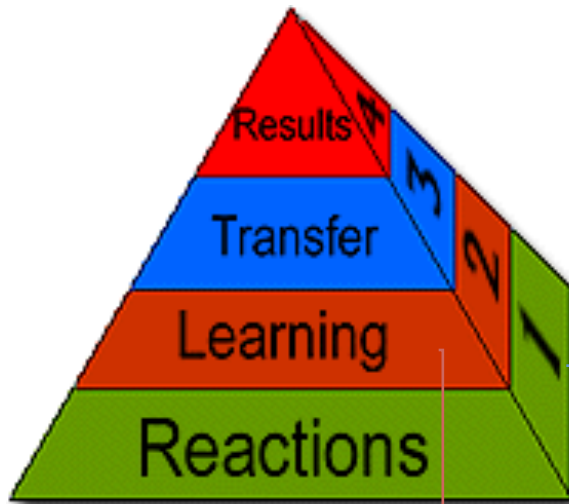


Kirkpatrick Four Levels of Evaluation Levels 1 and 2

Kirkpatrick Four Levels of Evaluation



Level-1 Evaluation - Reactions

Level-1 evaluation is the measure of how a participant in a training program reacts. Level-1 attempts to answer questions regarding the participant perceptions:

- Did they like it?
- Was the material relevant to their work?

This evaluation is often referred to as a “smilesheet.” According to Kirkpatrick, every program should at least be evaluated at this level to provide training program improvement. The participants' reaction has important consequence for level-2 learning.

A positive reaction will not guarantee learning, however, a negative reaction almost certainly reduces the possibility.

Level-2 Evaluation - Learning

Level-2 assessment moves the evaluation beyond learner satisfaction. Within level 2 is the attempt to assess the extent students developed skills and knowledge and student attitude.

Measurement at this level, compared to level 1, is considered more difficult and time-consuming. Methods range from formal to informal testing through team assessment and self-assessment.

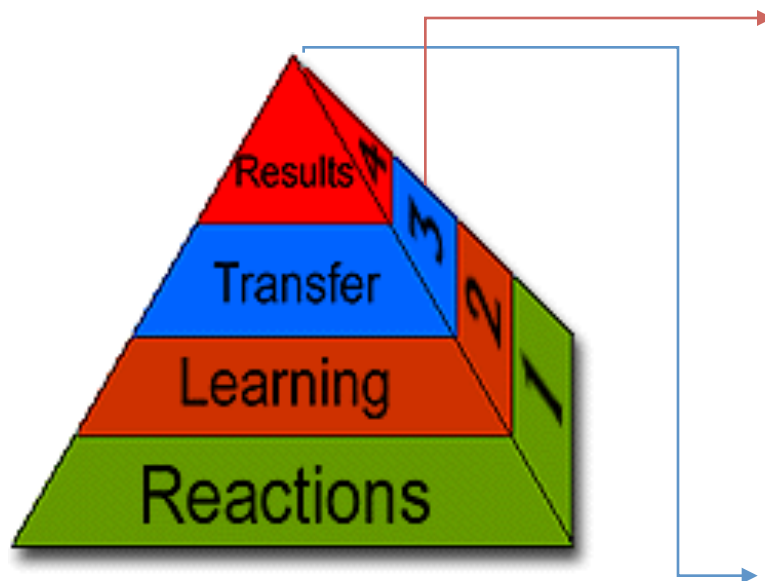
When possible, participants take a test or assessment prior to the training (pre-test) and after training (post-test) to determine the amount of learning occurred.

Source: <http://coe.sdsu.edu/eet/articles/k4levels/index.htm>

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Kirkpatrick Four Levels of Evaluation Levels 3 and 4

Kirkpatrick Four Levels of Evaluation



Level-3 Evaluation - Transfer

This level measures the transfer of learning and knowledge that has occurred in learner behavior from the training program.

Evaluation at this level attempts to answer the question: Are newly acquired skills, knowledge, or attitude in use during the everyday environment of the learner?

For many trainers this level represents the truest assessment of a program's effectiveness. However, measuring at this level is difficult as it is often impossible to predict when the change in behavior will occur, and requires important decisions of when to evaluate, how often to evaluate, and even how to evaluate.

Level-4 Evaluation - Results

Frequently thought of as the bottom line this is the return on investment (ROI) to training.

This level measures the success in terms the corporation and the executive will understand: increased production, improved quality, decreased costs, reduced frequency of accidents, increased sales, and higher profits or return on investment.

From a business and organizational perspective, this is the reason for a training program, yet too often level-4 results are not typically addressed.