

Kirkpatrick Evaluation Certification Program

Hosted by Booz Allen Hamilton



Kirkpatrick's four levels of evaluation – reaction, learning, behavior, and results – comprise the foremost evaluation model in the world. Here you will find out how to build tools for each of the four levels and leverage their use to maximize business impact.

In this workshop you will study worldwide best practices as well as share your own experiences in an interactive, conversational environment. Attendance is limited to ensure you receive personalized attention.

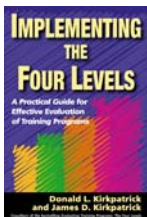
You will receive a workbook containing templates, samples, and tools so you will be able to apply what you learned when you return to your job.



Key Benefits of Attending:

- Acquire the skills to build a comprehensive evaluation program.
- Leverage training to significantly impact the bottom line.
- Learn to build and present a *chain of evidence* to give a compelling argument for the value of learning to your business.
- Leverage the power of the *Kirkpatrick Business Partnership Model* to achieve training and business results.

Attendee Bonus



All attendees will receive an autographed copy of Jim's latest book, "*Implementing the Four Levels*", co-authored with his father, Don Kirkpatrick.

A practical guide for putting the Four Levels into practice.

Your Facilitator

Dr. Jim Kirkpatrick is Vice President of Global Training and Consulting for SMR USA, Inc.



He conducts workshops and consults on topics including building a business partnership model, evaluation, and balanced scorecards for top organizations all over the world.

He has co-authored three books on evaluation with his father, Don. He just finished writing his fourth book, *Training On Trial*, due to be published in late 2009.

Jim is known for his open, friendly facilitation style. His classes offer an opportunity for all participants to share their experiences and learn from each other in a comfortable environment.

Recent Testimonials

"I think this model should be a mandatory part of training for any Booz Allen Hamilton employee working on course development, learning management, and overall instructional design. Kirkpatrick is a vital part of training."

- Emily Ellingson, OS Learning Team

"Thank you. This was an extremely valuable two days of training and I feel like I learned a lot to take back to my clients."

- Nicole Majik, FAA (BAH)

"I will present this in Power Point form to my project team as a professional development summary to enhance their understanding and buy in for this model. Thank you."

- Amanda Chavez, NSF (BAH)

"I will always use this model when presenting a case for training."

- Rita Bartholomew, TSA (BAH)



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

For more information on the CPT program, visit <http://www.certifiedpt.org/>

Sessions: July 29-30, 2009: Booz Allen Hamilton, 8283 Greensboro Drive, McLean, VA, 22102 USA, 8:30 am – 5:00 pm

Tuition: \$1500 (BAH employees and clients receive 15% discount; use code KFLE-WA-DISC15)

Registration: SMR-USA.com

Questions? (314) 961-4848 or jim.kirkpatrick@smr-usa.com

Maximize Your Results: Bring Your Clients and Partners With You!

"Being the Director for a Department of Defense medical team training system, what an excellent opportunity to participate with our team of consultants at Kirkpatrick's Four Levels of Evaluation workshop. We have been using this multi-level evaluation framework in our program for more than 5 years; however, this hands-on session has already increased synergy and innovation as we continue to target actions in building and tracking that solid chain of evidence. This 2-day investment was invaluable and will propel our strategic efforts to show training impact and organizational change. From my perspective, this demonstrates an authentic business partnership."

- Heidi B. King, MS, FACHE, Deputy Director, DoD Patient Safety Program

"Since the Program we have changed our entire way of thinking about Results and begun to ask Senior Leadership to articulate their Expectations before we begin our training intervention. Now, we clearly know that without Level IV aims, plans and objectives, we cannot achieve Level IV results. We now believe this new approach will create a lasting business partnership with our senior leaders. Thanks for helping us see the light! We've even changed the name of our working group from the Measurement Team to the Evaluation Team."

- Steve Powell, Principal, Healthcare Team Training Inc.

"I have an MSOD and consider my expertise as a change agent, not as a trainer. The ability to add this to my toolkit, and integrate it into my change management approach and my coaching practice will be a great differentiator to my personal and professional development. Coming to this session as a team saved us a year's work!"

- Carla Smith, BAH, DoD Patient Safety Program

Here's What Other Booz Allen Hamilton Associates Are Saying About This Program

"Since attending your course, I recently submitted an abstract to the I/TSEC conference on the use of SCORM 2004 compliant hardware simulators and found out on Sunday that it was accepted by the I/TSEC committee. A key piece of our paper for this abstract will focus on why DMDC moved from using video instruction to a more immersive type of learning through simulations and how this change has impacted their user community. To do this we used L4 evaluation by writing learning objectives that aligned to the client's expected outcomes for the subject matter and tracked the change the training had on the organization using help desk metrics. So far we have been able to show an improvement in several areas; maintenance costs, man hours, and help desk call volume which can be directly attributed to training."

- Lewis Harris, BAH, OS Learning Systems

"Before attending this course, I knew the basics of the 4 levels. Now, I understand the relationship between all levels in their application one cannot achieve Level 4 results until one can demonstrate Levels 1-3. This may mean more work, but it will have much more of an impact. Thank you."

- Torrey Wilkinson, PhD, BAH, OS, Human Capital

"This was one of the most insightful and worthwhile training events that I've taken in awhile. I look forward to reading more of your work – your father and you are very inspiring. Too often we think "training design and development" and we don't spend nearly enough time in evaluation at the beginning. This training was so eye opening – you made a "Brunei Window Washer" out of me."

- Kat Siedlecki, BAH, OS Learning Team

"This seminar underscored the importance of negotiating with the client at the beginning of the training process to establish what success will look like and how it will be measured. It has made me much more conscious of managing client expectations from the beginning of the engagement, and of the need to develop any training we need to consider 'the end is the beginning'. For me the most important part is to slow down, take a breath, and say, 'What are we trying to accomplish here?'"

- Karen Miller, BAH Iowa, Learning Team

"We have struggled to define a way to provide a "Return on Investment" analysis requested by our clients. Instead, Jim pointed out the much more achievable concept of "Return on Expectations". When dialogue regarding ROI occurs, we have been able to steer the client towards the Return on Expectation concept. This has made significant headway on how we can go about defining the necessary metrics to develop and implement a process to evaluate the effectiveness of the current training program. Steps have been taken, team members have been identified, and the client is on board with moving ahead on using Return on Expectation. While this seems like a small step, it is actually a huge step towards aligning the client's needs and wants with what is achievable and resourceable."

- Alison Brown, BAH Omaha, OS

