

The Kirkpatrick Model: A Guide to Effective Training Evaluation

The Kirkpatrick model is a proven framework used to evaluate training to expected business outcomes.

Level 1: Reaction

Did participants value the training?

Measure with:

- Satisfaction surveys
- Learner feedback

Level 2: Learning

Did they gain knowledge or skills?

Measure with:

- Quizzes
- Assessments
- Skill demonstrations

Level 3: Behavior

Are they applying what they learned?

Measure with:

- Manager observations
- Coaching discussions
- Performance reviews

Level 4: Results

Did training improve business outcomes?

Measure with:

- Productivity
- Quality
- KPIs

The Kirkpatrick Model at a Glance:

Use the four levels of evaluation to evaluate training beyond attendance and completion.

Quick Check

Before launching training, ask:

- ☐ What problem are we solving?
- ☐ What should learners do differently?
- ☐ How will we measure success?
- ☐ What business outcome do we expect?

“Measure Impact, Not Just Attendance”

Need help evaluating training effectiveness or building a learning strategy that drives results? **Contact us for support.**



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