



# Getting to Kirkpatrick® Levels 3 and 4

## Creating Believable Value Presentation

### Program Description

Training is still “on trial,” charged with incurring expenses in excess of the value it provides to the organization. Training must reinvent itself and transcend the classroom. Attend this thought-provoking session to learn how to structure initiatives so they enhance on-the-job performance and impact the bottom line.

Learn directly from the creators of the Kirkpatrick Model the newest way to implement the four levels. This program will focus on tactics at Levels 3 and 4 and provide ideas that any professional can implement in their own organization.

### Performance Objectives

After this program, you will be able to:

- Explain why starting with desired results in mind is critical for any initiative to be successful
- List specific tactics for influencing on-the-job behavior
- Identify elements of a program plan that enhance on-the-job behavior and bottom-line results



### 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

*Don Kirkpatrick and his four levels of evaluation continue to resonate with my clients. Their clarity and relevance open the door for a meaningful conversation about what I am expected to achieve. Don's work set the standard for all of us evaluating our work.*



Judith Hale, Ph.D., CPT  
Director of Certification ISPI

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## Program Agenda

### Program

#### Introduction

- The Kirkpatrick Model
- Our challenge

#### Unlocking the Power of the Four Levels

- The end is the beginning
- Required drivers
- Leading indicators

#### Action Plan

- How will you apply these ideas in your work?

#### Goal Setting



## Who Should Attend?

This is a basic to intermediate program appropriate for training managers and directors, HR managers and specialists, instructional design leads, leaders of training-related initiatives, trainers, training specialists, training contractors and providers, and training consultants.

Participants who attend with their key business partners obtain maximum business results.

There are no prerequisites for this program. This program provides the foundation for understanding the Kirkpatrick Model and the importance of Levels 3 and 4. If your goal is to learn how to create and implement a full plan, attend the Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level.

## Participant Testimonial

*When your measurement and evaluation strategy is in alignment with the business strategy, chances of being questioned on the validity of your results should drop dramatically. To remain viable, training organizations must have that validity in the eyes of their business stakeholders.*



**Michael Woodard**  
Director, Georgia Pacific University  
Georgia-Pacific Consumer Products

This presentation can be scheduled as a stand-alone program or as part of a longer event.



## Have Questions?

Contact us for assistance in selecting the right programs for you.



## Additional Information

Visit the [Getting to Kirkpatrick® Levels 3 and 4 web page](#)