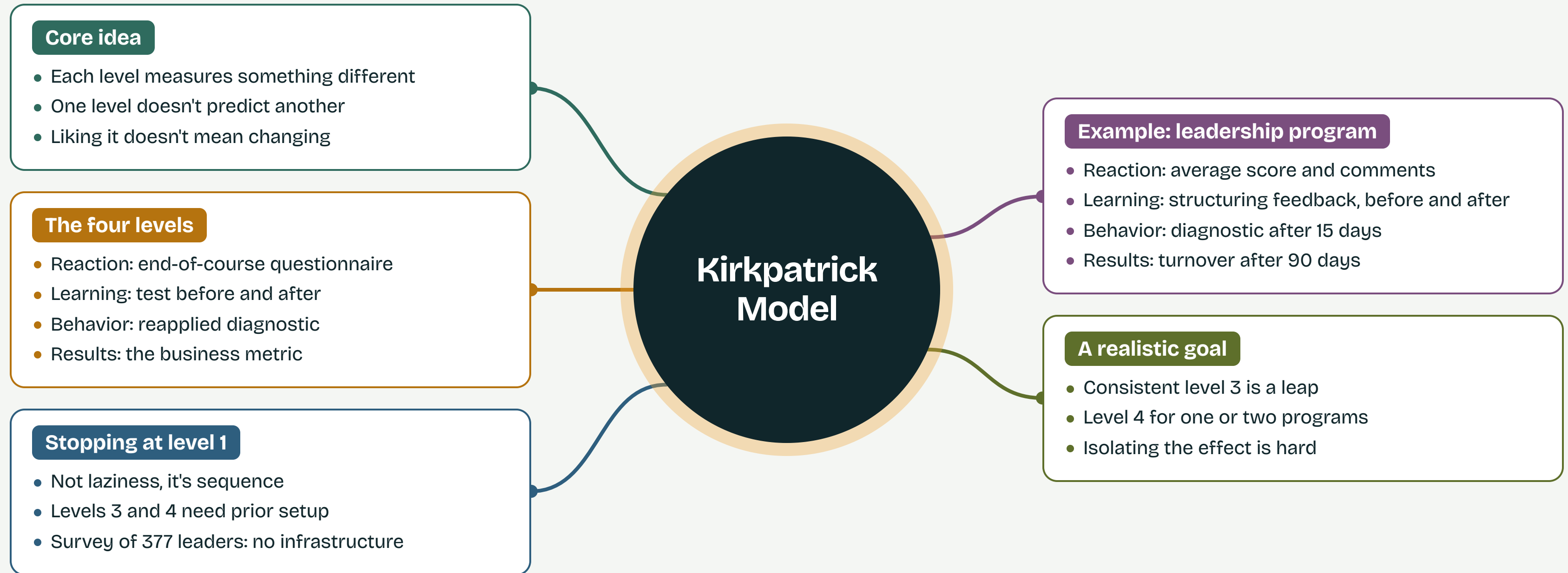


Kirkpatrick's 4 levels with a Brazilian example



Action plan

1

Pick one or two programs a year for level 4

2

Set the baseline before the program starts

3

Use reaction data only to adjust teaching and pace

4

Reapply the same instrument afterward to measure behavior

5

Compare the business metric with its historical series

Key takeaway

Each level measures something different: build measurement in beforehand and aim for consistent level 3.