



HRDQ Introduces The Kirkpatrick Express Evaluation Toolkit

Benchmark Measurement Model Helps Demonstrate the Value of Organizational Learning

(King of Prussia, PA – Oct. 21, 2008) HRDQ, a leading developer of training resources, today announced the release of The Kirkpatrick Express Evaluation Toolkit, designed to help learning professionals evaluate training outcomes and demonstrate the strategic value of training within the organization. Co-authored by industry experts Dr. Donald L. Kirkpatrick, PhD, and Dr. Travis Russ, PhD, and based on Kirkpatrick's renowned Four Levels of Evaluation model, it provides a complete system to determine how well learning objectives were achieved, identify program strengths and areas for improvement, and communicate training results.

"The Kirkpatrick Express Evaluation Toolkit helps learning professionals understand the foundations of evaluating training outcomes and use them to demonstrate the value of learning," said Dr. Donald Kirkpatrick. "It offers a streamlined, standardized way to measure training results using the four steps of the Kirkpatrick Model, and evaluates how well information has been delivered, understood, put into practice, and achieved."

The Toolkit's four evaluation tools gather information from learners and observers about the impact of training on people, products, processes, and profit. Measurement and analyses reveal the training's level of success and outline opportunities for improvement. To help communicate results, the Toolkit offers a process to identify stakeholders, tailor a compelling message, and choose the best channels to market findings, plus a CD with a presentation template and customizable reports.

"As organizations continue to scrutinize processes and budgets, building a strong business case for workplace learning becomes increasingly important," said Dr. Travis Russ. "The Toolkit helps present concrete results from learning initiatives. It provides increased insight to training quality and benefits, as well as better exposure throughout the organization – from the classroom to the boardroom."

The product is the first training evaluation resource offered by HRDQ. "Drs. Kirkpatrick and Russ are highly respected authors and researchers whose expertise in the Kirkpatrick Model is reflected in the quality of the Toolkit," said Bradford Glaser, President and CEO, HRDQ. "Its dependable, accurate measurements help clearly present the strategic value of organizational learning, and we are very pleased to count it among our offerings."

About HRDQ:

HRDQ is a trusted developer of soft-skills learning solutions that combine organizational learning theory, proven facilitation methods, and an appreciation for adult learning styles to initiate and inspire lasting change.



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