



Training Evaluation Form

A Kirkpatrick-ready evaluation pack: 7 minutes on the day, 3 at day 30

A satisfaction survey asks if people liked the day. This pack asks what changed, what stayed, and what the next run should fix — and produces a report a manager can forward as-is.

**The sponsor's real question was
never
“did they enjoy it?”
So why does every report
answer that one?**

The four levels, honestly mapped

- L1 Reaction: eight grouped rows — four content, three delivery, one overall.
- L2 Learning: three narrow confidence self-reports — honest about being a proxy.
- L3 Behavior: the day-30 follow-up, three questions by email.
- L4 Results: NOT covered. Be suspicious of any form that claims it.

Why eight reaction rows, grouped

- Content: relevance, depth, instructor, materials. Delivery: exercises, logistics, workload. Then overall.
- In corporate training, delivery rows matter as much as content —
- a well-taught course with a broken sign-up flow gets scored like a bad course.

The keep/change pair

- “What worked so well it should stay exactly as it is?” — protects the good parts from fix-happy redesigns.
- “What should change in the next run?” — the fix list in participants’ own words.
- For repeat programs this pair is worth more than every rating combined. Ratings locate; keep/change tells you what to do.

Day 30: the other half of the form

- Three questions, sent 30 days later: used-it frequency, what helped or blocked, what support would make it stick.
- Expect a third of the in-room response rate — that is normal, and a 30% behavior count beats a 90% satisfaction mean.
- Schedule the email the same day you run the training, before you forget who was in the room.

The 60-second read

- 1. Overall above 4.0 but relevance under 3.5? Enjoyable, aimed at the wrong work.**
- 2. Delivery rows under 3.0 while content rides high? Fix the administration, not the course.**
- 3. Day-30 behavior count above zero? The training is alive. Zero: it was an event.**

Reaction items describe the day.

Only the day-30 answers describe the work.

Report them separately — never averaged together.

The report a manager can forward

- Item means + confidence set + behavior counts + the keep/change lists — one page.
- One honest line worth more than a chart: “self-report, no baseline” when there is no baseline.

Print the deck · protect the day-30 email · write the one-pager

Level 1 through 3 with a form and an inbox. Level 4 needs more than paper — and this pack says so.

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