



Start Your Business (SYB)

SYB is a 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 program for potential entrepreneurs with a business idea who want to proceed and start their own business. The 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 entrepreneur 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 fully benefit 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

GYB – Generate Your Business Idea

Potential entrepreneurs lacking a concrete business idea are strongly recommended to participate in a two-days GYB, Generate Your Business Idea, course prior to SYB training. By the end of the training course, these potential entrepreneurs will have assessed their entrepreneurial characteristics, and will have identified a concrete and feasible business idea that suits their situation best.

IV. PRODUCT 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 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 SIYB Business Game:

- ❑ The SYB manual is used during training and also serves the potential entrepreneurs as a source of reference after the course. The manual explains step by step the process to follow to prepare and implement a 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 step by step 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 have the opportunity to 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 training. The counselling session is preferably delivered within four weeks after training. After the counselling session, the SYB trainer will link their clients to other relevant business development services and, where applicable, IYB business management training to consolidate the business operations after the start-up. The SYB trainers, who are trained to adapt to the different backgrounds of their participants will also evaluate client satisfaction with the training and related support services received during and after the service delivery process. This information is fed back into the design of future training courses, to continuously improve the offering.

VI. WHERE HAS IT BEEN IMPLEMENTED?

The SIYB programme has been implemented in over 90 countries in Asia, Africa and Latin America. The SYB component was added in 1991 and an outreach study conducted in 2002 showed that SYB was the main training product used in the SIYB portfolio throughout the world.

VII. WHAT KNOWN IMPACT HAS BEEN MEASURED?

The impact of SYB training faces the issue of attribution. Some Impact Assessments using control groups are currently going on. Start-up rates after SYB training varies between 14% and 54%. Employment creation is however more difficult to measure. Between 2.4 and 3.4 jobs were created by each new business.

VIII. CONTACT PERSONS

<p>ILO HQ Karl-Oskar Olming olming@ilo.org</p>	<p><i>China</i> Andreas Klemmer klemmer@ilobj.org.cn</p>	<p>Current and recent projects <i>Papua New Guinea</i> Tibawi Longai, tlongai@online.net.pg <i>Western Africa</i> Eric Silvestre, ericstilvestre@sentoo.sn</p>	<p><i>Southern Africa</i> Mafelile Saidi, MSaidi@ILOSIYB.co.zw</p>
---	--	--	--

Addition information, including FAQs relating to SYB can be found in the SIYB Programme Fact Sheet!