

KIRKPATRICK FOUR LEVELS® EVALUATION

CERTIFICATION PROGRAM - BRONZE LEVEL

Live Classroom Version

PROGRAM DESCRIPTION

The Kirkpatrick Model comprises the foremost evaluation methodology in the world. In this program, you will learn directly from the Kirkpatricks the true and correct methodology and apply it to an actual program to maximize business results. This course 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™ 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 success stories from companies that have used the model effectively. You will learn tactics to help you to 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.



Level 1 Level 2 Level 3 Level 4
Reaction Learning Behavior Results

PERFORMANCE OBJECTIVES

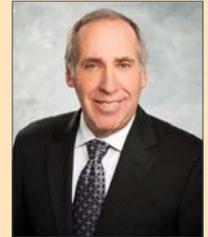
After this program, you will be able to:

- ◆ Objectively determine where to allocate training resources to create the most 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** methods and tools for any program

YOUR FACILITATORS

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

Jim Kirkpatrick, Ph.D., is the Senior Consultant and co-owner of Kirkpatrick Partners. He is a thought leader in training evaluation and the creator of the New World Kirkpatrick Model.



Using his 15 years of corporate experience, Jim trains and consults for organizations around the world. He is passionate about assisting learning professionals in redefining themselves as strategic business partners.

Wendy Kayser Kirkpatrick is the President and Founder of Kirkpatrick Partners.



Wendy's results orientation stems from over two decades of business experience in retailing, marketing and training. She has held positions as a buyer, product manager, process manager and training manager, which leveraged her ability to organize multifaceted projects and yield rapid results.

Jim and Wendy have co-authored three books, including *Training on Trial*, and have also served as the subject matter experts for the United States Office of Personnel Management's *Training Evaluation Field Guide: Demonstrating the Value of Training at Every Level*.

"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*

07/2015

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COURSE AGENDA

Pre-Work Packet

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

Day 1

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 2

Module 6: A Purposeful Approach to Training and Evaluation

- ◆ Prioritizing programs and evaluation resources
- ◆ **Blended Evaluation™** tools

Module 7: Case Studies

- ◆ Debriefing and application tips

Module 8: Applying Your Knowledge

- ◆ Creation and presentation of actual evaluation plan
- ◆ Feedback and tips for refining real-life **Blended Evaluation** plan begun in class

Module 9: Action Planning

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

Follow-Up

- ◆ Team submission of real-life **Blended Evaluation** plan for grading
- ◆ Three months of follow-up modules via email

WHO SHOULD ATTEND

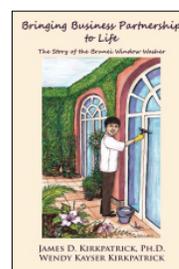
This program is appropriate for all professionals (corporate, government, military, consulting, etc.) who wish to create and implement program evaluation plans.

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

More experienced professionals report that this program teaches them new information they did not know about the four levels and corrects misinformation.

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

PARTICIPANT BONUS



All participants will receive a copy of *Bringing Business Partnership to Life*, co-authored by Jim and Wendy Kirkpatrick.

This engaging book is the first to introduce the Kirkpatrick Business Partnership Model and the five Kirkpatrick Foundational Principles.

\$19.95 value

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PARTICIPANT TESTIMONIALS

“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

“My opinion of the value of evaluation has been changed. I now see how the evaluation process and Kirkpatrick Model are essential to ensuring both a proper start and successful ending to my interventions.”

Denny Ward
People Development Manager

“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



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

For more information on the CPT program, visit ispi.org.

PROGRAM INCLUDES

All participants will receive:

- ◆ Pre-work packet
- ◆ Interaction throughout the program
- ◆ Workbook including templates, tools and examples
- ◆ Copy of the book *Bringing Business Partnership to Life*
- ◆ Homework assignment
- ◆ Grading and personalized feedback on **Blended Evaluation™** plan submitted by your in-class team
- ◆ Certificate of completion and Kirkpatrick bronze level certification credential
- ◆ Virtual badge that you can use to advertise your new credential
- ◆ The right to add “Kirkpatrick” to your skills in your LinkedIn profile
- ◆ Three months of follow-up via email
- ◆ Informal consulting via phone/email for one year from date of certification

CERTIFICATION PROCESS

This program comprises the bronze level, which is the first step in the Kirkpatrick certification process:



REGISTRATION & PRICING

Go to kirkpatrickpartners.com.

Click on the [Training and Events](#) tab to see complete program information and pricing for this and all other authentic Kirkpatrick programs.

