

# KIRKPATRICK FOUR LEVELS® EVALUATION CERTIFICATION PROGRAM - BRONZE LEVEL

## PROGRAM DESCRIPTION

The Kirkpatrick Model comprises the foremost evaluation methodology in the world. In this course you will learn directly from the Kirkpatricks the true and correct methodology and apply it your own program to maximize the business results. This 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 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 and hear case studies and success stories from companies that have used the model effectively. You will learn the Kirkpatrick Decision-Making Model to help you to allocate training resources effectively.

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. You will receive a grade and personalized comments for your own evaluation plan you submit at the end of the course to become certified.



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 evaluation plan that maximizes business results and minimizes resources employed
- Define the critical difference between effective training and training effectiveness
- Identify appropriate evaluation methods and tools for any program



## YOUR FACILITATORS

*This program is taught by Kirkpatrick Certified Facilitators.*

**Preethi B Rao** is a Kirkpatrick Certified Facilitator and one of a select few Kirkpatrick Gold Certified Professionals in India and the world! Bringing in an experience spanning almost two decades, she has been working with senior L&D



professionals to help take their evaluation game to the next level and working with organizations to help streamline their evaluation processes as per the Kirkpatrick Philosophy.

**Jawad Ahmed** is Director at C2C Organizational Development. He is among the first few to bring pure process facilitation into India as a representative for International Association of Facilitators (IAF). Jawad has trained thousands of people, and as a certified coach from Results Coaching Systems (RCS) and CEP from Corporate Coach U (Australia), he believes that internal motivation can change any individual and provides the drive to achieve results that are considered impossible.



**“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*



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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
- Hybrid 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 evaluation plan begun in class

##### Module 9: Action Planning

- Implementation discussion
- Continuing education
- Creation of action plan

##### Follow Up

- Team submission of real-life evaluation plan for grading
- Three months of follow-up modules via email

#### WHO SHOULD ATTEND

This program is appropriate for all professionals who wish to create program plans that maximize organizational value while minimizing resources employed, and to demonstrate that value to key stakeholders.

Participants come from corporations, government agencies, military branches, training companies and consulting firms. There are no prerequisites for this program.

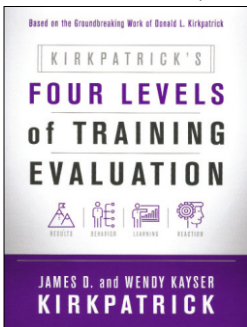
More experienced professionals report that this program teaches them new information they did not know about the four levels and corrects misinformation.

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### PARTICIPANT BONUS

Book Valued at \$24.95



All attendees will receive a copy of *“Kirkpatrick’s Four Levels of Training Evaluation”*, co-authored by Jim and Wendy Kirkpatrick.

Jim and Wendy Kirkpatrick have written *Kirkpatrick’s Four Levels of Training Evaluation* to set the record straight. Discover a complete blueprint for implementing the model in a way that truly maximizes business results. And delve into Jim and Wendy’s new findings that, together with Don Kirkpatrick’s work, create the New World Kirkpatrick Model, a powerful methodology that melds people with metrics.

### 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

“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

### FOR ANY QUERIES

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### PROGRAM INCLUDES

All participants will receive:

- Pre-work packet
- Interaction throughout the program
- Workbook including templates, tools and examples
- Homework assignment
- Grading and personalized feedback on an actual 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

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



### CERTIFICATION PROCESS

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



### REGISTRATION & PRICING

Go to [c2cod.com](http://c2cod.com).

Click on the [Events](#) tab.



• [info@c2cod.com](mailto:info@c2cod.com)

• [www.c2cod.com](http://www.c2cod.com)