

A TIMELY UPDATE TO A TIMELESS MODEL.

Don Kirkpatrick's groundbreaking Four Levels of Training Evaluation is the most widely used training evaluation model in the world. Ask any group of trainers whether they rely on the model's four levels—Reaction, Learning, Behavior, and Results—in their practice, and you'll get an enthusiastic affirmation.

But how many variations of "Kirkpatrick" are in use today? And what number of misassumptions and faulty practices have crept in over 60 years? The reality is: Quite a few.

James and Wendy Kirkpatrick have written *Kirkpatrick's Four Levels of Training Evaluation* to set the record straight. Delve into James and Wendy's new findings that, together with Don Kirkpatrick's work, create the New World Kirkpatrick Model, a powerful training evaluation methodology that melds people with metrics.

In *Kirkpatrick's Four Levels of Training Evaluation*, discover a comprehensive blueprint for implementing the model in a way that truly maximizes your business's results. Using these innovative concepts, principles, techniques, and case studies, you can better train people, improve the way you work, and, ultimately, help your organization meet its most crucial goals.

PRAISE FOR THIS BOOK

"For decades, Don Kirkpatrick's Four Levels model has been the gold standard for training and performance evaluation. Now, in *Kirkpatrick's Four Levels of Training Evaluation*, Jim and Wendy Kirkpatrick have carefully updated the original model to bring you the New World Kirkpatrick Model. Like thousands of others, your organization will instantly benefit when you implement these simple principles and processes to your training."

—KEN BLANCHARD, *New York Times* Bestselling Author and Coauthor of *The New One Minute Manager*®

"Jim and Wendy Kirkpatrick prove once again that the Four Levels is a model that stands the test of time. And their work shows how to make Levels 3 and 4 a reality, not just a theory. There can be proof, not simply evidence."

—BOB PIKE, Founder and Chairman, P3 Associates, Founder/Editor, Training and Performance Forum

"As a consultant, being able to demonstrate the value of my clients' investment is the key to success and sustainability. The Kirkpatrick methodology provides a comprehensive and credible way to evaluate (and market) the true value of my services on their bottom line."

—ANGELA M. PETERSON, Owner, Peterson Global Consulting

"Jim and Wendy's New World Kirkpatrick Model helps my team strengthen relationships with the business areas we support across the entire company. Their new concept of Level 4 evaluation leading indicators helps us move our focus from ROI to actionable metrics that drive program and business partner success."

—NICK DENARDO, Senior Director, Training, Learning, and Development, CenturyLink

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Based on the Groundbreaking Work of Donald L. Kirkpatrick

KIRKPATRICK'S

FOUR LEVELS of TRAINING EVALUATION



RESULTS



BEHAVIOR



LEARNING



REACTION

JAMES D. and WENDY KAYSER
KIRKPATRICK

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