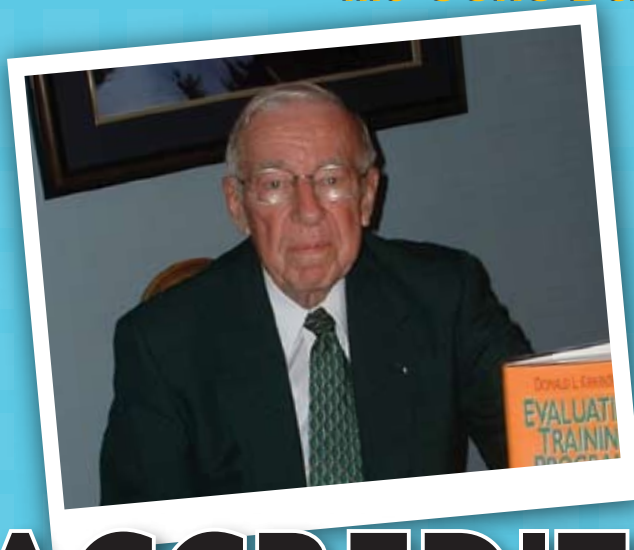


*The only program accredited globally by
the GURU Don Kirkpatrick*



ACCREDITED EVALUATION PROFESSIONAL



www.smrhub.com
e-mail: training@smrhrd.com

Introduction

Here is your opportunity to be accredited as an evaluation professional by the master and originator of the Four Levels of Evaluating Training, Don Kirkpatrick and his certified team from SMR Group.

This program is based on Don's time-tested four levels (Reaction, Learning, Behavior, Results) model. You will learn how to apply the four levels to your evaluation needs, and use proven methods to enhance learning and results, and encourage new behaviors. This will allow you to effectively meet the ever increasing need to demonstrate the value of your training to management.

Books by Don and son, Jim will be used in the program. This includes Jim's new book, *Transferring Learning to Behavior: Using the Four Levels to Improve Performance* (Berrett-Koehler, 2005). Jim Kirkpatrick, the Global Head of SMR's Training Evaluation practice and team of researchers have identified and worked on global best practices to develop a powerful business partnership model.

This model when applied can demonstrate the value of your training efforts in a holistic way rather than an isolated manner.

Join the Kirkpatricks and other certified trainers as they guide you through case studies, methods, and tips to enhance your training program, training department or corporate university.

"Jim and Don did a great job of going beyond the theory of the four levels of evaluation. They used case studies and best practices from around the world so that I can go back and actually apply what I learned. They also know how to bring the Business Partnership Model to life, since so many of us struggle with that."

Allison Wimms,
Manager of Training,
Johns Hopkins HealthCare



www.smrhub.com

e-mail: training@smrhd.com

Designed For

This accreditation program is designed for executives and managers as well as leaders of corporate universities and training departments, as the curriculum focuses on improving efforts in demonstrating to management the value of training & development.

Duration

Four Days

Certification Requirements

To receive the accreditation you need to:

1. Complete the pre-workshop work / Attend the pre-workshop teleseminar
2. Complete the four day on-site training program
3. Complete an on-line psychometric assessment
4. Design an evaluation plan
5. Complete a one-hour written test during on-site training

Benefits Of Accreditation

1. Join an international group of accredited training evaluation professionals
2. Qualify to facilitate evaluation workshops
3. Participate in the global awards for organizations with evaluation best practices
4. Access to case studies
5. Access to evaluation templates
6. Access to Don's endorsed software

Workshop Objectives

On completion of this program, participants will be able to

1. Align training evaluation to business needs
2. Apply the four level evaluation methods, tools and techniques.
3. Design and develop an evaluation program.
4. Implement a business partnership model to implement an evaluation program.

Learning Approach

This intensive and practical workshop will focus on the "HOW" rather than theory. Don's PIE approach – (Practical, Interactive and Enjoyable) will be followed throughout the programme. Learning will be based on our Fun x Content = Results Model. Short lectures, case studies, small group exercises, games and videos will be used to intensify learning.

