

# KIRKPATRICK FOUR LEVELS® EVALUATION

## CERTIFICATION PROGRAMME - SILVER LEVEL

Live Classroom Version

### PROGRAMME DESCRIPTION

Kirkpatrick silver level certification provides the structure and support you need to successfully execute a complete programme 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 programme is limited to 20 or fewer participants to ensure that you receive personalised attention and feedback on your programme progress.

During this programme and through 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 programme concludes with the creation of individual action plans for programme 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.



### PERFORMANCE OBJECTIVES

After this session, you will be able to:

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

### YOUR FACILITATORS

**Mark Harris** is a Certified Facilitator for Kirkpatrick Partners and Organisational Improvement Specialist/co-owner of GMD Partnerships Ltd.

Mark is a highly experienced facilitator working with a wide range of New Zealand organisations, focusing on the areas of continuous improvement and leadership.



**David Dewhurst** is a Certified Facilitator for Kirkpatrick Partners and Organisational Development Specialist/co-owner of GMD Partnerships Ltd.

David comes from a background in commercial general management. He has ten years experience as a facilitator. David works with corporates, not for profits and government bodies in the areas of leadership development, coaching and change management.



GMD Partnerships are proud to be the Kirkpatrick Partners affiliate in Australia and New Zealand, providing professional advice on the model, and offering authentic Kirkpatrick certification programmes.

**“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 / CEO, The Bob Pike Group

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### COURSE AGENDA

#### Pre-Work

- ◆ Read Chapter 20 of the *ASTD Handbook of Measuring and Evaluating Training*
- ◆ Submit programme evaluation plan
- ◆ Complete questionnaire about your programme's status

#### Program

##### 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

##### 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

#### Follow-Up

- ◆ Two conference calls
- ◆ Quarterly all-silver candidate and graduate conference calls

#### Final Presentation

- ◆ Formal presentation of programme results to Kirkpatrick Partners

### WHO SHOULD ATTEND

**Programme Level:** Advanced

#### Prerequisites:

- ◆ Kirkpatrick Four Levels® Evaluation Certification Programme - Bronze Level (or a previous two-day Kirkpatrick programme)
- ◆ Completed programme evaluation plan with implementation progress (some or all training has been conducted, at least some data collected)

Due to the interactive nature of this programme, registration is strictly limited to individuals who have completed their bronze level certification and are actively working on programme implementation.



### PARTICIPANT BONUS



All attendees will receive a copy of *Training on Trial*, co-authored by Jim and Wendy Kirkpatrick.

This book contains the Kirkpatrick Business Partnership Model and 11 case study examples of its application.

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### RECENT 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 programmes. With training budgets shrinking all around, the ability to ‘prove’ that your course is valuable to your institution is a programme saver.”

Olivia Prewett  
U.S. Army Military Police School

“Finally, a structured way to present our project and demonstrate impact and ROI/ROE through evaluation that works.”

Carol Mitchell  
North East Ambulance Service NHS  
Foundation Trust

“The silver level certification programme prepares you to successfully execute an evaluation programme. One of the strongest components of the programme is the peer interaction.”

Steven Carl  
Edward Jones

“The Kirkpatrick programs continue to deliver a practical approach that makes sense and will help us to demonstrate impact.”

Vince Gonzalez  
Booz Allen Hamilton

### PROGRAMME INCLUDES

All participants will receive:

- ◆ Pre-work chapter and assignment
- ◆ Interaction with other professionals during and after the program
- ◆ Workbook including templates, tools and examples
- ◆ Copy of the book Training on Trial
- ◆ Action plan to create and present final programme report to earn credential of silver level certification, certificate of completion and lapel pin
- ◆ Two conference calls
- ◆ Quarterly conference calls for all Kirkpatrick silver candidates and graduates
- ◆ Informal consulting via phone/email for one year from date of programme attendance

### CERTIFICATION PROCESS

This programme comprises the silver level, which is the second step in the Kirkpatrick certification process:



### REGISTRATION & PRICING

Go to our Kirkpatrick page to sign up.

Australia: [www.gmdpartnerships.com.au/kirkpatrick](http://www.gmdpartnerships.com.au/kirkpatrick)  
NZ: [www.gmdpartnerships.co.nz/kirkpatrick](http://www.gmdpartnerships.co.nz/kirkpatrick)



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

For more information on the CPT programme, visit [ispi.org](http://ispi.org).

