

## Small Enterprise Development Programme

# Generate Your Business Idea (GYB)

*GYB is part of the SIYB family of products: practical small enterprise training*

## I. FOR WHOM IS GYB TRAINING

*Potential entrepreneurs*

*Emerging entrepreneurs  
wishing to restart*

*With the desire to  
explore business ideas*

*Effective in target group  
approach (youth,  
women, elderly and  
vulnerable groups)*

The GYB training programme is for anybody who wants to see whether she/he can make the start of a micro or small-scale business feasible. This training is therefore for those who want to answer the core questions: i) “What is my best business idea?”, ii) “Do I have enough abilities for being an entrepreneur?” and iii) “Do I really want to implement this business idea?”.

To fully benefit from the GYB training, the potential entrepreneur should be able to read, write, and make basic calculations. GYB training has proven to be equally suitable for men and women, young and old, whether living in rural or urban areas.

## II. WHAT IS GYB TRAINING

*3 days pre-structured  
training followed by a  
counselling session*

*Action plan documenting  
the best business ideas*

*Decision to start or not to  
start an enterprise*

The GYB training helps to identify different business ideas, to analyze them and to select the most promising one. Best results will be achieved if the trainer provides a structured three days initial training course, followed by individual fieldwork and ending in a counseling session that will reveal the answers to the three core questions. The training methodology explores individual entrepreneurial potential, desire and needs.

Those who participate and decide not to start an enterprise will still benefit from the training as they discover what it takes to be an entrepreneur. The training creates awareness about the driving forces of an enterprise and as such can also be instrumental when being contracted as a worker. The counselling session for those that decide not to start will explore other opportunities, looking at job placement and/or advanced education and vocational training programmes.

### III. OBJECTIVES OF GYB

*Enable trainees to take informed choices on whether to start an enterprise based on feasible business opportunities*

*Move potential entrepreneurs to a positive career decision*

*Increased capacity of labour market institutions*

*Setting up a national training system for more and better jobs in enterprises*

The objective of GYB training for the potential entrepreneur is to get ready for an entrepreneurial career by selecting a feasible business idea and by carrying out a self-assessment.

GYB training is often promoted by labour market institutions such as public employment services and vocational training institutions. GYB improves the ability of these institutions to support entrepreneurial ambitions leading to formal self-employment, more and better jobs. This is often combined with local, industrial and sector development initiatives, and value chain upgrading.

In order to reach these objectives at the micro and meso-level the ILO helps setting up large scale training provision systems with quality control systems. This can potentially have an effect on the enterprise culture in general and also lay the foundation for a growing market for providers of Business Development Services (BDS).

### IV. GYB TRAINERS

*ILO certified GYB Trainers deliver and institutionalise the GYB programme*

*ILO licensed Master Trainers set up the national system*

The provision of GYB requires certified trainers. In order to join the programme, trainers need to fulfill the SIYB trainer selection criteria. GYB trainers will be trained by SIYB Master Trainers and gain the necessary competencies through Training of Trainers courses and practical applications.

The GYB trainer needs to be familiar with the local context and to develop a professional relation with the client. The trainer evaluates client satisfaction with the training provided (during and after the training process) and reports on her/his activities and results to the national Master Trainer network. These output and impact data feed into re-certification of the GYB trainer and the improvement of the GYB training service in general.

SIYB Master Trainers are responsible for building the capacity of both trainers and the institutions the trainers work in and will be key for setting up a national quality assurance system that ensures long-term, sustainability.

## V. GYB PROGRAMME COMPONENTS AND MATERIALS

*Pre-structured training →  
action plan →  
fieldwork →  
individual counselling →  
Career option*

*Materials:*

- *GYB manual*
- *Trainer kit*

Initial GYB training (up to 3 days) is structured to assist potential entrepreneurs to:

- **Generate** business ideas. The participants are guided in how to use their own skills, knowledge and creative ideas, for developing and comparing different business options.
- **Meet** with entrepreneurs, conduct an entrepreneurial self-assessment and receive feed-back and guidance to improve entrepreneurial characteristics.

Field work (2 to 4 weeks) is required to:

- **Consider** as many new business ideas as possible
- **Collect** information about the various business ideas
- **Analyse** and select the three most feasible business ideas.

Follow-up counselling (up to 2 x 2 hours) will assist the entrepreneurs in:

- **Identifying** the idea that is most attractive, has least negative impact on the environment and is best suited to a personal situation.
- **Decide** about an entrepreneurial career and to consider to pursue their idea with the assistance of an SYB trainer

GYB training is supported by the GYB training manual:

- The GYB manual is used during the initial training and serves the potential entrepreneurs as a source of reference during the fieldwork. It explains step by step the process to follow to come up with potential business ideas, how to write these down and to select the three most feasible ones. Explanations, relevant examples and illustrations make the manual easy to understand. Exercises enable the learner to immediately apply the theory.
- The GYB manual has been adapted for various sectors and “green” business ideas.



START AND IMPROVE  
YOUR BUSINESS  
Over 4,500,000 people  
globally have been trained  
in GYB or SYB

*Out of which close to 50%  
women*

*1,500 GYB-SYB Training  
Service Providers globally*

*250 Master Trainers*

*GYB-SYB Trainers active  
in over 100 countries*

## PROGRAMME OUTREACH AND IMPACT

The GYB component was added to the SIYB product range in 1997. Tracer studies conducted in 2002 and 2010 show that GYB/SYB programme components are by far the most used in the SIYB portfolio throughout the world. The main reason for this large outreach is the interest of labour market institutions.

It is estimated that the SIYB programme has coached over 4,500,000 trainees globally. This high outreach is the result of a sustained effort to meet the demand for basic management training in developing countries and the large-scale take-up that SIYB has had in countries like China, Nepal and Vietnam

GYB training develops groups of potential entrepreneurs with viable business ideas contributing to a stronger enterprise culture. Its low costs enable the programme to assist a large numbers of potential entrepreneurs, preparing for a responsible entrepreneurial career.

Being part of the SIYB programme family, GYB training has been implemented in over 100 countries in Asia, Africa, Europe, the Caribbean and Latin America. The GYB programme has a large outreach as the SIYB programme has developed and licensed more than 250 Master Trainers globally. Based on several impact assessments and evaluations carried out in 2003<sup>1</sup>, 2004, 2007<sup>2</sup> and 2010<sup>3</sup>, the Master Trainers have in turn trained and developed over 17,000 trainers from more than 2,500 partner organisations.

## VII. FOR MORE INFORMATION ABOUT GYB TRAINING



Visit the global SIYB website here:

[www.ilo.org/siyb](http://www.ilo.org/siyb)

Or write to us:

[siyb@ilo.org](mailto:siyb@ilo.org)

<sup>1</sup> SIYB Global Outreach Report 2003

<sup>2</sup> SIYB China, Evaluation Report 2004-2007

<sup>3</sup> SIYB Global Tracer Study 2010