Prior Knowledge

It is preferred participants have basic knowledge of training & development.

Competencies Addressed

Ability to evaluate training at all four levels.

The Accreditation Award

On successful completion of the AEVP program, participants will receive accreditation from Prof. Don Kirkpatrick, Chairman Emeritus, SMR Group and Dr. R. Palan, Chairman and CEO of SMR Group.

WORKSHOP CONTENT

1

Don's Four Levels in the 21st Century

- Foundations for Training Evaluation
- Aligning training evaluation to business needs
- Assessment & Evaluation
- Linking evaluation to the challenges of training
- Six reasons for evaluation
- Kirkpatrick's Four Levels of Evaluation
- Key principles of Four Level of Evaluation
- Reversing the Kirkpatrick model
- Starting with the end in mind
- Global best practices
- The Business Partnership model

2

Level 1 & 2: Principles, Methods & Tools

- **Challenges**
 - Evaluation strategies
 - Ten best methods & tools
 - Best practices
 - Reporting evaluation metrics
- **Success Stories**
 - Tracking Learning Gain

3

Level 3 & 4 – Principles, Methods & Tools

- **Challenges**
 - Evaluation Strategies
 - Ten best methods & tools
 - Best practices
 - Reporting evaluation metrics
- **Success Stories**
 - Transferring Learning to Behavior

4

Implementing Four Level Evaluation

- Integrating evaluation methods
- Templates – matching tools to purpose
- Data collection plans
- Reinforcing behavior using level 3 evaluation
- Integrating Evaluation: Training Score cards / Balance Score cards
- Executing the Business Partnership model with executive involvement
- Reporting – Presenting to your management

5

Tools for Implementing Evaluation

- Suggested design – forms – procedures for implementing each level



Professor Donald L. Kirkpatrick
Chairman Emeritus, SMR Group

Don is Professor Emeritus at the University of Wisconsin, and a widely respected teacher, author, and consultant.

He has over 40 years of corporate and academic experience in training and evaluation, and is the originator of the Four Levels - the premier international model for training evaluation. His four-level model of training evaluation has become the standard for evaluating the impact of training. He has conducted workshops in countries all over the world. Don is the author of several management inventories and seven books, including *Evaluating Training Programs: The Four Levels*. He is the past president of the American Society for Training and Development (ASTD). In 1997, he was introduced into TRAINING magazine's Hall of Fame, in 2004 received the Lifetime Achievement Award from ASTD and in 2007 received the Lifetime Achievement Award from The Asia HRD Congress.

James D. Kirkpatrick Ph.D.
Vice President SMR USA



James D. Kirkpatrick, is SMR USA's Vice President and the Global Head of SMR's Training Evaluation practice. He presents workshops and consults with Fortune 500 companies around the world.

Jim has a bachelor's and master's degree from the University of Wisconsin, and a doctorate in Counseling Psychology from Indiana State University. Jim has held positions of university teacher and clinical psychologist before moving into the world of organizational learning and development in the early 1990s. Since then, Jim has served as the founder and director of First Indiana Bank's corporate university. Jim worked as the senior evaluation consultant for Corporate University Enterprises, Inc. until joining SMR USA.

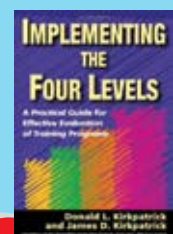
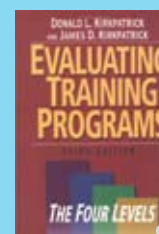
With SMR-USA, Jim has conducted workshops and consulting engagements with such clients as Harley-Davidson, L'Oreal, Ingersoll Rand, Honda, Printpack, Clarian Health, SABIC, Occidental of Oman, and GE Healthcare.

Jim has developed and implemented a career development center, worked on senior strategic planning teams, evaluation and coaching projects.

Jim considers implementing the four levels of evaluation and coaching managers to reinforce training as his major areas of expertise. Jim has co-written 3 books with his father, and has spoken at conferences in 4 continents just in the past 5 years. He is currently working on a cutting edge new book, *Training on Trial*.

