

Introduction to the SIYB program



The Start and Improve Your Business program

- ★ The SIYB programme has originated in Sweden
- ★ has been developed by the International Labour Organization
- ★ comprises a range of material based, short, modular management training courses for small- and medium scale enterprises
- ★ today is used in more than 90 countries all over the world

What is SIYB?

Objectives

Target groups

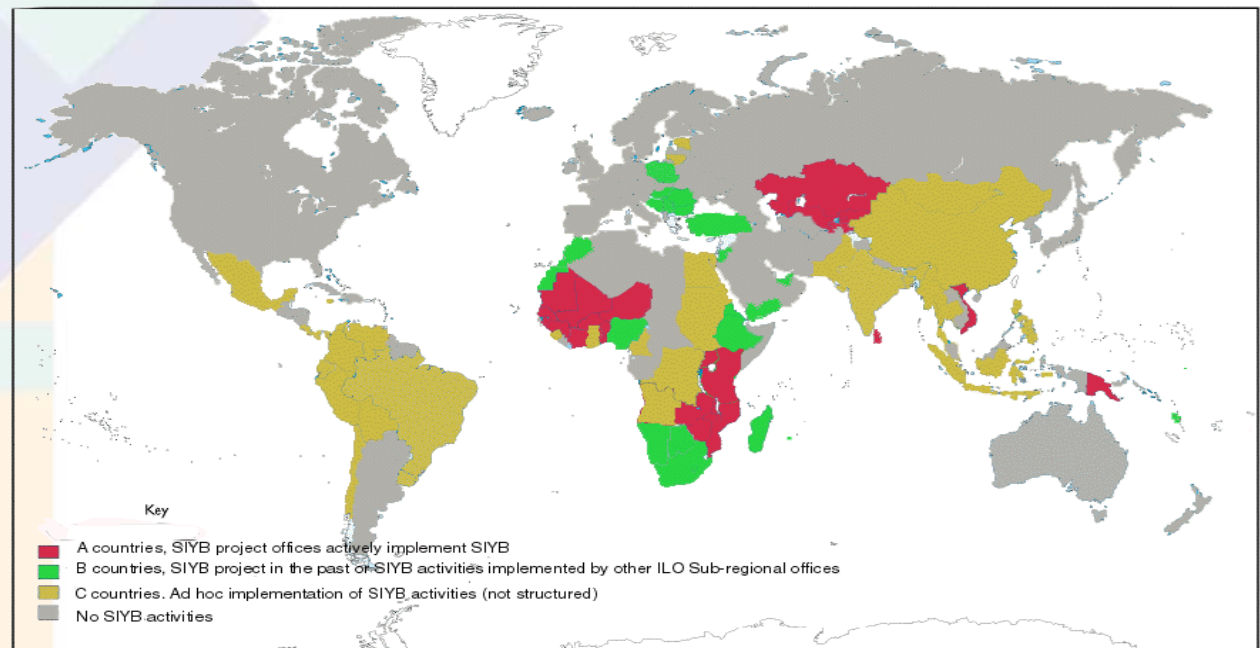
Portfolio

Local service providers

Curriculum

Learning materials

Service delivery process



Objective

Development objective:

- ★ To contribute to private sector development, economic growth and employment creation

Immediate objectives:

- ★ To strengthen the capacity of local business development services organizations to provide cost-effective quality business start-up and management training courses for MSME
- ★ As a result of SIYB training, to enable these MSME to start and grow their own enterprises and to create employment for others in the process

