



Kirkpatrick Four Levels[®] Evaluation

Certification – Gold Level

Description

Kirkpatrick gold level certification provides a way for professionals to share the accomplishments obtained from their application of the Kirkpatrick Model to their programs and to obtain appropriate recognition for themselves and their execution team. It is designed for professionals who want to make a difference in the world of training and development above and beyond their own organizations.

Kirkpatrick Partners recognizes that we alone cannot make all of the necessary changes to the widely held yet false beliefs about training value embodied in the training event itself. Fulfilling this mission requires a worldwide team of business partnership “ambassadors.”

The gold level is open to those who have attained Kirkpatrick silver level certification. It consists of presenting or publishing your program evaluation process, results or best practices in a way that assists other training or business professionals.

Examples include:

- Having an article published in a trade magazine
- Presenting at a trade event or to an audience outside of your own organization
- Having a case example included in a book, journal, or white paper

Gold level certification is available to silver level certification holders at no charge as a service to the industry.

Who Is Eligible

Gold level certification is open only to those who have earned their silver level certification.

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



Kirkpatrick
Partners

The Standard for Leveraging and
Validating Talent Investments™

Kirkpatrick Four Levels® Evaluation

Certification – Gold Level

Kirkpatrick Certification Process



Bronze

Create a four-level program implementation and evaluation plan



Strategic Evaluation Planning

Establish the necessary communication, cooperation, and partnership



Silver

Implement your plan, and monitor and report on progress and results



Gold

Share your learnings publicly to gain recognition and better the industry

Gold Level Includes

- Conference call with Kirkpatrick Partners to discuss completion plan
- Support in finding an appropriate presentation venue or mode, if needed
- Publicity for your article, contribution, or presentation, if desired
- Plaque and virtual badge for communicating your new credential

Working Towards Gold

If you have completed your silver level certification and would like to work towards gold, please contact us to discuss what you have in mind and how we can help you.

There are no fees for attaining gold level certification.



Have Questions?

Contact us to discuss gold level certification.



Additional Information

Visit the [Gold Level Certification web page](#)



The Kirkpatrick principles are essential to maximizing the transfer of learning to behavior and subsequent organizational results as well as to demonstrate the value of training to the organization; unquestionably critical for any world-class institution!

Dr. John Plifka
Director, Army Quality Assurance Program