



The initial SYB training requires fieldwork by the trainee, who need to collecting 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.

## Objectives of SYB

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.

- A bankable business plan
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- Actual start-up
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- Business creation that meets market demands and develops new markets
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- Increased credibility of labour market institutions
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- Setting up a national training system for more and better jobs in enterprises

## SYB training service providers

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

- that all details of the business plan are in writing
- that the client develops an action plan for getting started
- that the client gets access to required services.

ILO certified SYB Trainers deliver the SYB programme professionally

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Reporting systems are in place for re-certification

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

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).

## SYB programme componets and materials

Initial training (5 days) is structured to assists 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.

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

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

## SYB programme outreach and impact

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.

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

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 2003 , 2004, 2007 and 2010 , the Master Trainers have in turn trained and developed over 17,000 trainers (of which 30 to 60% female) from 2,500 partner organisations.

## Fore more information about SYB 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)