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Intervention strategy

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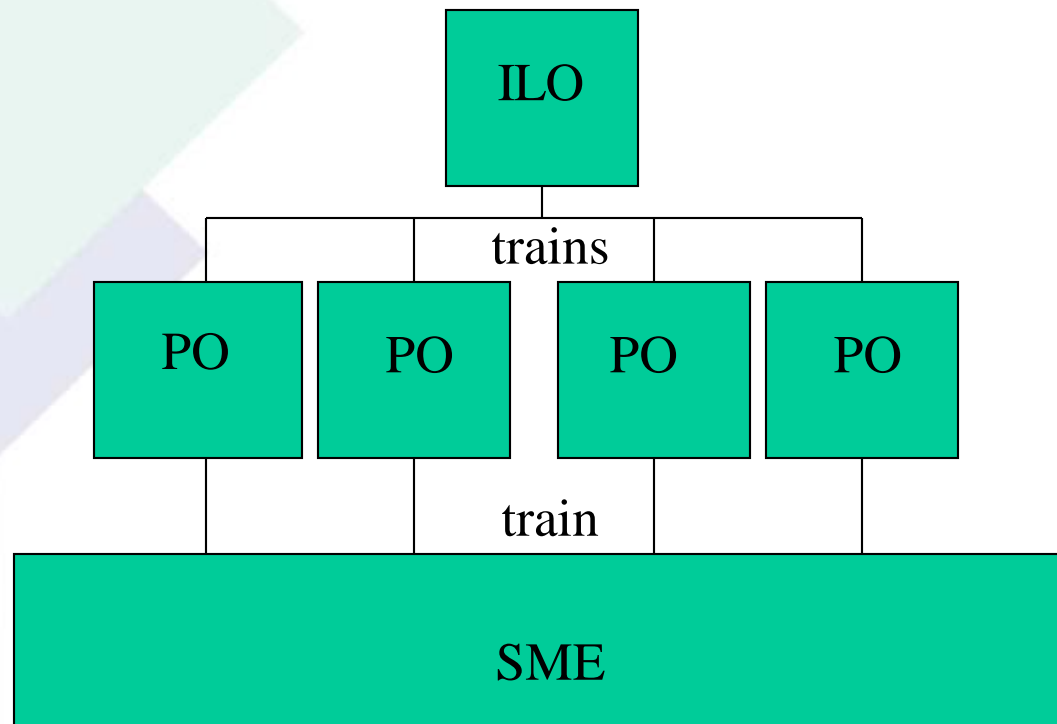
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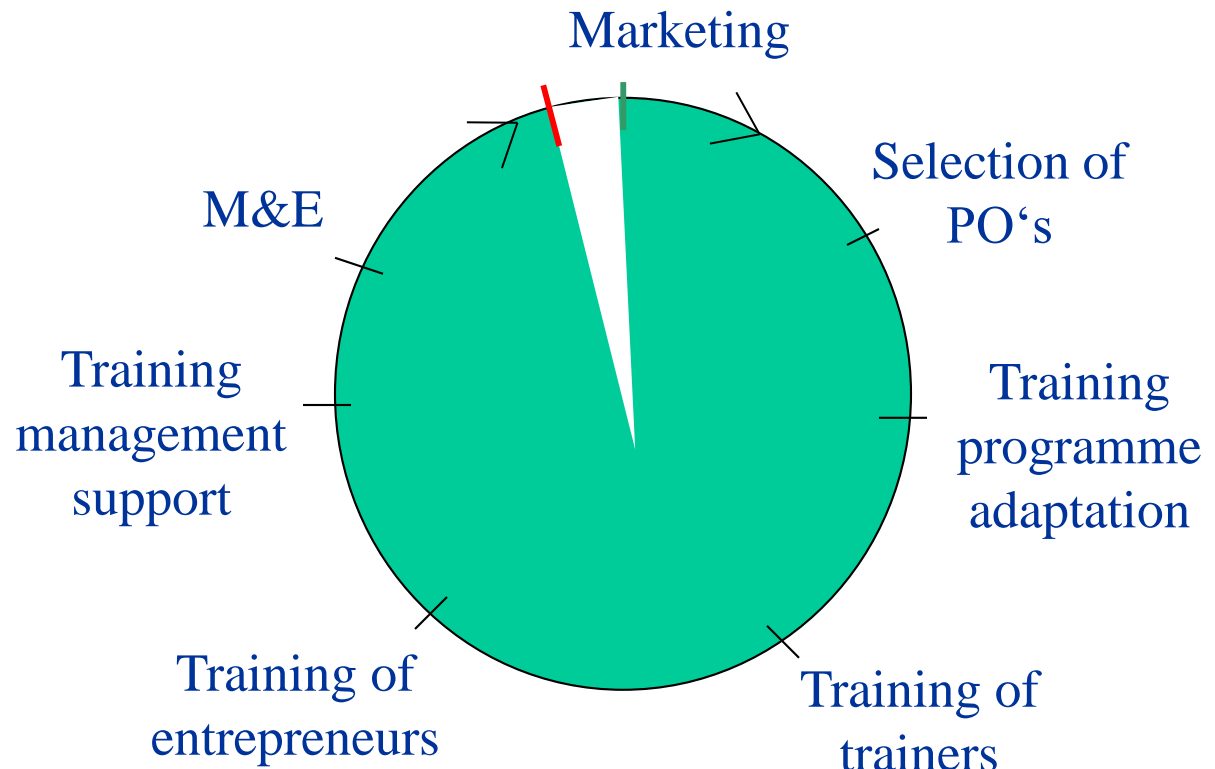
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The Program cycle



