



BLENDED

TRAINING OF TRAINERS

# START AND IMPROVE YOUR BUSINESS

PREPARATORY PHASE: 22 APRIL – 3 MAY 2024 (30 HOURS)

INTENSIVE PHASE: 6 – 31 MAY 2024 (40 HOURS)

COACHING PHASE: 3 JUNE – 22 NOVEMBER 2024 (70 HOURS)

*Information Note*



International  
Labour  
Organization



International Training Centre

## DESCRIPTION

The 2024 Edition of the Start and Improve Your Business Training of Trainers offers participants the possibility to become certified trainers in the ILO SIYB training packages. This Online Programme for SIYB Trainers combines intense training of trainers on both content and methodological issues. It is a must for any trainer working for a public or private institution striving to make a real difference in the lives of new or existing entrepreneurs. It is based on the most recent versions of Generate Your Business Idea (GYB), Start Your Business (SYB) and Improve Your Business (IYB).

## TARGET GROUP

The ILO Certification Programme for SIYB Trainers welcomes:

- Trainers working for public or private institutions, Business Development Service providers, microfinance institutions or as consultants;
- Established ILO certified trainers who want to upgrade their skills and/or become trainers in new training packages;
- Managers of enterprise development organizations or microfinance institutions, who wish to learn more about the training offered by the ILO for their programmes and projects.

## TRAINING PACKAGES

Trainers will be certified to train the following training packages:

### **GENERATE YOUR BUSINESS IDEA (GYB)**

Generate Your Business Idea (GYB) is intended for people who would like to start a business, and who, through the training, develop a concrete business idea ready for implementation.

### **START YOUR BUSINESS (SYB)**

Start Your Business (SYB) is for potential entrepreneurs who want to start a small business and already have a concrete business idea. The programme is a combination of training, field work and after-training support, and helps participants assess their readiness to start a business and to prepare a business plan and evaluate its viability.

### **IMPROVE YOUR BUSINESS (IYB)**

Improve Your Business (IYB) introduces already practising entrepreneurs to good principles of business management. Its six modules (marketing, costing, buying and stock control, record keeping, planning for your business, and people and productivity) can be taught individually or all combined in a full course.

# STRUCTURE

The ILO Certification Programme for SIYB Trainers will consist of three distinct phases:

## **PREPARATORY PHASE (ONLINE, SELF-PACED)**

The preparatory learning phase will be offered on the ITCILO eCampus and involves around 30 hours of work in total, starting on 22 April 2024. It can be done from any computer with Internet access. The content is delivered on a self-guided basis, allowing you to complete the coursework whenever suits you best. Participants will familiarize themselves with basic nomenclatures and concepts, the content of the selected training package and related on-line training methodologies. Participants will be required to complete an on-line knowledge test at the end of the distance learning phase.

## **INTENSIVE PHASE (ONLINE, LIVE SESSIONS)**

The preparatory phase is followed by the intensive phase, from 6 to 31 May 2024, delivered by SIYB Master Trainers and ITCILO online training experts. This phase involves around 40 hours of work in total. During the intensive phase, you will attend methodological webinars and test your capacity to deliver SIYB training content to other course participants. During this phase, you will also have to shoot a video where you present the training material to a group of student, which will be commented in class. Upon successful completion of the on-line Training of Trainers, the participants will receive a Certificate of Achievement.

## **COACHING PHASE (FACE TO FACE IN YOUR COUNTRY, WITH REMOTE SUPPORT)**

Participants who successfully completed the preparatory phase and the On-line Training of Trainers, will be required to themselves deliver two SIYB training courses. Upon reception by the ITCILO of proof of successful course delivery in line with the required quality standards (video recording and course evaluation), participants will receive an SIYB trainers' certificate. The estimated time investment during this phase is 70 hours, from 3 June to 22 November 2024. The SIYB Master Trainer will be available throughout this time to support you with the delivery of the two training courses.

