

## OVERVIEW:

National Productivity Organization, Ministry of Industries & Production a liaison office of Asian Productivity Organization (APO) Tokyo, Japan announces one-day training program on **"Productivity in the Fourth Industrial Revolution"** at Islamabad.

The fourth industrial revolution introduces a new definition of productivity of individuals, organizations, enterprises and nations. This is especially important in Pakistan in the face of our failing industrial sector and dwindling productivity. The objective of this 1-day course is to find this new definition of productivity and ponder as to how the challenge of the fourth industrial revolution can be met from the productivity perspective.

## POTENTIAL PARTICIPANTS:

- Owners and managers of production units
- Heads of service organizations
- Governance and management professionals
- Senior management

## LEARNING OBJECTIVES:

- What is the fourth industrial revolution?
- What are the challenges of the fourth industrial revolution?
- How to increase productivity in the fourth industrial revolution?

## COURSE CONTENTS:

- What is the fourth industrial revolution?
- What are the generic challenges of the fourth industrial revolution – "The I4R Pentrium"?
- How can an enterprise transform to succeed in the fourth industrial revolution – "DIGI4MATION"?
- What is productivity?
- How can the productivity of an enterprise be parameterized?

## LEARNING METHODS:

- Power Point Presentations
- Discussions

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**Registration Deadline** December 12, 2019

**Investment: PKR 2,000/-**

**Timing: 09:30 AM – 04:30 PM**

**LIMITED SEATS ARE AVAILABLE**

Resource Person  
**Azhar Zia-ur-Rehman**

- Highly qualified, certified and experienced international consultant on the fourth industrial revolution and transformation
- Author of "Technology Governance – Concepts & Practices"
- Inventor of the DIGI4MATION methodology of transformation
- Helps large enterprises transform themselves to succeed in the fourth industrial revolution
- Has worked in more than 20 countries
- Has advised enterprises in many verticals – government, construction, manufacturing, engineering, telecommunications, health, petroleum, process industry, utilities, retail, education and real estate.
- Has trained more than 10000 professionals worldwide.

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