

# IGNITING THE INNER FIRE

## KIRKPATRICK® LEVELS 3 AND 4

### 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 hands-on workshop to learn tactics for building programs and initiatives that enhance on-the-job performance and impact the bottom line. The information and activities included in this workshop focus on specific tactics at Levels 3 and 4. You will learn ideas that all professionals can implement in their own organizations.

Whether you are new to learning and development or an industry veteran, this workshop will teach you the newest and most powerful ways to implement the four levels, directly from the creators of the Kirkpatrick Model.

### PERFORMANCE OBJECTIVES

After this session, you will be able to:

- ◆ Define the true desired result for any program or initiative
- ◆ Determine specific tactics to influence on-the-job behavior for a program or initiative
- ◆ Integrate elements that enhance on-the-job behavior and bottom-line results into a program planning process

### COMPLEMENTS THE BOOK

#### *Bringing Business Partnership to Life*

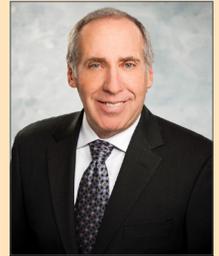
This workshop complements the endearing book *Bringing Business Partnership to Life: The Story of the Brunei Window Washer*, by Jim and Wendy Kirkpatrick.

The book tells the story of Chai, the Brunei Window Washer, and how his experience as an employee was shaped by an organization that truly focuses on Levels 3 and 4.

### YOUR FACILITATORS

*This program is taught by the Kirkpatricks and certified facilitators. Check the program information to see who will be teaching the class you wish to attend.*

**Jim Kirkpatrick, Ph.D.**, is the Senior Consultant and co-owner of Kirkpatrick Partners. He is a thought leader in training evaluation and the creator of the New World Kirkpatrick Model.



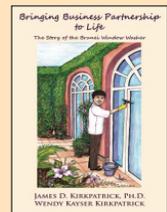
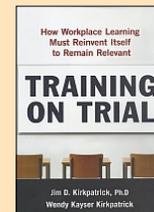
Using his 15 years of corporate experience, Jim trains and consults for organizations around the world. He is passionate about assisting learning professionals in redefining themselves as strategic business partners.

**Wendy Kayser Kirkpatrick** is the President and Founder of Kirkpatrick Partners.



Wendy's results orientation stems from over two decades of business experience in retailing, marketing and training. She has held positions as a buyer, product manager, process manager and training manager, which leveraged her ability to organize multifaceted projects and yield rapid results.

Jim and Wendy have co-authored three books, including *Training on Trial*, and have also served as the subject matter experts for the United States Office of Personnel Management's *Training Evaluation Field Guide: Demonstrating the Value of Training at Every Level*.



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### 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. You will gain an understanding of the Kirkpatrick Model and have some opportunity to apply it to textbook examples.

If you wish to learn how to create and implement a full plan, consider attending the Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level.

*"Very practical and easy to relate to business needs, which is key to getting buy-in from stakeholders."*



**International Society for  
Performance Improvement**  
WHERE KNOWLEDGE  
BECOMES KNOW-HOW

This program meets the requirements for 3 CPT points to recertify as a Certified Performance Technologist (CPT).

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

### COURSE AGENDA

**Pre-work:** Introduction to the New World Kirkpatrick Four Levels®

#### The Basis of Training Value

- ◆ The Kirkpatrick Model
- ◆ Reasons to evaluate
- ◆ Return on expectations

#### Unlocking the Power of the Four Levels

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

#### Case Example

#### Application Planning

**Follow-up:** Free online resources guide

### REGISTRATION & PRICING

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

Click on the [Training & Events](#) tab to see complete program information and pricing for this and all other authentic Kirkpatrick programs.

The pricing for this program varies by event.

### MORE INFORMATION

**(443) 856-4500**

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