# HOW TO GAIN A TRAINERS CERTIFICATE

In order to become a certified Trainer, all participants need to successfully complete the three phases of the ILO Certification Programme for SIYB Trainers:

Phases	Indicators of success in each phase
<b>Preparatory phase</b> Online, Self-Paced	Pass an online test related to the key contents of the training package
<b>Intensive Phase</b> Online, live sessions	Active participation to the live sessions, submission of a short video delivering SIYB content
<b>Coaching Phase</b> Face-to-face in your country, with online coaching support	Evidence of organizing, designing and facilitating two SIYB training programmes

When the training process is completed, your Master Trainer will enter your completion data in the **SIYB Gateway**, an ILO web-based monitoring tool for SYIB, that generates the **official certificate**. The certificate is renewed every three years if the trainer has actively conducted training during that period.

## LANGUAGES

The ILO Certification Programme for SIYB Trainers is offered in English and French.

## APPLICATION AND FEES

To apply for this activity click here: <https://oarf2.itsilo.org/MIF/A9717193/en>

Application deadline is **14 April 2024**. Note that we have a limited number of places available and applicants will be enrolled based on qualifications and on a first come first serve basis.

The participation fee is **1,725 Euro**.

# FREQUENTLY ASKED QUESTIONS

## WHERE WILL THE ILO CERTIFICATION PROGRAMME FOR SIYB TRAINERS BE DELIVERED?

The SIYB eCampus is an online learning platform on which you will find the different SIYB manuals, self-guided learning modules, videos as well as the different assignments that entrepreneurs need to complete during training of entrepreneurs. The SIYB eCampus will be used as a platform for three phases of the programme.

## HOW TO GAIN A TRAINERS CERTIFICATE

In order to become a certified trainer, you will need to successfully complete the three phases of the ILO Certification Programme for SIYB Trainers.

## HOW ARE THE ONLINE TOT SESSIONS DELIVERED?

The On-line TOT sessions are delivered through Zoom, and making use of a wide range of on-line training tools for audience engagement, group work and co-creation. There is no need to download any software on your computer in order to follow the Online TOT, but participation through a desktop, rather than a smartphone, is highly recommended. All zoom sessions will be recorded and shared with participants upon request.

## CAN I SKIP SOME OF THE SESSIONS?

Participation in all sessions of the Online TOT is obligatory. Exceptions can be granted based on prior notification, in which case you will be given the link to the video recording.

## HOW TO PREPARE FOR THE MICRO-TEACHING?

During the Intensive Phase, you will be required to submit video recording of a short training session on part of the SIYB curriculum. Participants will be assigned to break-out groups that, together with your SIYB Master Trainer, will provide peer to peer feedback on the content and methodological aspects of your delivery.

For the training session that you will deliver (and register on video) for the micro-teaching sessions, it is not necessary to have entrepreneurs as participants. You can deliver it to your friends, family members or colleagues. The recordings should clearly show how you deliver the content and manage your participants. The minimum number of participants is 5 persons.

### **HOW TO PREPARE FOR THE POST TOT ASSIGNMENTS?**

After the Intensive Phase, you will be required to facilitate two real face to face SIYB training courses to entrepreneurs. These course deliveries can be in your own language. For each delivery, you will be required to submit the training agenda, the list of participants, the training evaluation and two video recordings of approximately 15 minutes each.

### **WHAT IS THE DEADLINE FOR THE FINAL ASSIGNMENTS?**

The deadline for the final assignments (evidence of successful completion of two SIYB deliveries) is 22 November 2024.

### **WHERE CAN I FIND MORE INFORMATION ON THE START AND IMPROVE YOUR BUSINESS PROGRAMME?**

For more information on the Start and Improve Your Business Programme, go to the ILO website: <https://www.ilo.org/empent/areas/start-and-improve-your-business/lang--en/index.htm>

## WITHDRAWAL, CANCELLATION POLICY, AND REFUNDS FOR OPEN COURSES

If an enrolled participant wishes or must withdraw from a course, they may choose to apply to a different course or be substituted by another candidate. The participant must notify the Centre, in writing, of their decision at least 14 days prior to the start date of the course. Cancellation of participation in regular courses will result in the following penalties:

- 14 days or more prior to the start date of the course: No penalty, 100% refund of amount paid less applicable bank charges
- 8 to 13 days prior to the start date of the course: Penalty of 50% of course price, refund of residual amount paid (if any) less applicable bank charges
- 7 days or less prior to the start date of the course: Penalty of 100% of course price.

## INFO

### FOR FURTHER INFORMATION PLEASE CONTACT

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