



## Improve Your Business (IYB)

*IYB is part of the SIYB programme. For more details about the SIYB programme refer to the SIYB Programme Fact sheet.*

### I. WHAT IS IYB?

IYB is a materials-based training programme for entrepreneurs who want to improve the management processes of their business. The training is modular in order to meet the specific needs of the target group. IYB is based on advanced adult training methodologies.

### II. OBJECTIVE

The objective of IYB training is to enable micro and small-sized entrepreneurs to set up a basic business management system. By the end of the training course, these entrepreneurs will have been enabled to set up standardized processes for buying, stock control, record keeping, costing, financial forecasting, marketing and productivity improvements through improved workplace practices.

### III. TARGET GROUP

IYB training is customized for male and female owner managers of micro and small-sized businesses with up to ten employees. To benefit fully from IYB training, these entrepreneurs should be able to read and write. Furthermore, they should have been in business for at least six months before training. IYB training is equally suitable for men and women in rural and urban areas, both young and old.

### IV. PRODUCT COMPONENTS

IYB training is designed for micro and small-scale entrepreneurs to

- Market their products more effectively
- Set up buying procedures
- Set up a stock control system
- Forecast their sales, costs and cash flow and produce balance sheets and profit and loss statements
- Cost their goods and services
- Keep records
- Improve productivity through improved workplace practices.

The IYB training materials comprise seven IYB manuals. Different regions have further to that developed sector adaptations such as construction, fishing or agriculture, or added relevant modules such as “HIV/AIDS Information And Facts” in Africa. The IYB

manuals are used during training and also serve the entrepreneurs as a source of reference after the course. Each manual covers one basic business management concept and explains step by step how to set up systematic management processes. Explanations are given in easy-to-understand language and plenty of illustrations are used to explain concepts and solutions as clearly as possible. Relevant examples and exercises are important features in the manual, enabling the reader to immediately apply the theory of learning and to step by step complete the corresponding section in the business plan booklets.

There is also an SIYB Business Game. The SIYB Business Game enables the potential entrepreneurs to simulate a small business. This advanced version of the Game allows the entrepreneurs to experiment the challenges of managing small businesses with multi-product portfolios in different markets.

## V. DELIVERY

Given the duration and the specific needs of entrepreneurs, the package is delivered on a modular basis. Delivering the complete 'standard' package of 7 modules would take approx. 7 ½ days in total (possibly spread over time) plus at least one group counselling session after training. The counselling session is preferably delivered within four weeks after training. After the counselling session, the SIYB trainer will link their clients to other relevant providers of business development services. An advantage with the IYB training is that it is modular, meaning that the IYB trainer can customize the training according to the needs and priorities of the client.

## VI. WHERE HAS IT BEEN IMPLEMENTED?

The SIYB programme has been implemented in over 95 countries in Asia, Africa, Europe, the Caribbean and Latin America. IYB was the original component of the SIYB and has been continuously refined over the last 25 years.

## VII. WHAT IS THE IMPACT?

Improvement rates after IYB training vary depending on which modules are taught and national circumstances. According to the SIYB Global Outreach Report of 2004 the percentage of businesses showing increased profits varied from 45% in Vietnam to 69% in Papua New Guinea. On average 0.6 new jobs are created for each business owner/manager trained.

## VIII. CONTACT PERSONS

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# IYB, "CONSOLIDATE"

SIYB Family small enterprise management training solution

