



Small Enterprise Development Programme Start Your Business (SYB)



International
Labour
Organization

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

I. FOR WHOM IS SYB TRAINING?

Starting entrepreneurs

Wanting to develop a viable business

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

SYB is a training programme for starting entrepreneurs who have a feasible business idea for their own small enterprise. The training helps in developing a detailed business plan and to actually get started. The training also provides an opportunity to test the required entrepreneurial skills and the business plan in a simulated and safe environment. This training is therefore for those who want to answer the core questions: i) “Is my business plan bankable and can I defend the plan?”, ii) “Can I overcome all start-up hurdles?” and iii) “When will I be ready for my first day of business operations and my first sales?”.

Starting entrepreneurs are guided towards the actual start-up and a contribution to the cost of training is expected. To fully benefit from the SYB training, the starting entrepreneur should be able to read, write and make reliable calculations.

II. WHAT IS SYB TRAINING?

5 days pre-structured training followed by group-based and individual counselling sessions

Preparation of a detailed business plan

Action plan for getting started until the first day of business operations

The SYB training and counselling builds on what the starting entrepreneur already knows. It challenges the entrepreneur in areas outside his or her comfort zone. The training can be organized flexibly according to clients’ needs, takes 5 days and is taught using advanced adult training methodologies. To understand market dynamics it uses the SIYB Business Game (see the Game factsheet) and exposes the starting entrepreneur to representatives from administrative, legal and financial institutions.

The initial SYB training requires fieldwork by the trainee, who need to collect missing information. Follow-up group counseling sessions will be used for completing the business plan and individual counseling to actually get started. SYB training ensures that the starting entrepreneur is able to defend his/her business plan.

Those who for different reasons cannot start a business individually will be advised to consider a group-based enterprise or possibly to take up employment in a starting business.

III. OBJECTIVES OF SYB

A bankable business plan

Actual start-up

Business creation that meets market demands and develops new markets

Increased credibility of labour market institutions

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

The objective of SYB training for the starting entrepreneur is to get started after developing a bankable business plan. The plan provides all information required for securing access to the market, finance, human resources and all other business inputs. Counselling is to take away the last hurdles for getting started.

As the SYB training is often promoted by labour market institutions (such as public employment services and vocational training institutions), the primary objective of SYB training for them is closely related to their mandate: to support enterprise start-ups which lead to formal self-employment, more and better jobs. Labour market institutions need to link this objective with institutions responsible for local economic, enterprise, sector and value chain development..

In order to match the objectives at micro and meso level the ILO supports labour market institutions in their capacity to handle a monitoring and quality assurance system and in linking the training activities with other policy measures.

IV. SYB TRAINING SERVICE PROVIDERS

ILO certified SYB Trainers deliver the SYB programme professionally

Reporting systems are in place for re-certification

ILO licensed Master Trainers set up and monitor the national SYB training system

SYB training is often promoted and facilitated by public labour market institutions. As the provision of SYB training requires well defined trainer competencies, SYB is delivered by certified SYB trainers and supervised by ILO licensed Master Trainers. The training can be sub-contracted to certified providers.

The standard SYB training course takes five days of classroom based training and proposes a follow-up programme. Starting entrepreneurs will receive from the SYB trainer at least one group counselling session. This session is usually delivered within four weeks after the initial training and upon collection of the missing information. The trainer will also sit with each starting entrepreneur to ensure i) that all details of the business plan are in writing, ii) that the client develops an action plan for getting started and iii) that the client gets access to required services.

The SYB trainer, develops a professional relation with the client, evaluates client satisfaction with the training and counselling and reports on her/his activities and results. The output and impact data feed into the re-certification of the SYB trainer and the improvement of the SYB training service in general.

As SYB allows large numbers to make the decisive step for an entrepreneurial career, this opens market opportunities for providers of Business Development Services (BDS)..

V. SYB PROGRAMME COMPONENTS AND MATERIALS

*Pre-structured training →
business plan →
fieldwork →
group counselling →
action plan →
counselling and referrals →
business start-up*

Materials:

- *SYB manual*
- *SIYB Business Game*
- *Trainer kit*
- *Directory of Advice and Assistance*

Initial training (5 days) is structured to assist the starting entrepreneur to:

- **Understand** all steps for developing the business plan and for getting started.
- **Simulate** business by playing the business game
- **Meet** with relevant resource people.

Field work (up to four weeks) is required to:

- **Collect** all information required and **complete** the business plan
- **Prepare** the action plan for getting started

Group counselling upon completion of the business plan and to:

- **Refine** the business plan and action plan
- **Become aware** of social responsibilities by maximising a positive employment effect and minimising the environmental impact of the planned business.

Individual counselling sessions and referral to:

- **Finalise** the business plan
- **Overcome** the last obstacles to the actual start

The SYB training is supported by:

- **The SYB manual**, used during the training and as source of reference during and after the course. The manual explains step by step the process to prepare and implement the business plan. Explanations, illustrations and relevant examples are given to explain concepts and solutions. Cases relating to business women and men are an important feature in the manual, enabling the reader to find encouragement to apply the theory.
- **The SIYB Business Game** enables the starting entrepreneurs to simulate a small business in a safe environment.
- **A Directory for Advice and Assistance (DAA)** is prepared by the national SYB network and provides relevant references, rules and regulations for business start-up.

The SYB manual assists the starting entrepreneur among others to:

- Draft a marketing strategy
- Prepare a production and/or sales plan
- Plan staff needs and other business inputs
- Cost goods and services
- Forecast cash-flows, financial needs and its sources
- Decide about the legal form of the business
- Get a clear idea about the licenses and the permits needed

VI. SYB PROGRAMME OUTREACH AND IMPACT

Over 4,000,000 people coached in SYB

On average 3 jobs for every business created

2,500 GYB-SYB Training Service Providers globally

250 Master Trainers

GYB-SYB Trainers active in over 60 countries

On average 40% of trainees and 33% of trainers women

SYB was added to the SIYB product range in 1991. 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 outreach is the interest of labour market institutions as the SYB programme has shown evidence of business and job creation: on average 3 jobs for each business created (30% or more of the participants typically succeeds in starting a business shortly after training).

It is estimated that the SIYB programme has coached over 4,500,000 trainees globally. This extraordinarily 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 and Viet Nam.

Being part of the SIYB programme family, the SYB training has been introduced in over 100 countries in Asia, Africa, Europe, the Caribbean and Latin America. The SYB programme has developed and licensed more than 250 Master Trainers globally. Based on several impact assessments and evaluations carried out in 2003¹, 2004, 2007² and 2010³, the Master Trainers have in turn trained and developed over 17,000 trainers (of which 30 to 60% female) from 2,500 partner organisations.

VII. FOR MORE INFORMATION ABOUT SYB TRAINING



Visit the global SIYB website here:

www.ilo.org/siyb

Or write to us:

siyb@ilo.org

¹ SIYB Global Outreach Report 2003

² SIYB China, Evaluation Report 2004-2007

³ SIYB Global Tracer Study 2010 (forthcoming)