Improve Your Business

Improve Your Business Training Package

Start and Improve Your Business (SIYB) Programme

Background Information

Start and Improve Your Business (SIYB) developed by the ILO (International Labour Organisation) 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 uses 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

The Improve Your Business (IYB) training package targets owners and managers of small and medium sized enterprises who want to improve their business. IYB package consists of six modules: Marketing, Record Keeping, Buying & Stock Control, Costing, Business Planning and People & Productivity. Each
module introduces good management principles regarding the respective topic in a simple and practical way. This helps entrepreneurs run their business more effectively and increases their chances of business success, which will contribute to the creation of more decent jobs.

Target Groups/Sectors

Existing small and medium entrepreneurs in all sectors
Business development service providers (BDS) and training institutes

Key Activities

The original IYB manual and training materials have been translated and adapted to reflect the realities of Myanmar and to better suit the needs of Myanmar entrepreneurs. IYB manuals have also been adapted to the tourism sector.

The ILO training team trained Master Trainers and Trainers who would in turn 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. This helps to greatly expand the outreach of SIYB trainings.

Delivered Outputs

By November 2017:

Around 548 Trainers and 39 Master Trainers certified.

Over 17000 potential and existing entrepreneurs received one or more SIYB trainings.

Active trainers providing regular trainings in all major cities and towns across Myanmar including Yangon, Mandalay, Taunggyi, Mawlamyine, 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.