



PROJECT NOTIFICATION

Ref. No.: 22-CP-43-GE-TRC-A-PN2200009-001

Date of Issue	28 January 2022
Project Code	22-CP-43-GE-TRC-A
Title	Development of APO-certified Productivity Specialists
Timing and Duration	7–11 March 2022 (five days)
Hosting Country(ies)	Malaysia
Modality	Digital Multicountry
Implementing Organization(s)	Malaysia Productivity Corporation and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Qualifications of Participants	Professional staff or associate consultants of National Productivity Organizations; and productivity practitioners, SME managers, or executives involved in productivity enhancement at firm or organizational level by conducting training, consultancy, research, or promotional activities
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	25 February 2022

1. Objectives

- a. Explain the standards and requirements for APO-certified Productivity Specialists based on APO-PS 101 Requirements for Productivity Specialists.
- b. Discuss theoretical and practical knowledge of productivity improvement strategies at the firm and organizational level.
- c. Demonstrate competencies of participants to act as productivity consultants, trainers, promoters, and researchers.

2. Background

The development of productivity specialists is one of the flagship programs of the APO to enhance the capability of National Productivity Organizations (NPOs) by inculcating knowledge and building skills among their professional staff. Productivity specialists are expected to undertake productivity improvement programs at the firm and organizational level and provide inputs to developing national productivity plans. NPOs in member countries are the key stakeholders and partners in contributing to overall sustainable socioeconomic development through productivity enhancement. NPOs perform activities such as offering various training courses, extending consultancy services, and proactively collaborating with the APO in implementing its projects.

In the era of digitization, many organizations are still struggling to master and deploy the technologies to enhance productivity. To be resilient and maintain business continuity, organizations need to adapt to the new normal work conditions that include such changes as flexwork, remote work, or hybrid styles of work. These changes affect the role of productivity specialists and the methods to provide services to client organizations. Training and consultancy methods and productivity enhancement tools and techniques must therefore be adjusted accordingly. This course will explore the latest techniques to improve efficiency and raise productivity.

The Productivity Specialists Program has been offered by the APO for about three decades and it has been updated and upgraded in recent years to enable productivity professionals to qualify as APO-certified Productivity Specialists. The present course is a preparatory course to qualify for certification. After completing this course, participants are requested to submit project plans, and resource persons will be assigned to provide coaching and mentoring during implementation. The reports should be submitted to the APO Secretariat within six months after course completion. Participants who meet all the requirements will be certified as APO-certified Productivity Specialists.

3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours, comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- Understanding the APO-PS 101 Requirements for Productivity Specialists
- Functional competency development as a productivity specialist
- Competency requirements for a productivity specialist

Day 2:

- Functional competency development of a productivity specialist as a productivity promoter, trainer, and consultant
- Demonstrating competencies as a productivity specialist: Using productivity and quality (P&Q) diagnosis techniques

Day 3:

- Demonstrating competencies as a productivity specialist: Conducting P&Q diagnosis
- Case study presentation by the host company(ies)
- Processing data and analysis based on case studies

Day 4:

- Preparing group presentations by participants

- Simulation exercise: Presentation of results of the P&Q diagnosis

Day 5:

- Group presentation of P&Q diagnosis results to the host company(ies) by participants
- Project preparation for the APO Productivity Specialists Certification Program

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of selected participants.

Participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

4. Financial Arrangements

- a. The APO will meet the assignment costs for overseas resource persons.
- b. The host country will meet the assignment costs of local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

5. Implementation Procedures

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.



Dr. AKP Mochtan
Secretary-General