Target Groups

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Enterprises

Medium-scale

Small-scale

Micro-scale

IGA's

EYB

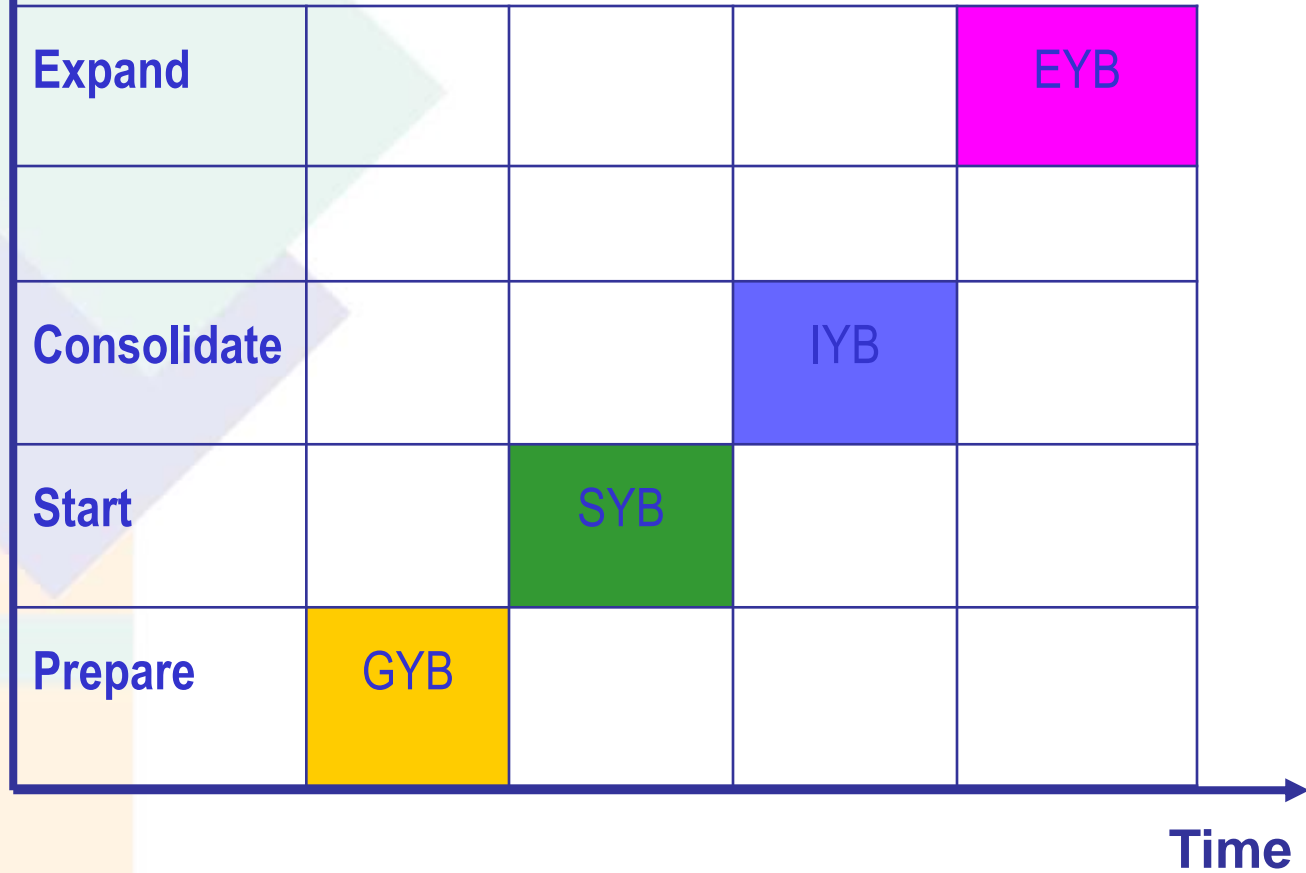
IYB

SYB

GYB

Training Modules

Small business development stage



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Service Providers

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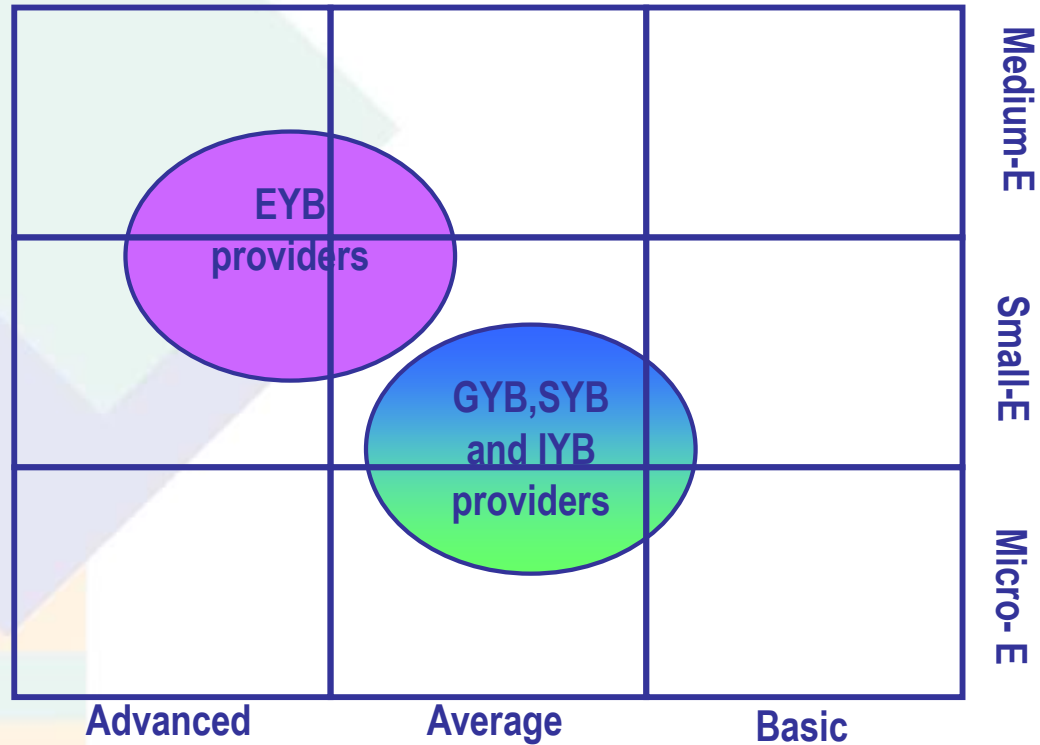
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TARGET GROUP FOCUS

TRAINING CAPACITY

Curriculum

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How to develop a business growth plan

How to set up a basic business management system

How to write a simple business plan

How to generate a feasible business idea

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The SIYB training manuals

- ★ help SIYB trainers to clearly structure the learning process
- ★ provide the clients with background information on each of the strategy tools introduced during the training sessions
- ★ contain examples and case studies of how other entrepreneurs have managed to start and grow their businesses
- ★ serve as a guideline and source of reference for the client to apply their newly acquired knowledge after training together with the SIYB trainers

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The SIYB Business Games

- ★ allow the trainer to illustrate the key learning points in a participatory and action-oriented training approach
- ★ provide the platform for clients to run their own virtual businesses during the training course, to apply the theory of learning in practice and to experience first hand the impact of their management decisions

