



Public Training Sessions

Kirkpatrick Four Level Evaluation

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.

You will leave this session with the necessary knowledge, skills, and tools to focus your training on organizational strategy, and bring your evaluation program to world-class levels.

In this workshop you will study worldwide best practices in order to prepare to execute the *Kirkpatrick Business Partnership Model* – closing the gap between training and your business partners.

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 *Kirkpatrick Chain of Evidence* to give compelling evidence of the value of learning to your business.
- Leverage the power of the *Kirkpatrick Business Partnership Model* to achieve training and business results.

Registration and complete information for all public training sessions at

www.smrhrgroup.com/SMR-USA

**Questions?
Call (314) 961 4848
or email**

jim.kirkpatrick@smr-usa.com

Testimonials

Paul Baldwin *Printpack Inc.*

"Your session brought clarity to the sometimes confusing issue of evaluation. Your explanation of the four levels enabled our team to develop and implement strategies to show the impact of learning and organizational development initiatives. Although our application of the evaluation principles you presented is a continuous process, your revelation of innovative approaches to demonstrating the return on expectations of our work has been very valuable in increasing our impact and recognition".

"I have known and worked with Jim Kirkpatrick for years, both at PepsiCo and now at Georgia-Pacific where I am the Director of the Georgia-Pacific University. I have leveraged the Kirkpatrick principles and practical techniques of four level evaluation and the business partnership model that Jim has taught us, resulting in a history of significant, positive impact to the bottom line. I encourage all of you to get to know Jim and what his group can do for your company."

Michael Woodard *Georgia Pacific*

Kate Jones *Live to Learn Inc.*

"The level one **Reaction** to the event was very positive indeed with the majority of participants ranking the presentation very highly. The participant's feedback included their appreciation of Jim's style his presentation format and most of all the content. Jim's skill at engaging the audience around the topic drawing people into the discussion and providing an opportunity for participants to interact with each other was very effective indeed. Jim was also very generous with his time in terms of answering questions and offering to stay afterwards with participants".

International Offices:



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Customized In-House Offerings

Customized Kirkpatrick Four Level In-House Evaluation Workshop

Dr. Jim Kirkpatrick will introduce participants to the *Kirkpatrick Four Level Evaluation Model*. In this customized, fully interactive program, participants will learn:

- The latest in evaluation methods and tools for each of the four levels.
- Effective selection techniques for evaluation tools in different scenarios.
- How to use Level 3 to leverage training success.
- How to bring the *Kirkpatrick Business Partnership Model* to life!

In this customized, hands-on seminar your own program examples are used. So up to four of your highest profile courses will have evaluation programs built by the end of the two days. Pre-work, follow-up coaching, and seminar materials are included in this turnkey evaluation package. (Available in the USA and Canada only.)



Impact Studies

Training is on trial. Key business stakeholders are asking for compelling evidence that training makes a significant impact to the bottom line. An impact study provides the evidence you need! Jim and his SMR USA team will work with your training team on site to select one or two of your high investment, high impact programs and:

- Identify factors that led to success and uncover and address opportunities for improvement.
- Offer a compelling chain of evidence showing the value of your program(s).
- Use the study as a pilot to develop your own customized, comprehensive evaluation methodology.

Ongoing consulting will be offered to help you convert the findings to a customized, full-scale evaluation program.

Consulting Services

SMR USA specializes in consulting services to meet your unique business needs. Jim and his experienced team members can help organizations achieve results in areas such as:

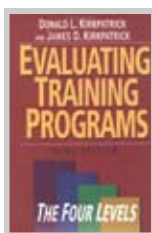
- Launching an entire strategic learning function.
- Enhancing business partnership (closing the training/business gap).
- Building or enhancing a comprehensive evaluation program.
- Providing a 'silver thread' to connect separate training areas to greatly increase synergy.
- Evaluating your entire OD, HR, and Training functions in order to achieve more with fewer dollars and resources.
- Building and leveraging dashboards and balanced scorecards.
- Creating and then demonstrating the value of training and learning to the business.



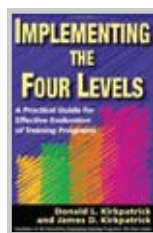
LEARNING RESOURCES



Transferring Learning to Behavior
\$ 39.95



Evaluating Training Programs
\$ 39.95



Implementing the Four Levels
\$ 29.95



Four Level Evaluation and Beyond
(6 CD set, each 30 minutes in length)
Recorded by Don Kirkpatrick,
Jim Kirkpatrick, and Dr. R. Palan
\$ 39.00

For more information on
any of these services,
please visit

www.smrhrgroup.com/SMR-USA

or call (314) 961 4848

or email

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