Jim and the rest of the SMR team co-hosted with Training Magazine the first annual Kirkpatrick Evaluation Summit in February, 2008 in Atlanta, Georgia.

Jim currently resides in a small community outside Indianapolis, Indiana.



Global Award

The Don Kirkpatrick Evaluation Awards

The Evaluation Practice of SMR Group strives to educate organizations in how to maximize their training effectiveness and subsequently demonstrate the value of their efforts to their business' bottom line. Aligned with this major global initiative is our desire to recognize individuals and organizations for their best practices in training effectiveness and for their contribution to promoting evaluation best practices. We are in the midst of growing an SMR Kirkpatrick Evaluation Community which will serve to drive these best practices and provide well deserved recognition for success.

Recognition will come in the form of designations and awards. Designations will be bestowed upon organizations tier by tier as they move along the continuum of implementing the principles and techniques of SMR Kirkpatrick four level evaluation. This will ensure that these organizations execute our model in a systematic manner. The awards will be given to worthy individuals and organizations and thus provide them with an opportunity to showcase their evaluation best practices and the results achieved through partnerships with key business stakeholders.

These awards will be presented at both the Global Evaluation Summit 2009 in the US and the Asia HRDCongress 2009. Both events are organized by SMR Group.

The independently-sponsored Award Committee is comprised of corporate representatives from around the globe. For details of criteria and entry forms please contact Ms Carynn at carynn@hrdpower.com



Partial Customer List

- Accenture
- Avago Technologies
- Bank of Cypress
- Bayer
- Booz Allen Hamilton
- Chase
- Deloitte
- General Motors
- Johns Hopkins HealthCare
- L'Oreal
- Hyundai
- Ingersoll Rand
- Petronas
- Royal Air Force
- SABIC (Saudi Arabia)
- Sunoco Oil
- Toyota
- United Arab Bank
- US Army
- World Bank

"I learned a lot from attending SMR's Accredited Evaluation Professional program. I was especially pleased that our team was able to walk away with the knowledge and skills to actually put into practice what we learned."

Muhammad Khalid Siraj,
Training and Development Manager,
Bayer HealthCare

The SMR AEVP Global Team

R. Palan Ph.D

Dr. Palan, the Chairman and CEO of SMR Group has authored over 11 books. He is a trained trainer with a specific interest in validation and evaluation of training. He has facilitated training programmes in over 30 countries during the last 20 years.

Subra B.Soc. CITD (UK), ATP

Subra, the Vice President, Consulting and Outsourcing services, SMR Group has managed several evaluation and consulting projects. A consultant with a strong project and process approach, Subra has over 10 years of training experience in the area of training evaluation.

Alan M Thomas MA Chartered MCIPD

Wing Commander Alan Thomas, HM Forces, Royal Air Force has experience in leading and delivering complex and demanding consulting programmes in both training/education and military environments. He has specific and significant expertise in conducting programs in the area of training evaluation.

Muhammad Rizal B.E. MBA

Rizal, a Senior Consultant with SMR Group has experience in both the private and public sector. He has significant consulting experience in the area of training evaluation. Rizal has conducted training evaluation programs for the last 5 years.



training@smrhd.com
www.smrhub.com

USA: 1600 Golf Road, Corporate Center Suite 1200, Rolling Meadows, Illinois 60008, United States

Phone : 317 947 0297
Fax : 847 981 8121

Malaysia: Suite 2A-23-1, Block 2A, Level 23, Plaza Sentral, Jalan Stesen Sentral 5, KL Sentral, 50470 Kuala Lumpur, Malaysia

Phone : (603) 2279 9199
Fax : (603) 2279 9099

Singapore: Standard Chartered Building, Level 31, Six Battery Road Singapore - 049909

Phone : (65) 6298 4338
Fax : (65) 6322 8558

UAE: P.O. Box: 32959, Abu Dhabi, United Arab Emirates

Phone : (+971) 2446 8100
Fax : (+971) 2445 1775

Bahrain: P.O. Box: 50702, Kingdom of Bahrain

Phone : (+973) 1727 1716
Fax : (+973) 1727 1715