

# Kirkpatrick Levels of Learning Measurement

## Return on Investment

- Shows that the organization benefitted from doing the training
- Example: changes in learner behavior led to fewer recalls, better audit results, lower customer complaints...

## Behavior Change

- Shows that behavior is different as a result of the training
- Example: learner was observed before and after training and a the new/desired behavior was shown.

## Immediate Learning

- Documents what learners retained in short term memory during class
- Example: learner passed a quiz on the training content

## Reaction

- Explores how learners *feel* about the content and their ability to learn and use it
- Does not measure *whether* they learned or used it

## Attendance

- Satisfies regulator requirement that people *were trained*.
- Provides no feedback about *quality* or *usefulness* of the training.
- This measure is not part of the Kirkpatrick levels.

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