



New Certification Program Promises to Revitalize the Legendary Kirkpatrick Four Levels of Training Evaluation

FALLS CHURCH, VA – September 7, 2005 – Announcing the launch of a new certification program fully focused on the Kirkpatrick Four Levels Of Evaluation. Comprised of two sequential programs – Principal and Specialist – this certification will empower you and your organization with a rich, practical, and structured approach to training evaluation on the courses and programs as well as on the enterprise level.

Created by Jim Kirkpatrick, Ph.D., son of legendary Donald Kirkpatrick, Ph. D. and Corporate University Enterprise, Inc., an educational consulting firm in Falls Church, Virginia, this certification is designed to meet a growing need in the training industry. When Donald Kirkpatrick created the Four Levels of Evaluation nearly 50 years ago, everyone quickly realized their validity and power. From the very beginning, however, Donald observed the challenges organizations faced in implementing them:

I have known for a long time that the key to unlocking the power of the Four Levels would be a series of tools for easier and more consistent application. While the Four Levels are easy to grasp conceptually, every training professional knows that implementing ALL the levels on an ongoing basis in a way that is meaningful for the organization is a challenge. I think we are at a point where there is a wealth of best practices and many terrific technology solutions for the Four Levels. What our certification does is connect the dots so you can apply the right tools and methods in your setting. I know there is nothing like it available; it is practical and deep to align learning to organizational priorities.

The first component of the certification, the Principal Session, is designed for training professionals, executives, consultants, human resource professionals, and anyone who wants a thorough understanding of how to apply Kirkpatrick Four Levels of Evaluation. During the two-day session, participants form teams and conduct exercises, applying a toolkit approach for course and program evaluation. This approach is both practical and highly analytical, explains Jim Kirkpatrick:

I am excited about the program because I am confident that certified participants will be able apply the tools and methods upon return to their organizations. And, I don't mean that it is just theoretically possible for participants to be able to apply it. I mean the tools we have created are robust, yet easy to use. In the end, training professionals will be much better equipped to demonstrate to the

organization the linkages between learning and results, giving learning its deserved place in corporate performance.

Upcoming Sessions

Two Principal Certification sessions are scheduled at this time with future dates to be announced. The first is on October 24-25 at University of Toyota in Torrance, California, and the second one is on January 25-26, 2006, at MGM Grand University (MGM Grand Hotel) in Las Vegas, Nevada. These two outstanding corporate universities are not only acting as gracious hosts but are also provide us tours of their facilities and offering some of their own evaluation best practices!

About Donald and Jim Kirkpatrick

Jim Kirkpatrick has worked in the field of organizational development for over 15 years. At CUE, he is Senior Consultant, Evaluation Services, and is leading the launch of the Kirkpatrick Four Level Certification Program. Donald Kirkpatrick serves on CUE's Board of Advisors and is Professor Emeritus at University of Wisconsin. Don has been active giving keynote presentations at national conferences of professional organizations. Don's book *Evaluating Training Programs: The Four Levels* (Berrett-Koehler, 1998) and their latest co-authored book is *Transferring Learning to Behavior: Using the Four Levels to Improve Performance* (Berrett-Koehler, 2005) form the foundation for the program..

About Corporate University Enterprise, Inc.

Corporate University Enterprise, Inc. (CUE) is an educational consulting firm designed to bring a strategic approach to workforce education in both private and public organizations. In addition to Evaluation Certification, CUE offers services in Learning Strategy, Curriculum Design, Training Operations, and Four Levels Consulting. The company was incorporated in 1998 and has since served clients throughout the United States, Europe, and Asia.

Additional Information

For additional information please visit <http://www.cuenterprise.com>, write to certification@cuenterprise.com, or call (703) 848-0070.