohort-based experience spanning 6-8 weeks, comprising six sessions. This consists of five educational sessions and one final check-in session, similar to the live format, the program is spaced with time in between so participants can collect data, work with stakeholders, and bring back their own work to review and reflect on during the session with the support of the Kirkpatrick team.

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THE KIRKPATRICK MODEL

LEVEL 4 — RESULTS
The degree to which targeted outcomes occur as a result of the training and the support and accountability package

LEVEL 3 — BEHAVIOR
The degree to which participants apply what they learned during training when they are back on the job

LEVEL 2 — LEARNING
The degree to which participants acquire the intended knowledge, skills, attitude, confidence and commitment based on their participation in the training

LEVEL 1 — REACTION
The degree to which participants find the training favorable, engaging and relevant to their jobs

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
- Real-life case preparation

PROGRAM FOLLOW-UP

- Conference calls on request
- 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®

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Program Includes:

- Prework 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

"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

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."
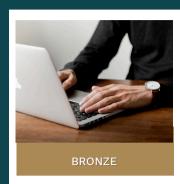
STEVEN CARL
Edward Jones

LEVEL FOUR:
RESULTS

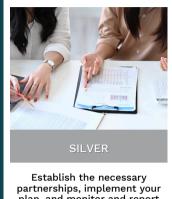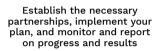LEVEL THREE:
BEHAVIOR

LEVEL TWO:
LEARNING

LEVEL ONE:
REACTION

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KIKPATRICK 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

Program Participation Requirements

Attend all sessions. The expectation is that participants are present for the entire duration of all six sessions. All sessions will be recorded except for breakout room conversations. If a session is missed, the recording must be watched and Post-Work completed prior to the next session. Missing sessions should only be reserved for emergencies. If you must come late, leave early, anticipate an issue attending, etc., please reach out to a Kirkpatrick staff member.

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

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