Reasons to choose SIYB

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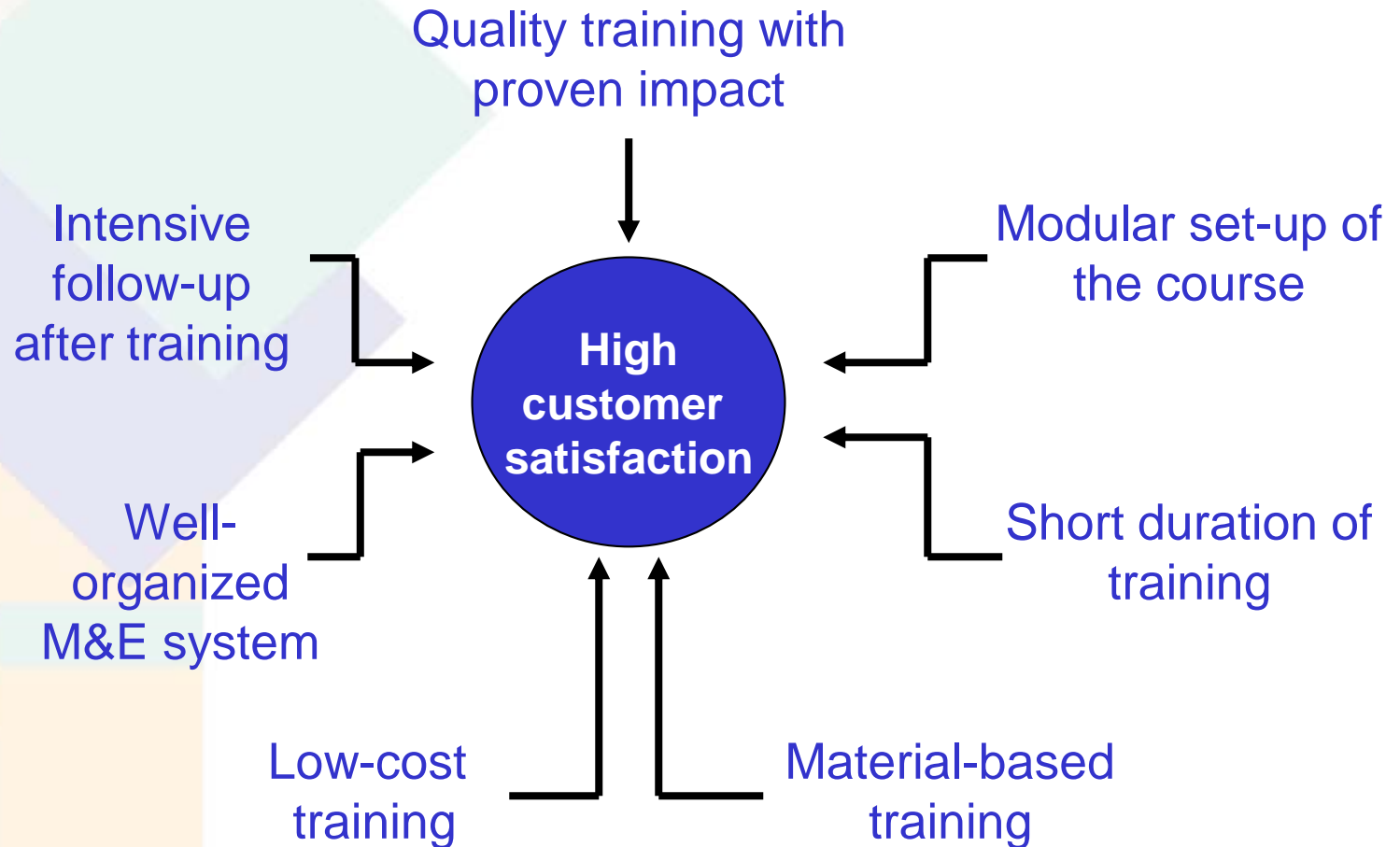
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The steps of the SIYB training cycle

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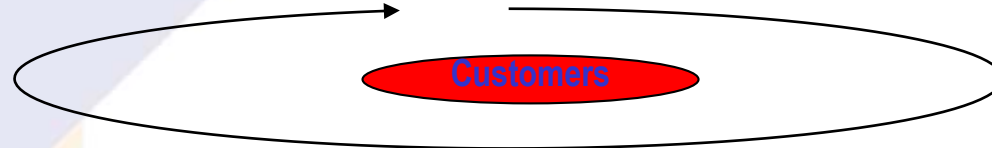
Learning materials