KIRKPATRICK PROGRAM COMPARISON

Which program should I choose? Program Features	Programs		
	Four Levels Evaluation		Business Partnership Certificate
	Bronze Certification	Certificate	
Audience	All training professionals (except administrative)	All training professionals and students	Higher-level training professionals
Prerequisites	None	None	None
Participant limit	30	50	30
Delivery format	2 days in person or 5 live online sessions	1 day in person or 3 live online sessions	1 day in person
Course materials	Course manual, <i>Bringing Business Partnership to Life</i> book	Course manual	Course manual
Credential earned	Certified	Certificate holder	Certificate holder
ISPI (International Society for Performance Improvement) CPT recertification credits earned	12	6	6
Pre-work assignment and follow-up	✓	✓	✓
New World Kirkpatrick Model	✓	✓	
Training evaluation methods, tools and techniques	✓	✓	
Blended Evaluation™ plan completed	✓	✓	
Actual Blended Evaluation plan completed and submitted for individual feedback and grading	✓		
Kirkpatrick Decision-Making Model to maximize training resource allocation	✓		
Informal consulting via phone/email for one year	✓		
Access to certified-only web page	✓		
Exclusive resources and specials	✓		
Eligible to join certified-only community of practice	✓		
Eligible to continue to silver and gold level certification status	✓		
Eligible to upgrade to bronze level certification status		✓	
Kirkpatrick Business Partnership Model			✓
Business partnership methods, tools and techniques			✓
Actual business partnership plan completed			✓

KIRKPATRICK CERTIFICATION PROCESS

BRONZE LEVEL

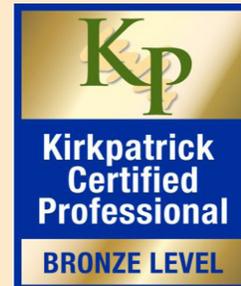
This program forms the foundation for good evaluation. It includes the New World Kirkpatrick program evaluation methodology and related tools. Certification is obtained with a passing grade on a complete Blended Evaluation™ plan.

Prerequisites: None

Contents:

- ◆ Pre-work packet
- ◆ Two-day in-person program or five online sessions
- ◆ Real-life **Blended Evaluation™** plan completion
- ◆ Three months of follow-up via email
- ◆ One year of informal consulting via email / telephone

Credential Earned: Kirkpatrick Certified bronze level status, certificate, virtual badge, ability to use Kirkpatrick licensed materials within your own organization



SILVER LEVEL

This program provides structure and support for program implementation. It serves as a formal checkpoint for program progress and offers an opportunity to modify plans for maximum application and results.

Prerequisites: Bronze level certification and a passing grade on a completed four levels program evaluation plan for a program

Timing: Just before or during program implementation

Contents:

- ◆ Plan and status update submitted prior to program
- ◆ One-day in-person program or three online sessions
- ◆ Peer group and large group conference calls
- ◆ One year of informal consulting via email / telephone

When significant program implementation progress has

been made (program implementation is complete and results are available), participants prepare and deliver a formal presentation of their program and related results to Kirkpatrick Partners to complete this level of certification.

Credential Earned: Kirkpatrick Certified silver level status, lapel pin, certificate, virtual badge and option to be recognized on the Kirkpatrick Partners website



GOLD LEVEL

This level of certification does not include a formal program; it recognizes the accomplishments of true ambassadors of training value in the field.

Prerequisites: Silver level certification

Requirements: Accomplish one or more of the following describing the program evaluation process, results or best practices in a way that assists other training or business professionals:

- ◆ Present at a trade event or to an audience outside of the participant's own organization
- ◆ Publish a written piece in a trade magazine, journal or book

Credential Earned: Kirkpatrick Certified gold level status, plaque, virtual badge and option to be recognized on the Kirkpatrick Partners website



KIRKPATRICK CERTIFICATION PROCESS

FREQUENTLY ASKED QUESTIONS

What is the difference between the Kirkpatrick Four Levels® Evaluation Certificate and Certification Programs?

The certificate program is one day or three online sessions. The certification is two days or five online sessions. All of the content covered in the certificate program is also covered in the certification program, so it is not necessary to take both programs.



The certification program, however, adds the hands-on experience of creating an actual Blended Evaluation™ plan for a program that you select in cooperation with your in-class group. The plan is reviewed by Kirkpatrick Partners to ensure that it is complete and likely to be successful. Certification also includes additional discussion and application activities, a copy of the book *Bringing Business Partnership to Life*, a year of informal consulting via phone or email, and the ability to call yourself Kirkpatrick Certified in your credentials.



If I take the certificate program first, can I finish my certification at a later date?

Yes, you can upgrade to certification at any time; the cost of the certificate program is applied to the cost of certification. You attend only the second day of in-person certification programs or the last two sessions of online programs.

If I want to become Kirkpatrick Certified, do I need to complete the bronze, silver and gold levels?

No. You can obtain just bronze level certification; thousands of professionals have done this worldwide and successfully applied their knowledge. Upgrading to silver and gold level certification is always an option at any point in the future.

Do I need to complete bronze level certification to be eligible to attend silver level certification?

Yes. The bronze level program is a prerequisite for silver level certification. The silver level program incorporates work that is completed at the bronze level.

Can I obtain the Kirkpatrick Certified status without taking the program?

Like any degree or credential, completing the program is a requirement to earn the right to call yourself Kirkpatrick Certified.

Does attending these programs certify me to teach the Kirkpatrick methodology?

No. These programs certify you to use the licensed Kirkpatrick templates and materials within your own organization. Kirkpatrick Partners does not currently offer a train-the-trainer program.

MORE INFORMATION

Please contact us if you have questions or wish to discuss which program is right for you.

(770) 683-2846

kirkpatrickpartners.com

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