



## PROJECT NOTIFICATION

Reference No.: 443

<b>Date of Issue</b>	29 July 2024
<b>Project Code</b>	24-CP-50-GE-TRC-A
<b>Title</b>	Development of Productivity Specialists
<b>Timing</b>	11 November 2024–22 November 2024
<b>Hosting Country(ies)</b>	Malaysia
<b>Venue City(ies)</b>	Kuala Lumpur
<b>Modality</b>	Face-to-face
<b>Implementing Organization(s)</b>	Malaysia Productivity Corporation
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	19
<b>Local Participants</b>	6
<b>Closing Date</b>	20 September 2024
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	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.
<b>Rationale</b>	In contributing to the sustainable socioeconomic development of members through enhancing productivity, it is essential to develop productivity specialists. They are vital for organizational and economic success as they drive efficiency, innovation, and sustainable productivity growth. They also contribute to national economic development by improving industry efficiency and competitiveness.
<b>Background</b>	<p>The Development of Productivity Specialists Program focuses on capacity building for individuals who undertake and lead productivity improvement initiatives at the organizational level. Since its inception three decades ago, it has produced practitioners and specialists, with NPO professionals as the main beneficiaries. The program has also been used to develop more specific expertise including Green Productivity and Public-sector Productivity.</p> <p>In collaboration with the MPC, this year's program content and design focus on providing NPO professionals with knowledge of the latest productivity techniques and tools, particularly digital transformation and generative AI. The combination of conventional and digital tools will enhance the capability of productivity specialists as well as strengthen the role of NPOs.</p>
<b>Topics</b>	Productivity concepts and methodologies; Productivity tools and techniques; Emerging trends in productivity and competitiveness for organizations and at national level; Digital transformation; Generative AI; Productivity diagnosis at organizational level; and Requirements for APO-certified Productivity Specialists.
<b>Outcome</b>	Enhanced understanding of the requirements of productivity specialists and advanced productivity tools and techniques, strengthened capability to perform as productivity trainers, consultants, practitioners, or promoters in various sectors; and more productivity specialists certified.
<b>Qualifications</b>	Professional staff or associate consultants of NPOs, or productivity practitioners or executives conducting productivity training, consultancy, research, or promotion. Priority will be given to those who completed the APO e-courses on Productivity Tools and Techniques (Basic and Advanced).

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



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Secretary-General