GYB/SYB

Generate Your Business Idea and Start Your Business Training Package

Start and Improve Your Business (SIYB) Programme

Background Information

The Start and Improve Your Business (SIYB) training package, developed by the ILO, is one of the largest global business management training programmes designed for micro, small and medium enterprises. It focuses on stimulating start-ups as well as improving existing enterprises by providing essential and practical business management skills. Successfully implemented in over 100 countries around the world, the programme was launched in Myanmar in 2014. The SIYB methodology emphasizes on action learning and peer-to-peer sharing and encourages trainees to adopt systematic and innovative business practices. Three SIYB packages have been introduced in Myanmar; Generate Your Business Idea (GYB), Start Your Business (SYB) and Improve Your Business (IYB).

Objectives

Generate Your Business Idea (GYB) and Start Your Business (SYB) target potential small and medium-scale entrepreneurs who are eager to start their own business. The training is designed to support such potential entrepreneurs in generating a feasible business idea and developing a comprehensive business plan that match their capacities and the needs of the targeted market. GYB and SYB aim to
increase the chances of success for start-ups, which will contribute to the creation of more decent jobs.

**Target Sectors and Groups**

Potential small and medium entrepreneurs in all sectors  
Business development services (BDS) providers and training institutes

**Partners**

Business development services (BDS) providers, training institutes and NGOs across Myanmar

**Key Activities**

The global GYB and SYB manual and training materials have been translated and adapted to reflect the realities of Myanmar and to better suit the needs of Myanmar potential entrepreneurs.

The ILO training team trained Master Trainers and Trainers who now train potential and existing entrepreneurs on the SIYB packages. The IYB trainers come from more than 200 different organizations, including business development service providers and training institutes.

**Delivered Outputs in Myanmar**

By November 2017:

1090 Trainers and 39 Master Trainers had been trained.  
Over 4,600 potential and existing entrepreneurs received either GYB or SYB training  
Active trainers providing regular trainings in all major cities and towns across Myanmar including Yangon, Mandalay, Taunggyi, Lashio, Kyaing Tong, Loikaw, Mawlamyine, Hpa-an, Kalay, Magway, Pathein and Myeik.

**Future Steps**

A platform of Myanmar Master Trainers is now being supported to act as a sustainable institution which is capable of performing the functions necessary to maintain and further develop SIYB training in Myanmar independently after the project has finished.  
Active trainers will continue to organize SIYB trainings regularly.