

# KIRKPATRICK FOUR LEVEL EVALUATION CERTIFICATION PROGRAM

## PROGRAM DESCRIPTION

The Kirkpatrick Four Levels comprise the foremost evaluation model in the world. In this course you will learn the true and correct methodology directly from the Kirkpatricks. You will apply it to a program of your own to maximize business results. This interactive course is limited to 30 or fewer attendees to ensure you receive personalized attention and the opportunity to participate.

During this course you will learn the Kirkpatrick Four Levels, receive a participant manual filled with examples and templates that you may borrow and adapt to build your own tools, and gain a complete understanding of what each level measures. You will also explore the reasons why evaluation is critical to training success. Case studies and success stories from companies that have used the model effectively will be highlighted. You will also learn the Kirkpatrick Decision-Making Model for effective training resource allocation.

A unique feature of this course is the exploration of how to ensure that what is learned transfers to on-the-job behaviors. You will learn why training alone is not enough, and receive guidance to make sure that what you teach actually gets used on the job.

To finish the course you will create an evaluation plan based on one of your own programs and submit it for grading and personalized comments. With a passing grade you will become Kirkpatrick Certified.



## PERFORMANCE OBJECTIVES

After this session, you will be able to:

- ◆ Objectively determine where to allocate training resources to create the most business impact
- ◆ Create an effective program evaluation plan that maximizes business results and minimizes resources employed
- ◆ Define the critical difference between effective training and training effectiveness
- ◆ Evaluate programs using appropriate Kirkpatrick Four Level tools

## YOUR FACILITATORS

*This program is taught by the Kirkpatricks and certified affiliates. Check the program information to see who will be teaching the class you wish to attend.*

**Jim Kirkpatrick, Ph.D.** is a Senior Consultant for Kirkpatrick Partners. He facilitates workshops and consults for Fortune 500 companies around the world, including Harley-Davidson, L'Oreal, Ingersoll Rand, Honda, the Royal Air Force, and GE Healthcare.



Jim's past experience includes developing and managing a career development center, strategic planning, team building, and executive coaching. He is a master facilitator and has a presentation style that is enjoyed by audiences around the world.

Jim has co-written three books with his father, Don Kirkpatrick, the creator of the Kirkpatrick Model. Jim and his wife Wendy have co-authored two books: *Kirkpatrick Then and Now: A Strong Foundation For the Future* (2009 Kirkpatrick Publishing) and *Training On Trial* (2010 AMACOM Books).



**Wendy Kayser Kirkpatrick** is the Director of Kirkpatrick Partners.

Wendy applies her skills as a certified instructional designer and expert facilitator to lead companies to measurable success.

Wendy is the co-author of *Kirkpatrick Then and Now* (2009 Kirkpatrick Publishing) and *Training on Trial* (2010 AMACOM Books).

Wendy draws on seventeen years of experience in retailing, marketing, and training to make her work relevant and impactful with measurable results.



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## COURSE AGENDA

### Pre-Reading

The Kirkpatrick Four Levels: A Brief Introduction

### Day 1

Module 1: Introduction to the Kirkpatrick Four Levels

- ◆ Purposes of evaluation
- ◆ The Kirkpatrick Four Levels
- ◆ History of the Four Levels

Module 2: Levels 1 and 2: Effective Training

- ◆ Effective training vs. training effectiveness
- ◆ Principles and timing
- ◆ Evaluation methods, tools, and techniques

Module 3: Levels 3 and 4: Training Effectiveness

- ◆ Principles and timing
- ◆ Evaluation methods, tools, and techniques

Module 4: Evaluating With Purpose

- ◆ Hybrid evaluation tools
- ◆ Creating an evaluation plan

Module 5: Bringing the Kirkpatrick Four Levels to Life

- ◆ Case study debrief
- ◆ Application tips

Module 6: Your Formula for Success

- ◆ Knowledge, attitude, confidence and commitment
- ◆ Guidelines for creating individual evaluation plans

### Day 2

Module 7: The Kirkpatrick Decision-Making Model

- ◆ 5 steps to effective training resource decisions

Module 8: Applying Your Knowledge

- ◆ Presentation of individual evaluation plans and feedback
- ◆ Tips for refining individual evaluation plans

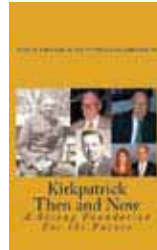
Module 9: Action Planning

- ◆ Implementation discussion
- ◆ Continuing education
- ◆ Creation of action plan

### Follow Up

- ◆ Submission of individual evaluation plans for grading
- ◆ One month of weekly follow-up modules via email

## PARTICIPANT BONUS



All attendees will receive an autographed copy of the latest book, *Kirkpatrick Then and Now*, co-authored by Jim and Wendy Kirkpatrick.

This book is the first to introduce the Kirkpatrick Business Partnership Model<sup>SM</sup> and the Kirkpatrick Foundational Principles.

**\$19.95 value**

## WHO SHOULD ATTEND

**Program Level:** Basic to intermediate

**Prerequisites:** None

**Job Titles / Responsibilities:**

- ◆ L&D managers
- ◆ Instructional Designers
- ◆ Leaders of Training-Related Initiatives
- ◆ E-learning Developers
- ◆ Educators
- ◆ Training Specialists and Trainers
- ◆ Consultants
- ◆ Training Contractors and Providers
- ◆ Training and Development Students

Even those who believe they know the Kirkpatrick Four Levels report that this course taught them things they didn't know, or corrected misinformation.

Questions about if this program is right for you?

**Contact us:  
for the CEE certification seminar  
info@develor.com**

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## EXPERT TESTIMONIALS FOR THE KIRKPATRICK FOUR LEVELS

"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 and The Leader in Me*

"Don Kirkpatrick and his 4 levels of evaluation continue to resonate with my clients. Their clarity and relevance open the door for a meaningful conversation about what I am expected to achieve.

Don's work set the standard for all of us evaluating our work."

Judith Hale, Ph.D., CPT  
Director of Certification  
ISPI

"Hundreds of thousands of trainers use Don Kirkpatrick's Four Levels of Evaluation worldwide. Rich in simplicity, brilliantly practical, Don's Four Levels are as relevant today as they were a half-century ago when he first introduced them.

So whether you conduct classroom training, online learning, or one-on-one coaching, this is the essential tool for all practitioners! If you aren't using the Four Levels, you aren't evaluating!"

Elaine Biech  
Author, *Business of Consulting, Training for Dummies, ASTD Handbook for Workplace Learning Professional*

## PROGRAM INCLUDES

All participants will receive:

- ◆ Pre-work article
- ◆ Two day workshop
- ◆ Interaction and personalized feedback throughout the seminar
- ◆ Workbook including templates, tools, and examples
- ◆ Autographed copy of the book *Kirkpatrick Then and Now*
- ◆ Homework assignments
- ◆ Grading and personalized feedback on individual evaluation plan
- ◆ Certificate of completion and certification credential
- ◆ Four weeks of follow-up via email
- ◆ Ability to submit evaluation tools for review and ask questions for one year from date of certification

## REGISTRATION



Go to [www.develor.com](http://www.develor.com)

Click on the **Contact us** tab and select Kirkpatrick as subject and send us your contact details.

## MORE INFORMATION

+36 1 413-7990/111

[info@develor.com](mailto:info@develor.com)



This program meets the requirements for 12 CPT points to re-certify as a Certified Performance Technologist (CPT).

For more information on the CPT program, visit <http://www.certifiedpt.org/>