

Training on Trial: The Urgent Need to Become a Strategic Learning Partner



Facilitated by Jim Kirkpatrick

San Diego ASTD Chapter

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In 1959, Don Kirkpatrick wrote four articles that soon after became known as the *Kirkpatrick Four Levels of Evaluation*. It is a widely known fact that this model is the global standard in the industry. What isn't widely known is that in those original articles over 50 years ago, Don wrote the words, "*Training managers had better learn to evaluate their programs in relation to the needs of the business before the day of reckoning arrives.*"



Well, we believe that for most learning professionals and organizations, the day of reckoning is here. This workshop is designed to help you prepare for the time when you are asked, or proactively choose, to effectively demonstrate the value of your learning's contribution to the bottom line.

Why, after 50 years, are we not doing this? Sometimes we are our own worst enemy. We keep following what we call the "checkmark training model", where there is the strong belief that *activity* translates into *value*. This is the belief that the numbers of new courses, participants, certificates, and modifications to our training programs equal value in the eyes of our key business partners. If this was ever true, it is no longer.



Those of you as individuals, training departments, and corporate universities who do not find the means of first *creating significant value* and then *demonstrating value to the business* will be putting yourselves in career jeopardy. Why the harsh words? Because Don and others have tried for years to get this urgent message across, but so far few have heeded it.

Training on Trial is the title of a book my wife Wendy and I are writing that will be published by AMACOM in Fall 2009. Here is your chance to get more than a sneak preview of the content.

During this session, you will:

- Obtain practical methods that will move you from a "checkmark training organization" to a strategic business partner.
- Use the Kirkpatrick *Four Level Evaluation Model* to create a compelling chain of evidence showing the value of training to a "corporate jury".
- Apply the material to a real training challenge in a group activity.
- (Schedule allowing), hear from a local learning professional who has employed these methods and will share successes and tips with you.



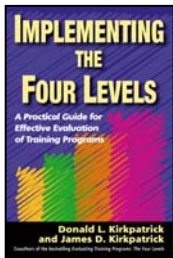
About Your Facilitator:

Jim Kirkpatrick, PhD is the Vice President of Global Training and Consulting for SMR USA. He presents workshops for and provides consulting to Fortune 500 companies around the world, including Harley-Davidson, L'Oreal, Ingersoll Rand, Honda, the Royal Air Force, and GE Healthcare.

Jim's past experience includes establishing corporate universities, managing a career development center, and consulting on evaluation, team building, coaching, and leadership.

Jim has co-written 3 books with his father, Don Kirkpatrick, the developer of the *Kirkpatrick Four Level Evaluation Model*. He is currently working on a fourth book called *Training on Trial*, with his wife, Wendy. It will be published in Fall 2009.

Kirkpatrick Evaluation Books:

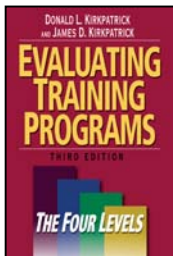


Implementing the Four Levels: A Practical Guide for Effective Evaluation of Training Programs

by Donald L Kirkpatrick and James D Kirkpatrick, 2007

\$29.95

- Introducing their newest concept, "developing a compelling chain of evidence"
- Cutting edge evaluation tools from top companies organized by levels
- Chapters on deploying evaluation resources and leveraging manager involvement
- A new look at Level 3 - the missing link between training and results

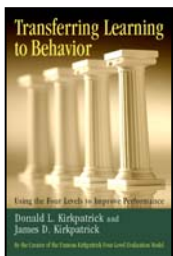


Evaluating Training Programs: The Four Levels (3rd Edition)

by Donald L Kirkpatrick and James D Kirkpatrick, 2006

\$42.95

- The 3rd edition of the classic book first written in 1993
- Common sense approach to evaluation along with powerful case studies
- Case studies from some of the strongest learning organizations in the world
- New chapters on e-learning and balanced scorecarding.



Transferring Learning to Behavior: Using the Four Levels to Improve Performance

by Donald L Kirkpatrick and James D Kirkpatrick, 2005

\$39.95

- Uncovering and leveraging the missing link between training and business results
- Working with managers and supervisors to create a business partnership model for learning
- Learn how to make a "business case" for managers to be involved in training