



Kirkpatrick Four Levels® Evaluation Certification Program - Silver Level

Live-Online Format

Program Description

Kirkpatrick Silver certification blends the renowned Kirkpatrick Model with the Kirkpatrick Business Partnership Model, forming a comprehensive approach to training evaluation and its impact on business. This integrative program guides participants in building strategic business partnerships and developing effective training evaluation plans. Emphasizing real-world application, the program offers a platform for learning global best practices and sharing personal experiences in an engaging, conversational setting.

During the program, participants engage in an immersive and holistic process, focusing on creating, delivering, and demonstrating the value of training. The curriculum is designed to equip participants with advanced skills in data collection, analysis, and the practical application of these insights to optimize training outcomes. With a cap of 25 participants, the program ensures personalized attention, allowing for detailed feedback and support in a collaborative environment.

The program culminates with participants developing and presenting individual action plans and final reports, which are aimed at illustrating the outcomes and impact of their training initiatives. Certification is awarded following a successful presentation to Kirkpatrick Partners, which is scheduled within 12 months of course completion.

Live-Online Program Duration

The Silver certification course is a cohort-based experience spanning 6-8 weeks, comprising six sessions. This consists of five educational sessions and one final check-in session, similar to the live format, the program is spaced with time in between so participants can collect data, work with stakeholders, and bring back their own work to review and reflect on during the session with the support of the Kirkpatrick team.

THE KIRKPATRICK MODEL



Performance Objectives

After this program, you will be able to:

- Establish relationships with key business stakeholders
- Develop a Blended Evaluation Plan® in conjunction with stakeholders that will demonstrate value and meet stakeholders' expectations
- Monitor evaluation data during the initiative's implementation and adjust the initiative as necessary to ensure a return on expectations
- Create a compelling presentation that demonstrates the initiative's value for stakeholders

Program Agenda

PREWORK

- Prework Packet
- Community Forum Prompts
- Real-life case preparation

PROGRAM FOLLOW-UP

- Conference calls on request
- One-Year Community Access Post-Program

PROGRAM

Session 1 – Why Business Partnership is Important

- Three phases of an initiative
- Why evaluate
- Bringing Business Partnerships to Life
 - Developing Business Partnerships and Relationship Building
 - Identifying Business Needs

Session 2 – Business Partnership Overview

- Identifying the Business Need
- Identifying Critical Behaviors and Required Drivers
- Identifying Leading Indicators, Frequency, and Type of Data
- Identifying Necessities for Success

Session 3 – Data Analysis and Data Monitoring

- Answering questions with data
- Identifying success factors
- Gap analysis and plan modifications

Session 4 – Overcoming Obstacles

- Discussion of common obstacles when embarking on an evaluation initiative

Session 5 – Developing and Presenting Your Final Report

- Preparing Your Chain of Evidence to Demonstrate ROE
- Drafting an executive report
- Tips for oral presentation

Session 6 – Status Update

- Update on initiative
- Coaching time



Who Should Attend?

This program is particularly suitable for professionals seeking to enhance their expertise in training evaluation and to align their training efforts with strategic business goals.

This is an advanced level interactive program. It can be part of an accelerated certification event (ACE) if multiple programs are held consecutively.

Attending bronze and silver programs consecutively requires a good training evaluation background. Participants also need to accept that some of the activities in the silver level program are focused on a bronze plan that they will just have started to create.

The
Standard
for Leveraging and
Validating Talent Investments®

Program Includes:

- Pework packet
- Course manual including templates, tools, examples, and additional resources
- Conference calls on request
- One-Year Community Access Post-Program
 - Exclusive entry to an online community of Kirkpatrick silver graduates for continuous collaboration, sharing experiences, and deepening knowledge
- Virtual certificate of completion and badge you can use to advertise your new credential
- The right to add “Kirkpatrick” to your skills on LinkedIn



“Of all the training models that have come and gone there is one that stands the test of time and that is Don Kirkpatrick’s four levels of evaluation. Any trainer worth his or her salt knows the four levels - and uses them as a guideline for determining how they will measure the success of any training initiative.”

BOB PIKE
Chairman/Founder, Training and Performance Forum

Participant Testimonials

“This programme is essential to help L&D to become a good investment for companies, rather than a cost.”

“

IAN ANDREWS
MSD

“Completing the silver certification has helped me truly see the value that the Kirkpatrick Model can bring to my training programs. With training budgets shrinking all around, the ability to ‘prove’ that your course is valuable to your institution is a program saver.”

“

OLIVIA PREWETT
U.S. Army Military Police School

“The silver level certification program prepares you to successfully execute an evaluation program. One of the strongest components of the program is the peer interaction.”

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STEVEN CARL
Edward Jones



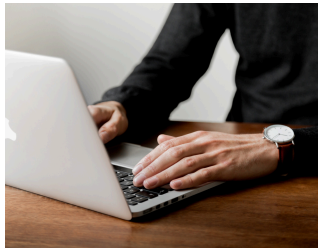
LEVEL FOUR:
RESULTS

LEVEL THREE:
BEHAVIOR

LEVEL TWO:
LEARNING

LEVEL ONE:
REACTION

KIRKPATRICK CERTIFICATION PROCESS



BRONZE

Create a four-level program implementation and evaluation plan



SILVER

Establish the necessary partnerships, implement your plan, and monitor and report on progress and results



GOLD

Share your learnings publicly to gain recognition and better the industry

Program Participation Requirements

Attend all sessions. The expectation is that participants are present for the entire duration of all six sessions. All sessions will be recorded except for breakout room conversations. If a session is missed, the recording must be watched and Post-Work completed prior to the next session. Missing sessions should only be reserved for emergencies. If you must come late, leave early, anticipate an issue attending, etc., please reach out to a Kirkpatrick staff member.

