



LIVE SEMINAR

The Controller's Workshop



THIS SEMINAR AT A GLANCE:

- Steps you can take right now to reduce the stress factor of your next audit
- A Policies and Procedures checklist
- Tips to boost your credibility, improve your image and increase your value within your organization
- Ways to identify and mitigate fraud: protect your organization by recognizing and acting on red flags before it's too late
- How to close communication gaps between financial and non-financial staff members
- How to develop and implement a rock-solid internal controls system — and make those policies stick!
- Strategies to improve your management of cash flow

The Controller's Workshop

S E M I N A R S U M M A R Y

Behind every successful organization, there's a great financial manager

Your job as your organization's controller means that it's up to you to juggle people, projects, finances, budgets and purchases. . . not to mention other critical duties like staying on top of state and federal regulatory agency requirements, providing complex financial data at a moment's notice and overseeing the financial policies and direction of your organization.

This seminar is an intensive, fast-paced look at how to improve your day-to-day job performance by working smarter — not longer or harder. You'll discover an incredible amount of information, ideas, how-to's and tools for improving your accounting team's performance, enhancing your financial reporting skills, maintaining successful internal controls, monitoring cash flow, controlling costs and much more.

Keep your finger on the financial pulse of your organization

As the driving force behind your organization's financial performance, it's up to you to develop and maintain the systems, policies and procedures that ensure accurate reporting, analysis, evaluations and asset management.

The Controller's Workshop will help you:

- Evaluate your current accounting policies and procedures and revise them if necessary
- Establish an effective internal controls framework
- Use forecasting tools to create a more accurate financial picture
- Utilize pricing models to price products and services
- Accurately track costs to maintain optimum cash flow
- Quickly identify and mitigate fraud within your organization

PROGRAM AGENDA

Enhance your Reputation as a First-rate Controller

- How to use the expectations of your stakeholders to successfully define your roll as controller
- Tips for "marketing yourself" to your organization's top executives and increasing your value
- What CEOs and CFOs really want from the controller at their organization
- How to let non-financial staff members know what they can do to make your job easier

Effective Operations: Heading up your accounting team

- Tips for identifying and capitalizing on your accounting department's strengths
- How to pinpoint knowledge gaps within your department and work to fill them
- Do your outsourcing contracts align with the needs of your organization?
- How to ensure you've chosen the right outsourcing partner
- How to transform outsourced personnel into temporary team members

Reporting: Strategies to Streamline, Organize and Improve Performance

- Eight keys to a faster end-of-month
- Three steps that will help you become an expert on complex accounting matters
- Ways to safeguard and protect any judgmental accounting, reporting and disclosure decisions you make

Fraud Identification and Mitigation

- Who in your organization is capable of fraud? The answers may surprise you!
- The fraud triangle: Perceived Pressure – Rationalization – Perceived Opportunity
- Accounting and analytical anomalies that may indicate trouble
- Are there any weak links in your internal control system? Dishonest characters will head for these cracks first

- Out-of-the-ordinary spending habits, extravagance, unusual behavior and other employee red flags that point to fraudulent activity

Internal Controls: how to improve processes and procedures

- Tools, tips and strategies for establishing a rock-solid internal control framework
- Preparation techniques that will set you up for a successful audit
- The auditor is your friend — how to foster a sound professional relationship that will benefit you both
- How to respond appropriately to audit findings and results
- Leverage a successful audit and internal control structure to increase your worth and value to your company

Communicating Effectively with non-financial professionals

- Key terms non-financial people must understand to ensure accuracy and consistency
- Three ways you can encourage your staff to help make your job easier and less stressful
- Is there a financial "language gap" in your organization? We'll show you how to close it
- Methods to simplify your presentation style and create more user-friendly documents
- Communication skills that will improve your relationships with your staff, management and others

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