

The SIYB Business Game

The Game is part of the SIYB family of products: Practical small enterprise training

I. FOR WHOM IS THE SIYB BUSINESS GAME

Potential and emerging entrepreneurs

The SIYB Business Game (shortly The Game) is for those who want to experience and simulate a small sized enterprise in a safe environment.

SIYB audience

All who attend SIYB training will play The Game. For them The Game will bring theory to life and provide an opportunity to practice knowledge and skills. It is for those who are ready to expose themselves to how they and others make business decisions. The Game is therefore also for all those who are open to learn and to become aware of own entrepreneurial attitudes and areas of improvement.

Desire to test entrepreneurial knowledge, skills and attitudes

Especially effective in targeted group approach (youth, women, elderly and vulnerable groups)

The Game is equally beneficial for the SIYB training provider. It is an effective training tool that raises the credibility of the provider. The participants start to understand better where they have real difficulties and where they need more training. The training provider can therefore use the Game as well for needs assessment and as training appetizer.

Providers increase service portfolio

To fully benefit from the SYB Business Game, the participants should be able to read, write and make reliable calculations. The Game has proven to be equally suitable for men and women, young and old, whether living in rural and urban areas.

II. WHAT IS THE SIYB BUSINESS GAME

Minimum 4 half day sessions

The SIYB Business Game is in the first place an educational tool. It implements the contents of the SIYB training manuals. It helps participants to build up their understanding about the realities of starting and managing a successful business. The Game helps in four modules to progressively make more advanced decisions.

Application of basic business knowledge and skills

In 4 modules, gradually going from operating in simple business cycle to a more complex business community

- The first module is to understand the basics of the business cycle: that production leads to sales and that only sales provide the needed financial resources for continued production and that business and family finance should be separated to the extent possible. There are no major constraints in the market yet. Decisions based on simple records.
- The second module is to understand the business of “one standard product with one type of client market”. Purchase power is here the major constraint in the market.
- The third module is to understand the whole range of the marketing mix for a more competitive market, producing for different and more demanding clients. Fierce competition in a fairly small market is now a major constraint.
- The fourth module allows the entrepreneur to make a decision to produce different products for one or for different client markets, bringing in all elements demonstrating the full complexity of entrepreneurship, choices and

Equally excellent Training Needs Assessment tool

competition. Decisions based on detailed records.

Throughout the Game three businesses learn how to compete or cooperate in the production and the sales of simple standard and upmarket hats. The entrepreneurs will either be drawn into fierce competition or aim at a win-win situation. All ultimately learn to take the best out of the available purchase power. Besides applying basic business management principles, elements of planning, negotiation and trust building based on records come out strongly and will be acknowledged by most as strong learning elements.

To achieve the best result, the trainer facilitates a discussion at the end of each module of The Game. Participants compare their results (planned and achieved) and analyse what happened, what went well and what went wrong. All will understand why a part of the available purchase power was left untapped and that this was because of own business decisions.

III. OBJECTIVES OF THE SIYB BUSINESS GAME

Gradual understanding of the basic business principles

From changing attitudes to needs assessment to better and profitable management skills

Each module is played to get the best business results as individual business and as business community (sales and profit). The objective of playing all four modules of The Game is that the participants gradually understand the complexity and many factors influencing running a successful business. This implies good understanding of the market, excellent goal setting and planning, organisation of production and managing profitable business relations. A strong feature is to learn how to separate business and family.

The aim of the Game is to give participants an opportunity to experience all these aspects by running a small enterprise in a simulated business environment, free from consequences in their entrepreneurial career.

