



PROJECT NOTIFICATION

Reference No.: 183

Date of Issue	7 July 2023
Project Code	23-CP-28-GE-TRC-A
Title	Development of Productivity Specialists
Timing	6 November 2023–17 November 2023
Hosting Country(ies)	Malaysia
Venue City(ies)	Kuala Lumpur
Modality	Face-to-face
Implementing Organization(s)	Malaysia Productivity Corporation
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	6
Closing Date	5 September 2023
Remarks	Not Applicable

Objectives	Discuss theoretical and practical knowledge of productivity improvement strategies at firm and organizational levels; demonstrate the competencies needed by participants to act as productivity consultants, trainers, promoters, and researchers; and introduce the standards and requirements for APO-certified Productivity Specialists based on APO-PS 101:2019 Requirements for Productivity Specialists.
Rationale	The APO Productivity Databook 2022 reported that the GDP growth of many APO members had declined due to decreases in total factor productivity. The development of a pool of productivity specialists who can provide productivity solutions to cope with the low productivity challenges in various economic sectors is therefore critical.
Background	<p>The APO assists its members in productivity efforts by developing national productivity master plans and institutional capacity-building programs and strengthening National Productivity Organizations (NPOs) for addressing challenges, including postpandemic revival, and contribute to sustainable socioeconomic development through enhancing productivity. To support these critical initiatives, the APO develops productivity practitioners in its members.</p> <p>The Development of Productivity Specialists is an APO flagship program to inculcate knowledge and skills and build capabilities of candidates to undertake and lead productivity improvement programs at the organizational level. This course aims to develop the capacity of NPO professionals and equip them with knowledge of the latest techniques and productivity tools for improving productivity in organizations. Qualified productivity practitioners are expected to assist in national productivity drives for sustainable socioeconomic development.</p>
Topics	Productivity concepts and methodologies; Productivity tools and techniques; Current trends in productivity and competitiveness for organizations and at national level; Productivity measurement techniques; The future of productivity, and Requirements for APO-certified Productivity Specialists.
Outcome	With enhanced understanding of the requirements of productivity specialists and knowledge of advanced productivity tools and techniques, participants can act as trainers, consultants, practitioners, and productivity champions or promoters in various sectors in member economies.
Qualifications	Professional staff or associate consultants of NPOs, productivity practitioners, or executives involved in conducting productivity training, consultancy, research, or promotional activities. Priority will be given to those who have completed APO digital multicountry courses on similar topics.

Please refer to the implementation procedures circulated with this document for further details.



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