



# Improve Your Business (IYB)

*IYB is a 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 program for entrepreneurs who want to improve the management processes of their business. The training is modular so as 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-scale 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 buying, stock control, record keeping, costing, financial forecasting and marketing processes.

## III. TARGET GROUP

IYB training is customized for male and female owner managers of micro- and small-scale businesses with up to ten employees. To fully benefit 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 cash flow, sales and costs, and to produce balance sheets and profit and loss statements
- Cost their goods and services
- Keep records
- Improve productivity by better managing their people

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 SYB trainer will link their clients to other relevant business development services. The IYB trainer will also evaluate client satisfaction with the training and related support services received during and after the service delivery process and feed that impact data back into the design of future training courses, to continuously improve the offering. 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 90 countries in Asia, Africa and Latin America. IYB was the original component of the SIYB and has been continuously refined over the last 20 years.

## VII. WHAT KNOWN IMPACT HAS BEEN MEASURED?

Improvement rates after IYB training varies depending on which modules are taught and national circumstances. According to the SIYB global outreach report the percentage of business showing increased profits varied from 45% in Viet Nam to 69% in Papua New Guinea (PNG). On average 0.6 new jobs are created for each business owner/manager trained.

## VIII. CONTACT PERSONS

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