Start Your Business (SYB)

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

I. WHAT IS SYB?

SYB is a materials-based training programme for potential entrepreneurs with a business idea who want to proceed and start their own business. This very interactive training can be organized flexibly according to clients’ needs, takes approximately 5 days and is taught using advanced adult training methodologies.

II. OBJECTIVE

The objective of SYB training is to enable potential entrepreneurs to develop concrete, feasible and bankable business ideas to start their own small business. By the end of the training course, these potential entrepreneurs will have completed a basic business plan. The business plan will serve as a blue print for the entrepreneurs in starting up the business.

III. TARGET GROUP

SYB training is customized for potential entrepreneurs who want to start micro or small-scale businesses. To benefit fully from SYB training, the potential entrepreneurs should be able to read and write. Furthermore, they should have developed a concrete and feasible business idea prior to SYB training. SYB training is equally suitable for men and women in rural and urban areas, both young and old.

IV. PROGRAMME COMPONENTS

SYB training is designed to assist potential entrepreneurs to, among others:

- Draft a marketing strategy
- Plan their staff needs
- Cost their goods and services
- Decide about the legal form of their business
- Get a clear idea about the licenses and the permits needed
- Assess the environmental impact of their planned business
- Forecast their finances
The SYB training materials comprise the SYB manual and business plan booklet and the SYB Business Game:

- The SYB manual is used during the training and is a source of reference after the course. The manual explains step by step the process to follow to prepare and implement business plan. 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 relating to business women and men are important features in the manual, enabling the reader to immediately apply the theory of learning and to complete the corresponding section in the business plan booklets.

- The SIYB Business Game enables the potential entrepreneurs to simulate a small business. They experience the management challenge of running a small business, and can immediately apply the theory of learning in practice.

V. DELIVERY

A standard SYB training course takes five days of classroom based training plus at least one group counselling session after the training. The counselling session is preferably delivered within four weeks after the training. After the counselling session, the SYB trainer will link their clients to other relevant business development services and, where applicable, to IYB business management training to consolidate the business operations after the start-up.

VI. WHERE HAS IT BEEN IMPLEMENTED?

The SYB training package was added in 1991 to the SIYB programme. The SIYB programme has been implemented in over 95 countries in Asia, Africa, Europe, the Caribbean and Latin America.

VII. WHAT IS THE IMPACT?

According to the SIYB Global Outreach report of 2004, 90% of SYB participants recommend the training to their friends/families. The start-up rate after SYB training is almost 40%. Each new business created between two and three new jobs.

VIII. CONTACT PERSONS

<table>
<thead>
<tr>
<th>ILO HQ</th>
<th>Julius Mutio (Global Coordinator)</th>
<th><a href="mailto:mutio@ilo.org">mutio@ilo.org</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>South-East Asia and the Pacific</td>
<td>Charles Bodwell (Senior Enterprise Specialist)</td>
<td><a href="mailto:bodwell@ilo.org">bodwell@ilo.org</a></td>
</tr>
<tr>
<td>East Asia</td>
<td>Satoshi Sasaki (Senior Enterprise Specialist)</td>
<td><a href="mailto:sasaki@ilo.org.cn">sasaki@ilo.org.cn</a></td>
</tr>
<tr>
<td>South Asia</td>
<td>Hidetski Kagohashi (Senior Enterprise Specialist)</td>
<td><a href="mailto:kagohashi@ilo.org.in">kagohashi@ilo.org.in</a></td>
</tr>
<tr>
<td>Eastern Europe and Central Asia</td>
<td>Olga Koulacova</td>
<td><a href="mailto:koulacova@ilo.org">koulacova@ilo.org</a></td>
</tr>
<tr>
<td>Arab States</td>
<td>Rania Bikhazi (Enterprise Specialist)</td>
<td><a href="mailto:bikhazi@ilo.org">bikhazi@ilo.org</a></td>
</tr>
<tr>
<td>Southern Africa and East Africa</td>
<td>Andreas Klemmer (Senior Enterprise Specialist)</td>
<td><a href="mailto:klemmer@ilo.org">klemmer@ilo.org</a></td>
</tr>
<tr>
<td>Central Africa</td>
<td>Aminata Maiga (Senior Enterprise Specialist)</td>
<td><a href="mailto:maiga@ilo.org">maiga@ilo.org</a></td>
</tr>
<tr>
<td>West Africa</td>
<td>Cheickh Badiane (Enterprise Specialist)</td>
<td><a href="mailto:badiane@ilo.org">badiane@ilo.org</a></td>
</tr>
<tr>
<td>North Africa</td>
<td>Kholoud Al-Khaldi (Enterprise Specialist)</td>
<td><a href="mailto:alkhaladi@ilo.org">alkhaladi@ilo.org</a></td>
</tr>
<tr>
<td>Andean countries</td>
<td>vacant</td>
<td></td>
</tr>
<tr>
<td>South Cone of Latin America</td>
<td>Linda Deelen (Enterprise Specialist)</td>
<td><a href="mailto:deelen@ilo.org">deelen@ilo.org</a></td>
</tr>
<tr>
<td>The Caribbean</td>
<td>Nabeel Goheer (Enterprise Specialist)</td>
<td><a href="mailto:goheer@ilocarib.org.tr">goheer@ilocarib.org.tr</a></td>
</tr>
</tbody>
</table>

August 2009
SYB, “START”

SYB Family small enterprise management training solution

EXPAND

CONSOLIDATE

PREPARE

PROGRESS

TIME

START

SYB

GYB

EYB

IYB