Some indicators:

- Change in attitude
- Change in behaviour
- Awareness about training needs
- Better knowledge about basic business principles
- Improved entrepreneurial skills

IV. PROVIDERS FOR THE SIYB BUSINESS GAME

ILO certified SIYB Trainers deliver and facilitate the SIYB Game professionally

ILO licensed Master Trainers ensure correct facilitation through co-facilitation, training and competency reinforcement

Certified SIYB Trainers use the Game as part of the SIYB programme and in some cases as a stand-alone training programme. The Game is only effective if the trainer applies the rules of the Game so that full learning indeed takes place by the end of the session. Depending on the participants level, interest and the facilitation by the trainer, the delivery time for each of the Game's modules vary between 3 hours (half day) to 6 hours (full day).

The trainer prepares each session based on what The Game is supposed to do (awareness raising, training needs analysis, business start-up and / or strengthening of certain business management skills). The trainer follows a detailed session plan, including the final discussion, and equally

makes sure that it brings out the strong feature of being highly motivational, interactive and the “fun” element of the SIYB programme.

V. SIYB BUSINESS GAME COMPONENTS AND MATERIALS

The Game

Game Trainer guide

SIYB trainers who facilitate the Game make sure that the Game elements are well exposed and that each session is preceded by the presentation of a clear set of instructions. All Game sessions will be completed with detailed discussion, ensuring that the learning will indeed take place. Each module therefore takes at least a full morning or full afternoon session. The Game Guide assists the SIYB trainer to apply the Game rules and session plans.

The main learning points of the four modules are:

Module 1: The basic business cycle (one product for one market)

- Planning for profit in a market that takes all
- Managing cash flow
- Keeping basic records
- Managing risks that could affect business & family

Module 2: Demand and supply (one regular product for different markets)

- Planning production based on demand (market limitations)
- Pricing the product for profit
- Keeping advanced records
- Winning the market by the art of negotiation

Module 3: Reaching your customers (one upmarket product for different markets)

- Reaching the customers through cost-effective marketing mix
- Planning production in small and highly competitive market
- Organising production with effective production techniques
- Building credibility through quality control

Module 4: Managing a diverse market (two products for different markets)

- Choosing from a complex product family (diversification or specialisation)
- Planning and managing a complex business (different products and markets)
- Keeping complex records, tracking performance of two product lines
- Building strong and transparent business relations

In addition to the four modules, an advanced module of the Business Game is available as component of the Expand Your Business Programme. This module allows entrepreneurs to experiment further with the challenges of managing a small business with multi-product portfolio for different markets.

Each trainer should ideally have his/her own copy of The Game and will ensure that all items are available at all times. The trainer should ensure appropriate conditions for playing the Game, allowing for the Game dynamics (individual business locations, markets and business community). In some countries with high outreaching SIYB programmes (like China) special rooms have been set up for running the Game.

VI. PRINTING AND REDISTRIBUTION OF THE GAME

*Primary copyright with IDS
South Africa*

ILO copy right

*Royalty fees for
reproduction*

*Availability in English,
Spanish, French, Russian,
Chinese*

The Game was first developed by the South African Triple Trust Organisation (TTO), who in 1995 developed jointly with the ILO the third and fourth module (based on the IYB Basics). ILO has therefore obtained copy right on the reproduction of the Game from the successor of TTO, IDS South Africa. The Game is also promoted through various partners of IDS (such as “Making Cents”). The ILO version of The Game and its guide can be obtained from the ILO publication department.

The Game is published under the following ISBN numbers:

English: ISBN xxxxxxxxxxxx (Game guide: xxxxxxxxxxxx)

French: ISBN xxxxxxxxxxxx (Game guide: xxxxxxxxxxxx)

Spanish: ISBN xxxxxxxxxxxx (Game guide: xxxxxxxxxxxx)

A number of adaptations (Chinese, Russian) are available from the respective ILO offices, SIYB Focal Points or projects. Printing and redistribution licenses for the Game can be obtained from the publication department. Quality of printing is to be approved by the global coordination unit and the publication department. A royalty fee is payable to ILO’s publication department for each Game produced and sold.

VII. FOR MORE INFORMATION ABOUT THE SIYB BUSINESS GAME

www.ilo.org/siyb.

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