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COURSE BROCHURE

Training Evaluation with the Kirkpatrick Model Course

17 – 21 May 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Training Evaluation with the Kirkpatrick Model Course

Ref: 1356_50759 **Date:** 17 – 21 May 2027 **Location:** Casablanca **Fees:** 4500 GBP

Training Evaluation with the Kirkpatrick Model is a 1-week training course for L&D evaluators and training coordinators who must show what a learning initiative changed, each building a Kirkpatrick Evaluation Plan for one live initiative, from reaction surveys to results indicators. Sponsors increasingly ask for evidence of on-the-job change rather than smile sheets. Jupiter Prime Training runs training evaluation with the Kirkpatrick Model for those who own this evidence.

Why Training Evaluation with the Kirkpatrick Model Matters Now

Two groups are pressing learning teams harder on evaluation. Senior sponsors want to see whether money spent on development moved the indicators they track, and they lose patience with attendance counts. Line managers, meanwhile, hold the conditions that decide whether new skills are used at all, yet are rarely asked to play a part. An organisation that plans evaluation from the start can drop initiatives that do not work and reinforce those that do; one that evaluates only at the end of a session gathers opinions, not evidence. The course rests on the Kirkpatrick four-level model and its later refinement, the New World Kirkpatrick Model, with its focus on required drivers and Return on Expectations ROE.

Who Gains Most from Training Evaluation with the Kirkpatrick Model

- Those who design evaluation surveys, tests and observation tools
- Those who coordinate follow-up with line managers after courses
- Those who compile learning reports for sponsors and steering groups
- Those who agree success indicators with business owners before launch
- Those who maintain learning records and evaluation data

A learning team that sends its evaluator and its programme coordinators together gains most, because planning, data gathering and reporting then follow a single chain of evidence.

Training Evaluation with the Kirkpatrick Model Capabilities

Participants leave able to plan evaluation backwards from the results a sponsor expects and to gather proportionate evidence at each level.

- Specify Level 4 targets and leading indicators with the sponsor before design starts — business owners
- Design Level 1 reaction instruments that capture relevance and engagement, not only satisfaction — course designers
- Build Level 2 knowledge and skill checks, including confidence and commitment items — assessors
- Apply Level 3 behaviour measures and required drivers such as coaching and job aids — line managers
- Weigh how much evidence each initiative warrants at each level — evaluation budget

- Communicate a chain of evidence report linking all four levels — steering groups

Key Training Evaluation with the Kirkpatrick Model Terms

- Level 1 Reaction — the degree to which participants find the learning engaging, relevant and favourable to their jobs.
- Level 2 Learning — the degree to which participants gain the intended knowledge, skills, attitude, confidence and commitment.
- Level 3 Behaviour — the degree to which participants apply what they learned once back on the job.
- Level 4 Results — the degree to which targeted outcomes occur because of the learning and the support around it.
- Required drivers — processes and systems that reinforce, monitor, encourage and reward critical on-the-job behaviours after the learning event.
- Chain of evidence — linked data across all four levels that shows how learning contributed to the results a sponsor values.

Training Evaluation with the Kirkpatrick Model Day by Day

Day 1: Evaluation Purpose and Planning

- Kirkpatrick Four Levels and Common Misreadings — Why Evaluation Stops at Level 1
- New World Kirkpatrick Model — Planning From Level 4 Downwards
- Sponsor Expectations Interview — Defining Return on Expectations
- Evaluation Scope Matrix — Which Initiatives Merit Which Levels
- Data Sources Inventory — What the Organisation Already Records

Day 2: Reaction and Learning Instruments

- Learner-Centred Reaction Survey Items — Relevance and Engagement Signals
- Pre- and Post-Knowledge Tests — Measuring Learning Gain
- Skill Demonstration Rubrics — Observable Learning Evidence
- Confidence and Commitment Scales — Predicting On-the-Job Use
- Survey Bias and Question Wording Checks — Trustworthy Responses

Day 3: Behaviour and Required Drivers

- Critical Behaviours Definition — What Must Change on the Job
- Required Drivers Selection: Reinforce, Monitor, Encourage, Reward — Transfer Support
- Manager Observation Checklists — Level 3 Data Collection
- Follow-Up Survey Timing at Thirty and Ninety Days — Sustained Application
- Barrier and Enabler Interviews — Explaining Low Transfer

Day 4: Results, Indicators and Reporting

- Leading Indicators Versus Desired Outcomes — Early Signs of Results
- Linking Operational Metrics to Learning — Credible Contribution Claims
- Isolation Approaches: Control Groups and Trend Lines — Strengthening Evidence
- Chain of Evidence Report Structure — Telling the Four-Level Story
- Dashboard Visuals for Sponsors — Decisions on Continue, Adjust or Stop

Day 5: Practising the Kirkpatrick Evaluation Plan

- Sponsor Interview Role-Play — Applying Day 1 Return on Expectations
- Instrument Set Drafting for a Live Initiative — Applying Day 2 Tools
- Required Drivers and Follow-Up Schedule — Applying Day 3 Methods
- Indicator Map and Report Outline — Applying Day 4 Structure
- Kirkpatrick Evaluation Plan — Targets, Instruments, Drivers, Timeline and Report

Applying Training Evaluation with the Kirkpatrick Model After the Course

- Hold a Return on Expectations interview with the sponsor of the next initiative and record agreed leading indicators.
- Replace one existing reaction survey with relevance, confidence and commitment items, and schedule a ninety-day manager observation.

Training Evaluation with the Kirkpatrick Model Questions FAQ

What is training evaluation with the Kirkpatrick Model and why does it matter now?

It is a four-level method for judging learning by reaction, learning, behaviour and results. It matters now because sponsors want evidence of on-the-job change and business outcomes, not attendance or satisfaction scores alone.

Which roles gain most from training evaluation with the Kirkpatrick Model?

L&D evaluators and training coordinators gain most. Those who design surveys and tests, follow up with line managers or report learning outcomes to sponsors also benefit from a shared four-level plan.

How does training evaluation with the Kirkpatrick Model differ from a training ROI course?

A training ROI course converts results into monetary values and a benefit-cost ratio. Training evaluation with the Kirkpatrick Model concentrates on planning from expected results, building instruments for each level and securing on-the-job behaviour through required drivers.

What do you bring back from training evaluation with the Kirkpatrick Model?

You bring back a Kirkpatrick Evaluation Plan for one live initiative: agreed targets and leading indicators, instruments for each level, required drivers, a follow-up timeline and a report outline for your sponsor.

Training Evaluation with the Kirkpatrick Model: The Way Forward

The Kirkpatrick Evaluation Plan first informs what the sponsor will accept as success before any design work begins. Evaluators use it to schedule data gathering, and managers use it to support new behaviours. After first use, revisit the required drivers, since what reinforces behaviour in a retail branch network differs from a hospital ward.