Kirkpatrick Four Levels® Evaluation
Certification Program - Bronze Level

In-Person Format

Program Description

The Kirkpatrick Model comprises the foremost evaluation methodology in the world. In this program, you will learn the true and correct methodology and apply it to an actual program to maximize business results. This program is limited to 30 or fewer participants to ensure you receive personalized attention and the opportunity to participate.

During this program, you will learn the four levels, receive a participant manual filled with examples and templates that you may borrow and adapt to build your own Blended Evaluation Plan® tools, and gain a complete understanding of what each level measures. You will also explore the reasons why evaluation is critical to training success and hear case studies and stories from companies that have used the model effectively. You will learn tactics to help you allocate training resources effectively.

A focus of this program 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 ensure that what you teach actually gets used on the job.

Program Description

After this program, you will be able to:

- Objectively determine where to allocate training resources for the greatest business impact
- Create an effective program Blended Evaluation Plan® that maximizes business results and minimizes resources employed
- Define the critical difference between effective training and training effectiveness
- Identify appropriate Blended Evaluation Plan® methods and tools for any program

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

The
Standard
for Leveraging and
Validating Talent Investments®

KIRKPATRICK
PARTNERS

Program Agenda

PREWORK

- Introduction to the New World Kirkpatrick Four Levels®
- Real-life case preparation

DAY ONE

Module 1 –
- Introduction to the Kirkpatrick Model
- Purposes of evaluation
- The four levels and their history
- Effective training vs. training effectiveness

Module 2 – Level 4: Results
- Level 4 principles, techniques, and timing
- Defining your Level 4 results
- Leading indicators

Module 3 – Level 3: Behavior
- Level 3 principles, techniques, and timing
- Critical behaviors and required drivers

Module 4 – Level 2: Learning
- Level 2 principles, techniques, and timing
- Retrospective self-assessment

Module 5 – Level 1: Reaction
- Level 1 principles, techniques, and timing
- Formative evaluation methods

DAY TWO

Module 6 – A Purposeful Approach to Training and Evaluation
- Prioritizing programs and evaluation resources • Blended Evaluation Plan® tools

Module 7 – Case Studies
- Debriefing and application tips

Module 8 – Applying Your Knowledge
- Creation and presentation of your evaluation plan
- Tips for refining a real-life Blended Evaluation Plan®

Module 9 – Action Planning
- Implementation discussion
- Continuing education
- Creation of action plan

PROGRAM FOLLOW-UP

- Team submission of real-life Blended Evaluation Plan® for grading
- Three months of follow-up modules via email

Who Should Attend?

This program is appropriate for all professionals (corporate, government, military, consulting, humanitarian, etc.) who wish to create and implement program evaluation plans.

While there are no prerequisites for this program, prior basic knowledge and some usage of the four levels is highly recommended.

Professionals with more experience report that this program corrects misinformation and teaches them new information about the four levels.

Those who will not create or implement evaluation plans in their work should select a shorter Kirkpatrick program.
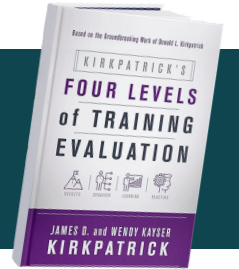
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Program Includes:

- Prework packet
- Course manual including templates, tools, examples, and
- additional resources
- Copy of the book Kirkpatrick's Four Levels of Training Evaluation
- Grading and personalized feedback on Blended Evaluation Plan® submitted by your in-class team
- Three months of follow-up via email
- Informal consulting via phone or email for one year from date of certification
- Virtual certificate of completion and badge you can use to advertise your new credential
- The right to add "Kirkpatrick" to your skills on LinkedIn

$29.99 VALUE

Participant Bonus

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KIRKPATRICK'S
FOUR LEVELS of TRAINING EVALUATION
JAMES D. and WENDY KAYSER **KIRKPATRICK**

Participant Testimonials

"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

> *"This course really opened my eyes on how to get past Level 1 and 2 evaluations and center in on the behaviors and results aspect of making training relevant to the end user and helping stakeholders realize its importance to mission readiness."*
>
> **BILL HALL**
> Booz Allen Hamilton

> *"The value that Kirkpatrick training provides pertains not only to evaluation, but to the entire training and instructional design process, making it easier to identify true business needs and provide true business results. It's a wonderful model!"*
>
> **IRIS NUNN**
> Nunn Training and Development

> *"While this training focused on evaluation, I see this as a process that can be used by anyone responsible for solving other entities' problems or challenges."*
>
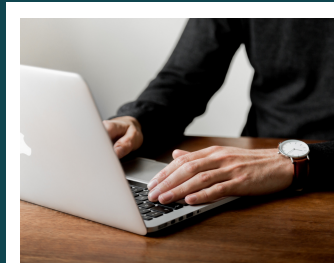> **LINDA DATCHER**
> U.S. Office of Personnel Management

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

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 – Bronze 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 Bronze 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

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