

KIRKPATRICK FOUR LEVELS® EVALUATION

CERTIFICATION PROGRAM - BRONZE A LEVEL

Live Online 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 maximise business results. This program is limited to 30 or fewer participants to ensure you receive personalised attention and the opportunity to participate.

During this program, you will learn the four levels, receive a downloadable 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 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 behaviours. 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 maximises business results and minimises resources employed
- ◆ Define the critical difference between effective training and training effectiveness
- ◆ Identify appropriate **Blended Evaluation Plan®** methods and tools for any program

STRONGER TOGETHER

GMD Partnerships and The Learning Gym – the Kirkpatrick Partners affiliates in Asia (India through to Hong Kong), Australia and New Zealand - are joining forces to bring the live online version of the Kirkpatrick Four Levels® of Training Evaluation Certification Program to the APAC region.

YOUR FACILITATORS

Mark Harris is a Certified Facilitator for Kirkpatrick Partners and Leadership Coach and Facilitator/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 Leadership Coach and Facilitator/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.



Melanie Martinelli is the first Kirkpatrick Certified facilitator & consultant in India. L&D Consultant and Coach and Co-Founder & Co-Owner of The Learning Gym. Melanie is a specialist in Learning Solutions and passionate about researching and implementing latest and most relevant trends in the L&D industry. Over the last 10 years she has effectively been assisting individuals, NGOs and Corporates in building memorable learning experiences linked to performance.



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COURSE AGENDA

Pre-Work

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

Session 1 (2½ hours)

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

Homework assignment

Session 2 (2½ hours)

Module 2: Level 4: Results (continued)

Module 3: Level 3: Behaviour

- ◆ Level 3 principles, techniques and timing
- ◆ Critical behaviours and required drivers

Session 3 (2½ hours)

Module 4: Level 2: Learning

- ◆ Level 2 principles, techniques and timing
- ◆ Retrospective self-assessment

Homework assignment

Module 5: Level 1: Reaction

- ◆ Level 1 principles, techniques and timing
- ◆ Formative evaluation methods

Homework assignment

Session 4 (2½ hours)

Module 6: A Purposeful Approach to Training and Evaluation

- ◆ Prioritising programs and evaluation resources
- ◆ **Blended Evaluation Plan®** tools

Module 7: Case Studies

- ◆ Debriefing and application tips

Homework assignment

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

Session 5 (2½ hours)

Module 8: Applying Your Knowledge (continued)

Resources for after Session 5

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.

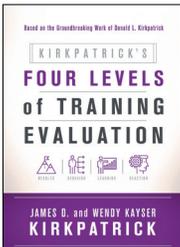
Those who will not create or implement evaluation plans in their work should select a shorter Kirkpatrick program.

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PARTICIPANT BONUS



All participants will receive a copy of *Kirkpatrick's Four Levels of Training Evaluation*, co-authored by Jim and Wendy Kirkpatrick.

Discover a complete blueprint for implementing the model in a way that truly maximises business results.

\$24.95 value

PROGRAM INCLUDES

All participants will receive:

- ◆ Downloadable course manual with pre-work, templates, tools, examples and additional resources
- ◆ Interaction throughout the program
- ◆ Copy of the book *Kirkpatrick's Four Levels of Training Evaluation*
- ◆ Homework assignments
- ◆ Grading and personalised 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

PARTICIPANT TESTIMONIALS

"This course really opened my eyes on how to get past Level 1 and 2 evaluations and center in on the behaviours and results aspect of making training relevant to the end user, and helping stakeholders realise 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

CERTIFICATION PROCESS

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



REGISTRATION & PRICING

Go to our Kirkpatrick page to sign up.

www.gmdpartnerships.co.nz/kirkpatrick



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



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KIRKPATRICK® ONLINE PROGRAMS

WHAT TO EXPECT

LIVE ONLINE PROGRAM

Kirkpatrick online programs are facilitated live online by Mark & David, Kirkpatrick Certified Facilitators. One or more of them will lead each session.

You should plan to attend the programs at the scheduled time so that you can participate in the interactive sessions and gain the most benefit from your investment.

Participants must be present for at least one of the live sessions to earn their certification. If a session must be missed, we will send you a recording that is viewable for 30 days.

If a registrant must reschedule and attend a later course, a change fee will apply. A substitute may be sent in place of the original registrant at no additional charge. Refer to the cancellation policy for details.

PROGRAM MATERIALS

This program includes:

- ◆ Live online sessions via the internet
- ◆ Downloadable PDF program manual with pre-work
- ◆ Homework assignments between most sessions
- ◆ Three months of follow-up modules via email

You will NOT receive a copy of the PowerPoint presentation or a printed copy of the program manual.

AUDIO / VISUAL REQUIREMENTS

The visual portion of the program is accessed using a high-speed internet connection.

Sound can be accessed in two ways: via telephone with a local toll-free number for many parts of the world (long distance charges / usage of phone plan minutes may apply), or via VoIP (sound over your computer).

- ◆ Sound via phone is clearer and more reliable if it is available in your area.
- ◆ A computer headset is required if you opt to access sound over the computer.
- ◆ Sound over the computer is free but tends to have more interruptions inherent to the internet.

INTERACTION DURING THE PROGRAM

The majority of interaction during the sessions occurs via “text chat” by typing responses to questions, as well as your own questions and comments, into an on-screen window. This allows all participants to share their ideas on discussion topics. There are also polling questions throughout the program.

Verbal participation for those who are able is welcome at any time throughout the program. If verbal participation is not convenient, there is a chat window visible at all times to type questions or comments.

Group discussions tend to result in technical difficulties, such as very loud background noise and some participants experiencing difficulty hearing. For these reasons, verbal discussions are kept to a minimum.

CREDENTIALS EARNED

Program participants will earn the right to say that they are Kirkpatrick bronze level certified.

This means you have the right to use the authentic Kirkpatrick materials contained in the program manual within your organisation. You may also duplicate and share the materials with other employees of your organisation and informally teach your co-workers key principles and concepts.

If you are an independent contractor or work with clients outside of your company, this means you may use the Kirkpatrick method in your work, but you may NOT teach it or distribute program materials or trademarked graphics and images to clients.

At this time, Kirkpatrick Partners does not offer a train-the-trainer program.

REGISTRATION

Every individual who plans to watch or participate in this program must be registered.

KIRKPATRICK PROGRAM COMPARISON

Which program should I choose? Program Features	Programs		
	Four Levels Evaluation		Strategic Evaluation Planning
	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	✓	✓	
Sample Blended Evaluation Plan ® completed	✓	✓	
Actual Blended 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	✓		
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 organisation



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 **Blended 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 recognised on the Kirkpatrick Partners website



GOLD LEVEL

This level of certification does not include a formal program; it recognises 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 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 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 *Kirkpatrick's Four Levels of Training Evaluation*, 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 organisation. Kirkpatrick Partners does not currently offer a train-the-trainer program.

MORE INFORMATION

New Zealand

Call +64 21 279 1570

Email: info@gmdpartnerships.co.nz

Web: www.gmdpartnerships.co.nz/#kirkpatrick

Asia:

Email: info@thelearninggym.co

Web: www.thelearninggym.co/partners/kirkpatrick-partners