Advanced Kirkpatrick Model for Training Evaluation Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #TDD6637_294698

Course Introduction / Overview:

This comprehensive course provides an in-depth exploration of one of the most globally recognized frameworks for evaluating training effectiveness, the Kirkpatrick Model. In today's competitive business environment, proving the value and return on investment (ROI) of training initiatives is no longer a luxury but a necessity. This program moves beyond basic theory to offer a practical, step-by-step guide to implementing all four levels of evaluation: Reaction, Learning, Behavior, and Results. Participants will delve into the foundational principles established by Donald Kirkpatrick and explore the modern applications and refinements detailed in works like "Kirkpatrick's Four Levels of Training Evaluation" by James D. and Wendy Kayser Kirkpatrick. At BIG BEN Training Center, we have designed this curriculum to empower professionals to build a compelling "chain of evidence" that links learning interventions directly to tangible business outcomes. This course is not just about measurement; it's about using evaluation data to improve future training design, secure stakeholder buy-in, and strategically align learning and development with core organizational goals, ensuring every training dollar is an investment in performance.

Target Audience / This training course is suitable for:

- Learning and Development (L&D) Managers and Specialists.
- Human Resources (HR) Professionals and Business Partners.
- Corporate Trainers and Facilitators.
- Instructional Designers and Curriculum Developers.
- Organizational Development (OD) Consultants.
- Talent Management Professionals.
- Team Leaders and Department Heads responsible for staff development.
- Project Managers overseeing training initiatives.

Target Sectors and Industries:

- Corporate and Commercial Sectors.
- Banking and Financial Services.
- Information Technology and Telecommunications.
- Healthcare and Pharmaceutical Industries.
- Oil, Gas, and Energy Sectors.
- Engineering and Construction.
- Governmental and Public Sector Organizations.
- Non-Profit and Non-Governmental Organizations (NGOs).
- Aviation and Transportation.
- Retail and Customer Service Industries.

Target Organizations Departments:

- Human Resources Department.
- Learning and Development Department.
- Training and Staff Development Department.
- Talent Management and Succession Planning.
- Organizational Development.
- Operations Departments.
- Quality Assurance and Compliance Departments.
- Sales and Customer Service Departments.

Course Offerings:

By the end of this course, the participants will have able to:

- Master the foundational principles and modern evolution of the Kirkpatrick Model.
- Design effective evaluation tools and instruments for Level 1 (Reaction) and Level 2 (Learning).
- Develop strategies to accurately measure behavior change and on-the-job application (Level 3).
- Identify and track key business metrics to demonstrate training impact and ROI (Level 4).
- Analyze and interpret evaluation data from all four levels to draw meaningful conclusions.
- Construct a compelling chain of evidence linking training programs to organizational results.
- Create comprehensive evaluation reports tailored for different stakeholders, including senior leadership.
- Use evaluation findings to provide strategic recommendations for improving future L&D initiatives.
- Integrate leading and lagging indicators to build a predictive evaluation framework.
- Articulate the strategic value of training evaluation in driving business performance.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and focused on practical application. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively engage with the material. The program is built upon a foundation of real-world case studies, allowing attendees to analyze complex evaluation challenges and develop practical solutions. Through a series of hands-on exercises, participants will design their own evaluation tools, practice data analysis, and craft reports for hypothetical scenarios. Collaborative group discussions and peer-to-peer feedback sessions are integral, fostering a shared learning experience and allowing for the exchange of diverse perspectives. Our expert facilitators guide participants through each level of the Kirkpatrick Model, ensuring a deep understanding of both the "how" and the "why". The methodology emphasizes a blended approach, combining theoretical knowledge with practical skill-building to ensure that participants leave the course with the confidence and competence to immediately apply advanced evaluation techniques within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Training Evaluation

- The strategic importance of training evaluation in modern organizations.
- Historical context and evolution of the Kirkpatrick Model.
- Overview of the Four Levels: Reaction, Learning, Behavior, and Results.
- Distinguishing between training evaluation and other forms of assessment.
- The New World Kirkpatrick Model and the concept of the "chain of evidence".
- Common pitfalls and misconceptions in training evaluation.
- Aligning evaluation strategy with business goals from the outset.

Unit Two: Designing and Implementing Level 1 and Level 2 Evaluations

- Level 1: Measuring Reaction and Planned Action effectively.
- Moving beyond "smile sheets" to create insightful feedback forms.
- Techniques for capturing qualitative and quantitative reaction data.
- Level 2: Assessing the acquisition of knowledge, skills, and attitudes.
- Designing reliable pre-tests, post-tests, and knowledge checks.
- Utilizing practical demonstrations and simulations for skill assessment.
- Ensuring the validity and reliability of your Level 1 and Level 2 tools.

Unit Three: Measuring On-the-Job Application at Level 3

- Level 3: The critical link between learning and performance.
- Identifying key behaviors and leading indicators of successful application.
- Developing observation checklists and 360-degree feedback mechanisms.
- Conducting effective performance monitoring and follow-up surveys.
- The role of managers and supervisors in supporting and measuring behavior change.
- Analyzing barriers and enablers to learning transfer.
- Strategies for isolating the impact of training on behavior.

Unit Four: Demonstrating Business Impact with Level 4 and ROI

- Level 4: Connecting training to tangible business results.
- Identifying relevant Key Performance Indicators (KPIs) for your organization.
- Techniques for collecting and analyzing Level 4 data (e.g., productivity, quality, sales, safety).
- Building a credible chain of evidence from Level 1 to Level 4.
- Introduction to Return on Investment (ROI) methodologies as an extension of Level 4.
- Calculating the costs and benefits of a training program.
- Presenting a compelling business case based on evaluation results.

Unit Five: Advanced Reporting, Analysis, and Action Planning

- Synthesizing data from all four levels into a cohesive narrative.
- Creating impactful evaluation reports for different audiences (e.g., executives, managers, learners).
- Using data visualization to communicate findings clearly and persuasively.
- Facilitating results-focused debrief sessions with key stakeholders.
- Translating evaluation insights into actionable recommendations for program improvement.
- Establishing a continuous improvement cycle for L&D initiatives.
- The future of training evaluation: trends in learning analytics and predictive modeling.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Beyond demonstrating ROI, how can the Kirkpatrick Model be strategically used to shape an organization's learning culture and drive continuous improvement?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a purely academic review of the Kirkpatrick Model to a deeply practical and strategic implementation guide. While many programs focus on the theory of the four levels, our curriculum is built around the "New World Kirkpatrick Model," emphasizing the creation of a robust "chain of evidence" that directly links training interventions to critical business results. We prioritize hands-on application, dedicating significant time to workshops where participants design evaluation tools, analyze complex data sets from real-world case studies, and practice presenting their findings to senior stakeholders. The course uniquely focuses on the strategic role of the evaluator, teaching participants not just how to measure, but how to use evaluation data to influence organizational strategy, improve instructional design, and foster a culture of accountability and continuous improvement. Rather than simply teaching a model, we equip professionals with the critical thinking and analytical skills to adapt the framework to their specific organizational context, ensuring they can demonstrate tangible value and position the learning and development function as a strategic business partner.