

Productivity Puzzles EP.0 - Trailer Transcript

[00:00:02.230] - Bart van Ark

Why does productivity matter?

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How can it drive business success, economic recovery, but also prosperity, well-being and even inclusive sustainable growth?

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Let's find out. Hello and welcome to *Productivity Puzzles*, a brand new series of podcasts brought to you by The Productivity Institute.

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I'm Bart van Ark and I'm a Professor of Productivity Studies at The University of Manchester and the managing director of The Productivity Institute.

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As Nobel prize-winning economist Paul Krugman once quipped, 'Productivity isn't everything, but in the long run, it's almost everything'.

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In *Productivity Puzzles*, a new and original podcast series, I'll bring to you discussions with leading minds from the UK and abroad about how to improve productivity for almost everything - from health care to car manufacturing, at a national and at regional level, for business and for your own personal productivity.

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We'll investigate why UK productivity is lower than in many other countries and why there are such large differences in productivity across and within the regions and devolved nations. Also, get the best insights from research on smart policies and effective business strategies to increase productivity. And last but not least, we'll find out how this will drive prosperity, well-being and inclusive, sustainable growth.

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Productivity Puzzles is brought to you by The Productivity Institute, involving nine academic institutions from across the UK, eight Regional Productivity Forums throughout the nation, and a National Productivity Commission to advise policymakers at all levels of government.

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