



BERRETT-KOEHLER PUBLISHERS

235 Montgomery Street, Suite 650
San Francisco, CA 94104-2916
Fax 415.362.2512
www.bkconnection.com

Ken Lupoff, Senior Publicity Manager
Phone: 415.743.6469 Email: klupoff@bkpub.com
Tiffany Lee, Publicity Associate
Phone: 415.743.6477 Email: tlee@bkpub.com

For Immediate Release

Evaluating Training Programs

The Four Levels

Third Edition

By Donald L. Kirkpatrick and James D. Kirkpatrick

Evaluating Training Programs: The Four Levels is the most comprehensive and detailed guide to Kirkpatrick's Four-Level Model, the most widely used approach to training evaluation in the corporate, government, and academic worlds. Going beyond just using simple reaction questionnaires to rate training programs, Kirkpatrick's model provides a more comprehensive approach to evaluation by focusing on four levels:

- **Reaction**
- **Learning**
- **Behavior**
- **Results**

Evaluating Training Programs is a how-to book, designed for practitioners in the training field who plan, implement, and evaluate training programs. For those who have planned and conducted many programs, as well as those who are new to the training and development field, this book is a handy reference guide that provides a practical and proven model for increasing training effectiveness through evaluation.

In this classic bestseller, Donald and James Kirkpatrick supplement their discussion of principles and guidelines with numerous sample survey forms for every step of the process. Each chapter of the second section of the book uses an actual case study to illustrate how to apply the model to a different type of training. This third edition includes new forms and procedures for evaluating at all levels, three additional chapters—on e-learning, using the balanced scorecard, and managing change—and eleven new case studies from organizations that have been evaluated using one or more of the four levels, including Caterpillar, Defense Acquisition University, Toyota, The Regence Group, and Pollack Learning Alliance (Australia).

More...

“Don Kirkpatrick’s name has long been synonymous with evaluation. This book provides in one place Don’s best thinking on the subject. I highly recommend it!”

—Robert W. Pike, President, Creative Training Techniques International, Inc.

*“Don Kirkpatrick set the standard in training evaluation in 1959, and ever since, dedicated training professionals have used his Four-Level Model for evaluating the impact of their work. **Evaluating Training Programs** finally makes these ideas available in an easy-to-use reference guide.”*

—Jane Holcomb, Ph.D., On-Target Training

“Training owes much to Kirkpatrick’s original Four-Level Model. This book updates the classic approaches to evaluation with new theory and practical case examples. It is a valuable resource for anyone serious about measuring the outcomes of training.”

—Jack Zenger, President, Times Mirror Training Group

“Kirkpatrick’s model for evaluating training has provided training professionals with a simple, practical approach for measuring the effectiveness of training. A must-read for all HRD professionals.”

—Judith P. Clarke, Training Manager, Kemper National Insurance Companies

DONALD L. KIRKPATRICK, PH.D., is Professor Emeritus, University of Wisconsin. He is past president of ASTD, the nation’s largest human resource development association, and is a recipient of ASTD’s “Lifetime Achievement Award in Workplace Learning and Performance.” He is the author of several books in addition to previous editions of *Evaluating Training Programs*.

JAMES D. KIRKPATRICK, PH.D., is Senior Consultant for Evaluation Services for Corporate University Enterprise. He is co-founder of the downtown Indianapolis Organizational Development Network, and is on the Board of Directors for the American Red Cross.

Donald and James Kirkpatrick are also the coauthors of *Transferring Learning to Behavior*.

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