



International
Labour
Organization

A large, abstract graphic of a network or globe composed of interconnected lines and dots in blue, orange, and green, forming a spherical shape. The lines are thin and the dots are small, creating a mesh-like structure.

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.

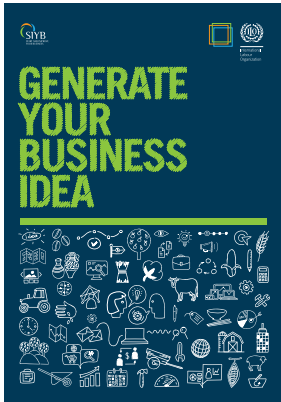
SIYB WORLDWIDE: READY-SET-GROW!

● SIYB currently active ● SIYB introduced

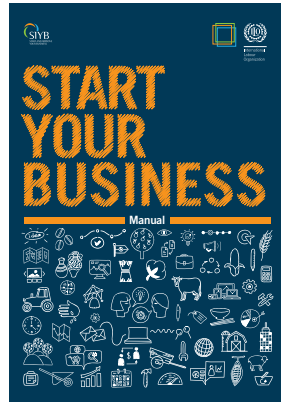


SIYB LEARNING MATERIALS

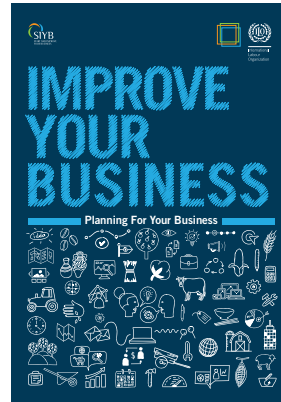
ENTREPRENEUR LEVEL



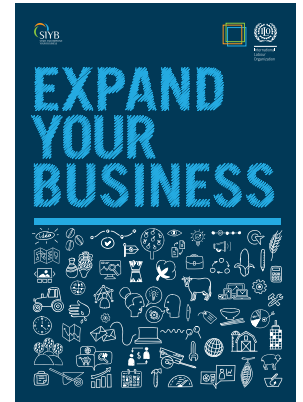
GYB Manual



SYB Manual
+ Business Plan booklet



**IYB Planning
For Your Business**
+ Buying & Stock Control
+ People & Productivity
+ Record Keeping
+ Marketing
+ Costing



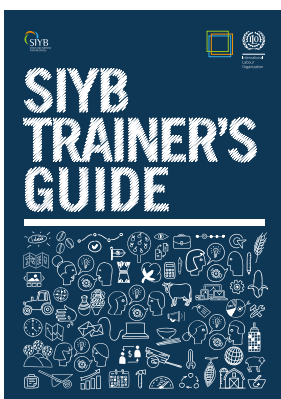
EYB Manual

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.



TRAINER LEVEL



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

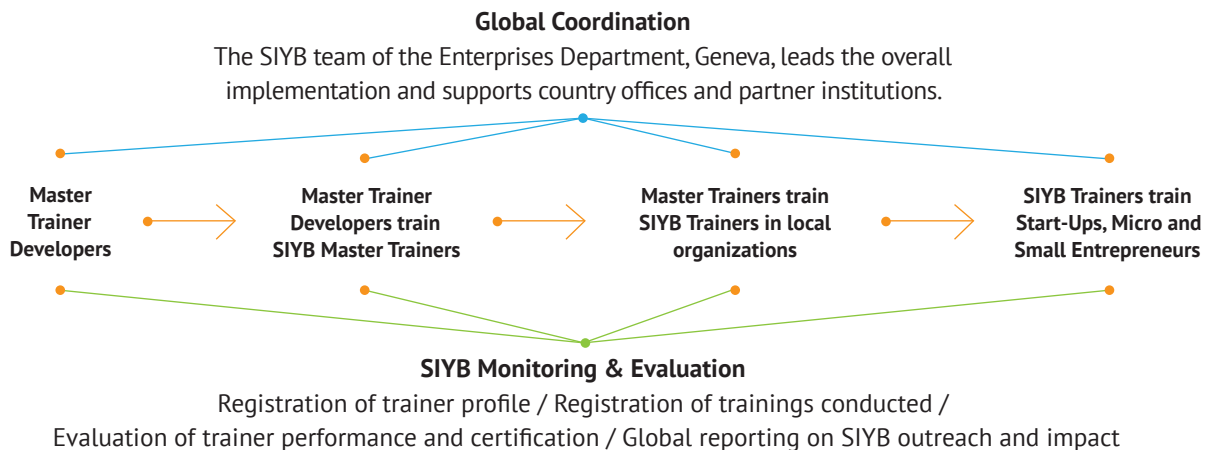
Master Trainers are licensed by the ILO to train and certify Trainers in SIYB methodology.

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.



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.ilo.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.ilo.org/siyb