

Press Release

## Boost your Company's Productivity Guide Launched

(Friday, 21 August 2009) "Today's businesses are facing increased competition and are under pressure to cut costs. They face escalating labour, energy and material costs and are concerned about their business's environmental impact. Productivity is a powerful tool to address these pressures and provide companies with the competitive edge," said Eoin Gahan, Head of Regulation Trade and Policy Foresight, Forfás, at the launch of a joint agency productivity guide for employers and employees. The Guide provides companies with proven tactics for boosting productivity and is available from Forfás or through its website [www.forfas.ie](http://www.forfas.ie).

"Achieving higher productivity levels is an important ingredient for future international competitiveness and sustainability. Ireland's productivity rates lag our competitors, particularly in traditional manufacturing and locally traded services sectors. The slowdown in productivity growth in Ireland over recent years is a concern but there are actions which can be taken by businesses. The guide highlights some of the actions which can be taken to help grow productivity levels within companies through partnership between managers and staff," commented Gahan.

The High Level Group on Manufacturing, which reported in 2008, recognised the critical need to increase productivity growth rates and recommended a user guide on steps managers and staff can take to improve productivity at the level of the firm. In response *Boost your Company's Productivity: Simple Steps* was developed by Forfás in conjunction with businesses, representative bodies and Enterprise Ireland, IDA Ireland and the National Centre for Partnership & Performance.

The guide outlines that key areas for companies to look at when striving to grow productivity are: flexible work practices; innovation and creativity in responding to customer needs; skills and training; improvements in organisational management; and efficiency in resource use such as energy and investment in ICTs and modern equipment.

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*Boost your Company's Productivity: Simple Steps* and a more detailed document *Boost Your Company's Productivity: A Guide for Managers and Employees* can be downloaded at [www.forfas.ie](http://www.forfas.ie)