START AND IMPROVE YOUR BUSINESS

Achieve sustainable and inclusive growth
START AND IMPROVE YOUR BUSINESS (SIYB)

SIYB is one of the largest global business management training programmes. It helps small-scale entrepreneurs to start and grow their business, as a strategy to create more and better employment for women and men.

SIYB TRAINING PACKAGE

SIYB has four training packages that respond to stages of business development.

- **Generate Your Business Idea (GYB)** enables potential entrepreneurs to develop a concrete business idea.
- **Start Your Business (SYB)** enables potential entrepreneurs with a business idea to develop a bankable business plan.
- **Improve Your Business (IYB)** enables existing entrepreneurs to develop their skills and improvement plans in buying, stock control, marketing, costing, record keeping, business planning and human resource management.
- **Expand Your Business (EYB)** enables growth-oriented entrepreneurs to develop a business growth strategy.

SIYB USER SEGMENTS

- **Donors/Governments**
  SIYB provides guidance and training on how to implement national entrepreneurship development strategies.

- **Business Development Service Organizations/NGOs**
  SIYB provides a unique set of capacity building and quality management tools to these organizations.

- **Potential and existing micro and small scale entrepreneurs**
  SIYB provides entrepreneurs with new and improved management skills to run their business successfully.

SIYB WORLDWIDE: READY-SET-GROW!

- **100+** Countries using SIYB
- **3,000+** Partner Organizations
- **65,000+** Trainers
- **300+** Master Trainers
- **9 million+** Jobs created
- **15 million+** Entrepreneurs trained

- **SIYB currently active**
- **SIYB introduced**
SIYB LEARNING MATERIALS

ENTREPRENEUR LEVEL

**SIYB BUSINESS GAME**

The Game is a practical simulation to enable participants to understand the realities of starting and operating a successful business. It is played during trainings where participants are linked to the real life of an entrepreneur and are challenged to plan, organize, produce, compete, negotiate and cooperate for ensuring good business results.

**SIYB TRAINER'S GUIDE**

Provides generic counselling for planning and delivering training.

**Module briefs**

Includes objectives, content, duration, facility requirements and a summary of the:

- Session plan
- Hand-outs and teaching materials on activities
- Slides
SIYB IMPLEMENTATION: SOUND SYSTEM. SOUND QUALITY.

Training of Master Trainers
Master Trainers are licensed by the ILO to train and certify Trainers in SIYB methodology.

Training of Trainers
Trainers based in local institutions provide business services and train small-scale entrepreneurs on how to start and improve their businesses.

Training of Entrepreneurs
Target clientele of start-ups and small businesses are taught basic business management skills and develop improvement plans and strategies.

Global Coordination
The SIYB team of the Enterprises Department, Geneva, leads the overall implementation and supports country offices and partner institutions.

SIYB Monitoring & Evaluation
Registration of trainer profile / Registration of trainings conducted / Evaluation of trainer performance and certification / Global reporting on SIYB outreach and impact

WHAT MAKES SIYB UNIQUE?

Simple to understand
Its simplicity converts SIYB into a programme that can be rolled-out to massive numbers.

Flexibility and adaptability
SIYB has been adapted for usage in over 100 countries and the materials translated in over 40 languages.

Vast outreach
Tap into SIYB’s global network of Trainers, Master Trainers and partner institutions (public & private).

Structured implementation model guaranteeing quality
What makes SIYB strong is the trainer selection, certification and monitoring systems behind it that ensure a high technical standard.

Brand value
In many countries SIYB has acquired the status of a brand that stands for quality business management training. Main business training method of the Chinese vocational training system, the Vietnam Chambers of Commerce and vocational training system, the Peruvian Labour Ministry and many other countries.

TEAMWORK IS OUR BUSINESS MODEL – SHARING MATERIALS, SHARING KNOWLEDGE

Contact the country office team using the details listed on the website: www.iло.org/siyb

Contact us on siyb@ilo.org / ilopubs@ilo.org to obtain printed copies of SIYB materials

For electronic copies of our publications log on to: www.iло.org/siyb