

The New World Kirkpatrick Model 1950 and 2015

The Kirkpatrick Evaluation Model was first introduced in 1959 by Donald Kirkpatrick, a former Professor Emeritus at the University of Wisconsin. It has since undergone several iterations over the years by Kirkpatrick and his family—the most recent update, called the “New World Kirkpatrick Model,” was released in 2016.

The Kirkpatrick Model of Evaluation is a popular approach to evaluating training and learning events. However, despite the model focusing on training events specifically, it's broad enough to encompass any type of learning evaluation.

For all practical purposes, though, training practitioners use the model to evaluate training and instructional design initiatives. It covers four distinct levels of evaluation:

- Level 1: Reaction
- Level 2: Learning
- Level 3: Behaviour
- Level 4: Results

As you move from levels 1 through 4, the evaluation techniques become increasingly complex and the data generated becomes increasingly valuable.

Due to this increasing complexity as you get to levels 3 and 4 in the Kirkpatrick model, many training professionals and departments confine their evaluation efforts to levels 1 and 2. This leaves the most valuable data off of the table, which can derail many well intended evaluation efforts.

Anyone involved with training or developing others may want to memorize each level of the model and what it entails; many practitioners will refer to evaluation activities by their level in the Kirkpatrick model.

Level 1: Reaction

The degree to which participants find the training favourable, engaging and relevant to their jobs

Customer Satisfaction

The original definition measured only participant satisfaction with the training.

New World Additions:

Engagement

The degree to which participants are actively involved in and contributing to the learning experience

Relevance

The degree to which training participants will have the opportunity to use or apply what they learned in training on the job

Level 2: Learning

The degree to which participants acquire the intended knowledge, skills, attitude, confidence and commitment based on their participation in the training

Knowledge *“I know it.”*

Skill *“I can do it right now.”*

Attitude *“I believe this will be worthwhile to do on the job.”*

New World Additions:

Confidence *“I think I can do it on the job.”*

Commitment *“I intend to do it on the job.”*

Level 3: Behaviour

The degree to which participants apply what they learned during training when they are back on the job

New World Addition:

Required Drivers

Processes and systems that reinforce, encourage and reward performance of critical behaviours on the job

Level 4: Results

The degree to which targeted outcomes occur as a result of the training and the support and accountability package

New World Addition:

Leading Indicators

Short-term observations and measurements suggesting that critical behaviours are on track to create a positive impact on desired results



Level 1	Level 2	Level 3	Level 4
Reaction	Learning	Behavior	Results

Source: Dr Don Kirkpatrick. 1950 and 2015