Kirkpatrick Four Levels® Evaluation
Certification Program - Silver Level

Live-Online Format

Program Description

Kirkpatrick silver level certification provides the structure and support you need to successfully execute a complete program evaluation plan. Its blend of cutting-edge skills and ongoing support begins with a full-day session during which participants share a formal progress report and obtain expert and peer feedback in a conversational environment. The program is limited to 30 or fewer participants to ensure that you receive personalized attention and feedback on your program progress.

During this program and through formal, ongoing support, you will learn the key questions to ask during data collection and analysis, as well as how to use that information to ensure maximum on-the-job application and subsequent results. You also will learn how to identify and leverage success factors for future initiatives. Common challenges and their solutions will be discussed in large and small group discussions.

The program concludes with the creation of individual action plans for program execution and final reports. Silver level certification is obtained after the participant makes a final presentation of the program's outcome and results to Kirkpatrick Partners via a conference call scheduled within 12 months of course attendance.

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:

- Analyze evaluation data to make educated decisions during program implementation
- Identify program success factors and results
- Create a compelling report and presentation of ultimate program value for stakeholders

The
Standard
for Leveraging and Validating Talent Investments®

KIRKPATRICK
PARTNERS

Program Agenda

PREWORK

- Incident Report Writing Program Case Example
- Real-life case preparation

PROGRAM FOLLOW-UP

- On-demand conference calls
- Follow-up modules via email

SESSION 1

Module 1 – Introduction

- Three phases of an initiative
- Effective training versus training effectiveness
- The New World Kirkpatrick Model

Module 2 – Data Analysis and Decision-Making

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

Module 3 – Bringing Your Plan to Life

- Presentation of individual plans for feedback
- Discussion of common challenges

FINAL PRESENTATION

- Formal presentation of program results to Kirkpatrick Partners

SESSION 2

Module 4 – Overcoming Objections Using the Kirkpatrick Foundational Principles

- Five underlying principles of Kirkpatrick evaluation
- Discussion of common objections to business
- partnership approach

Module 5 – Developing and Presenting Your Final Report

- What it means to be a strategic business partner
- Drafting an executive report
- Tips for oral presentation

Module 6 – Action Planning

- Implementation discussion
- Completing silver level certification
- Setting a completion timeline

Who Should Attend?

Registration is strictly limited to individuals who have taken the Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level.

This is an advanced program of an interactive nature. Participants may attend bronze and silver level programs consecutively if they have good training evaluation background. They will also need to accept that some activities in this program are focused on a bronze level plan that they have just started to create.
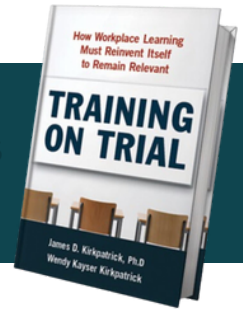
Participants may use the same program to earn bronze and silver level certification, or they may use different programs. Participants must register for each program separately.

Program Includes:

- Prework reading and assignment
- Downloadable course manual with templates, tools, and examples
- Copy of the book Training on Trial
- Action plan to create and present final program report to earn certification credential
- On-demand conference calls
- Follow-up modules via email
- Informal consulting via phone/email for one year from the date of program attendance
- Virtual certificate of completion and badge you can use to advertise your new credential

$24.99 VALUE

Participant Bonus →

"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."*
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> **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

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

Program Participation Requirements

Every program participant must be registered individually and logged in on a personal computer with reliable high-speed internet.

Sound can be accessed two ways:

• Via computer using a headset
• Via telephone using local toll lines available in some areas

Participants are expected to interact during the live-online sessions via "text chat" by typing responses to questions and polls. Verbal participation is optional.

Participants must be present for at least one of the live-online sessions to earn their certification. Any missed sessions can be made up by viewing a recording that is accessible for 30 days.

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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