**Kp** KIRKPATRICK PARTNERS

(443) 856-4500 • [information@kirkpatrickpartners.com](mailto:information@kirkpatrickpartners.com) • [www.kirkpatrickpartners.com](http://www.kirkpatrickpartners.com)  
AUS: 0437 769785 • [info@gmdpartnerships.com.au](mailto:info@gmdpartnerships.com.au) • [www.gmdpartnerships.com.au](http://www.gmdpartnerships.com.au)  
NZ: 0800 463 012 • [info@gmdpartnerships.co.nz](mailto:info@gmdpartnerships.co.nz) • [www.gmdpartnerships.co.nz](http://www.gmdpartnerships.co.nz)

# KIRKPATRICK PROGRAM COMPARISON

## Programmes

### Which programme should I choose?

Programme Features	Four Levels Evaluation		Business Partnership Certificate
	Bronze Certification	Certificate	
Pre-work assignment and follow-up	✓	✓	✓
New World Kirkpatrick Model	✓	✓	
Training evaluation methods, tools and techniques	✓	✓	
Four levels evaluation plan completed	✓	✓	
Personal four levels evaluation plan completed and submitted for individual feedback and grading	✓		
Kirkpatrick Decision-Making Model to maximise 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	✓		
Kirkpatrick Business Partnership Model			✓
Business partnership methods, tools and techniques			✓
Personal business partnership plan completed			✓
Audience	All training professionals (except administrative)	All training professionals and students	Higher-level training professionals
Prerequisites	None	None	None
Participant limit	20	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

# KIRKPATRICK CERTIFICATION PROCESS

## BRONZE LEVEL

This programme forms the foundation for good programme evaluation. It includes the New World Kirkpatrick programme evaluation methodology and related tools. Certification is obtained with a passing grade on a complete programme evaluation plan for a programme of the participant's choosing. Continuing to silver and gold certification is optional.

**Prerequisites:** None

**Contents:**

- ◆ Pre-work packet
- ◆ Two-day in-person programme or five online sessions
- ◆ Personal evaluation plan completion
- ◆ Four follow-up modules 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

### ONE-DAY PROGRAMME

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

**Prerequisites:** Bronze level certification and progress on programme implementation

**Timing:** Typically 3-6 months after bronze level certification

**Contents:**

- ◆ Plan & status update submitted prior to programme
- ◆ One-day in-person programme or three online sessions
- ◆ Online forum, peer group interaction and large group conference calls
- ◆ One year of informal consulting via email / telephone

### FINAL PRESENTATION

Participants prepare and deliver a formal presentation of their programme and related results to Kirkpatrick Partners to complete this level of certification.

**Prerequisites:** Significant progress on implementation of programme plan, including preliminary Level 4 results

**Timing:** 6+ months after bronze level certification

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



## GOLD LEVEL

This level of certification recognises the accomplishments of true ambassadors of training value.

**Prerequisites:** Silver level certification

**Requirements:** Accomplish one or more of the following describing the programme 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 organisation
- ◆ 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 recognised on the Kirkpatrick Partners website

# KIRKPATRICK CERTIFICATION PROCESS

## FREQUENTLY ASKED QUESTIONS

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

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



The certification programme, however, adds the hands-on experience of creating your own four levels evaluation plan for a programme of your choice. 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 programme first, can I finish my certification at a later date?

Yes, you can upgrade to certification at any time for an additional fee of only \$895. You attend only the second day of in-person programmes or the last two sessions of online programmes.



### 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 programme is a prerequisite for silver level certification. The silver level programme 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 programme is a requirement to earn the right to call yourself Kirkpatrick Certified.

### Does attending these programmes certify me to teach the Kirkpatrick methodology?

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

## MORE INFORMATION

### New Zealand

Freephone: 0800 463 012

Email: [info@gmdpartnerships.co.nz](mailto:info@gmdpartnerships.co.nz)

Web: [www.gmdpartnerships.co.nz](http://www.gmdpartnerships.co.nz)

### Australia

Phone: 0437 769785

Email: [info@gmdpartnerships.com.au](mailto:info@gmdpartnerships.com.au)

Web: [www.gmdpartnerships.com.au](http://www.gmdpartnerships.com.au)