




Workshops on productivity measurement and consultancy in Singapore

SPRING Singapore, in collaboration with key business chambers and associations, has set up five Enterprise Development Centres (EDCs) to provide SMEs with face-to-face advisory services. In 2010, SPRING launched a Productivity Management Programme (PMP) at the EDCs to help SMEs kickstart their productivity journey. Under the PMP, SMEs can attend workshops, obtain advice, and assess their productivity performance with the assistance of productivity advisors at the EDCs. To date, more than 2,500 SMEs have benefited from the PMP.

Productivity measurement is an integral part of productivity assessment and a prerequisite for improving. Many SMEs are not familiar with how to measure productivity and how to apply productivity measurement to support their improvement efforts. To address this gap, SPRING invited Kazuteru Kuroda, Head of the Global Management Center of the Japan Productivity Center (JPC), to conduct a series of workshops on productivity measurement and consultancy for SMEs and productivity advisers under the Technical Expert Service (TES) Program.

The five-day series held 29 September to 5 October 2011 included a half-day public seminar where Kuroda spoke on the importance of productivity measurement and what it means to SMEs. Two SMEs that benefited from the PMP

also shared their experiences on the productivity journey and how they had applied productivity measurement to drive improvement. The seminar was attended by more than 230 participants from various industries. Kuroda also observed on-site advisory sessions and conducted workshops to equip EDC productivity advisers with the necessary competencies to assist SMEs. The workshops covered productivity consultancy, measurement, and development of roadmaps. They were appreciated by the participants and provided insights on how advisers could improve their services to meet the needs of SMEs.

SPRING is grateful to the APO and JPC for facilitating the deputation of Expert Kuroda for this TES project. *Contributed by SPRING Singapore.* 



*JPC SME Expert Kuroda conducting a SPRING workshop.
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