Service delivery process

Monitoring & Evaluation

Marketing

Selection

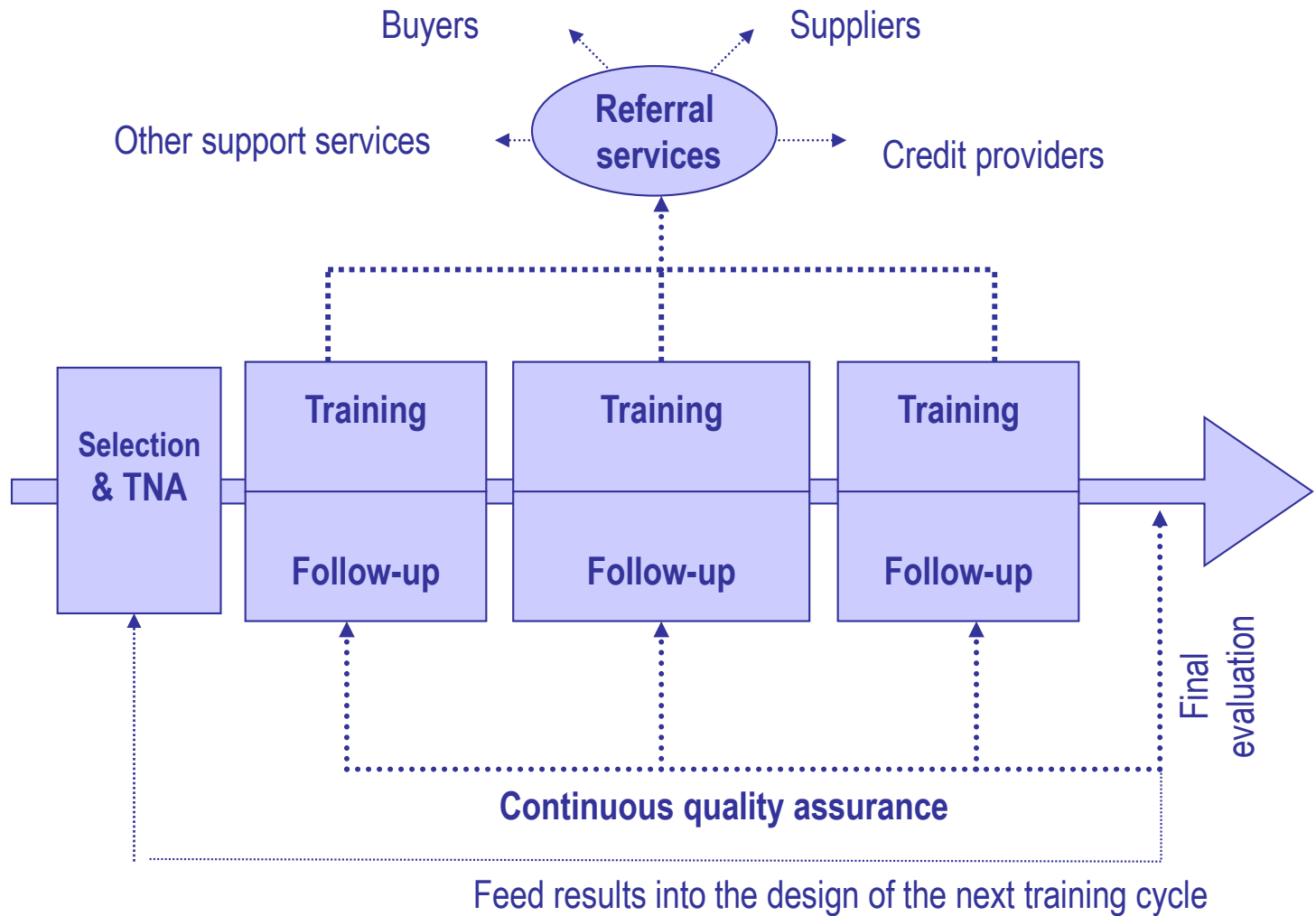


Follow-up

Training

Training Needs Analysis

SIYB Service Delivery process



How does your organization benefit?

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SIYB is an excellent instrument to

- ✓ achieve your institutional mandate for
 - enterprise development
 - poverty alleviation through employment generation
- ✓ provide maximum return on your investment in training
- ✓ increase your image and reputation
- ✓ *for credit societies and banks*
 - increase the loan recovery
 - create higher sales and income

Thank you