Credentials and Materials Usage

Program graduates earn the Kirkpatrick Certified Professional – Silver Level credential.

Graduates have the right to use the authentic Kirkpatrick materials contained in the program manual within their organization.

Independent contractor and consultant program graduates may use the Kirkpatrick method in their work, but they cannot teach the program in whole or in part or use copyrighted program materials or trademarked graphics and images in their client deliverables.



Questions?

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





Kirkpatrick Four Levels® Evaluation Certification Program - Silver Level

In-Person Format

Program Description

Kirkpatrick silver level certification provides the structure and support you need to successfully execute a complete program evaluation plan. Its blend of cutting-edge skills and ongoing support begins with a full-day session during which participants share a formal progress report and obtain expert and peer feedback in a conversational environment. The program is limited to 30 or fewer participants to ensure that you receive personalized attention and feedback on your program progress.

During this program and through formal, ongoing support, you will learn the key questions to ask during data collection and analysis, as well as how to use that information to ensure maximum on- the-job application and subsequent results. You also will learn how to identify and leverage success factors for future initiatives. Common challenges and their solutions will be discussed in large and small group discussions.

The program concludes with the creation of individual action plans for program execution and final reports. Silver level certification is obtained after the participant makes a final presentation of the program's outcome and results to Kirkpatrick Partners via a conference call scheduled within 12 months of course attendance.

Performance Objectives

After this program, you will be able to:

- Analyze evaluation data to make educated decisions during program implementation
- Identify program success factors and results
- Create a compelling report and presentation of ultimate
- program value for stakeholders

THE KIRKPATRICK MODEL



Program Agenda

PREWORK

- Incident Report Writing Program Case Example
- Real-life case preparation

PROGRAM FOLLOW-UP

- On-demand conference calls
- Follow-up modules via email

PROGRAM

Module 1 – Introduction

- Three phases of an initiative
- Effective training versus training effectiveness
- The New World Kirkpatrick Model

Module 2 – Data Analysis and Decision-Making

- Answering questions with data
- Identifying success factors
- Gap analysis and plan modifications

Module 3 – Bringing Your Plan to Life

- Presentation of individual plans for feedback
- Discussion of common challenges

Module 4 – Overcoming Objections Using the Kirkpatrick Foundational Principles

- Five underlying principles of Kirkpatrick evaluation
- Discussion of common objections to business partnership approach

Module 5 – Developing and Presenting Your Final Report

- What it means to be a strategic business partner
- Drafting an executive report
- Tips for oral presentation

Module 6 – Action Planning

- Implementation discussion
- Completing silver level certification
- Setting a completion timeline

FINAL PRESENTATION

- Formal presentation of program results to Kirkpatrick Partners



Who Should Attend?

Registration is strictly limited to individuals who have taken the Kirkpatrick Four Levels® Evaluation Certification Program - Bronze Level.

This is an advanced program of an interactive nature. Participants may attend bronze and silver-level programs consecutively if they have good training evaluation background. They will also need to accept that some activities in this program are focused on a bronze-level plan that they have just started to create.

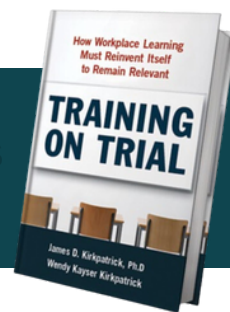
Participants may use the same program to earn bronze and silver level certification, or they may use different programs. Participants must register for each program separately.

Program Includes:

- Prework packet
- Course manual including templates, tools, examples, and additional resources
- Copy of the book Kirkpatrick's Four Levels of Training Evaluation
- Grading and personalized feedback on Blended Evaluation Plan® submitted by your in-class team
- Three months of follow-up via email
- Informal consulting via phone or email for one year from date of certification
- Virtual certificate of completion and badge you can use to advertise your new credential
- The right to add "Kirkpatrick" to your skills on LinkedIn

**\$24.99
VALUE**

Participant Bonus



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OLIVIA PREWETT
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"The silver level certification program prepares you to successfully execute an evaluation program. One of the strongest components of the program is the peer interaction."

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STEVEN CARL
Edward Jones



"Kirkpatrick's four levels is the best I've ever seen in evaluating training effectiveness. It is sequentially integrated and comprehensive. It goes far beyond 'smile sheets' into actual learning, behavior changes and actual results, including long-term evaluation."

"An outstanding model!"

STEPHEN COVEY

Author, *The 7 Habits of Highly Effective People*



LEVEL FOUR:

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LEARNING

LEVEL ONE:

REACTION

KIRKPATRICK CERTIFICATION PROCESS



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STRATEGIC EVALUATION PLANNING

Establish the necessary communication, cooperation, and partnership



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