

*Webinar on*

# **Controller Challenges In Changing Times New Roles Of Controller As Strategic Partner**

*Date : August 17, 2021*

# Areas Covered

- *Controller's expanded role in turbulent times*
- *Leadership tools & techniques*
- *How to become a trusted partner and an un-trusting official at the same time*
- *How to obsessively focus on customers, cost, and cash as key success factors*
- *How to manage and control the cash to cash cycle*

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- *How to run the company with, and not by the numbers*
- *How to provide preferred financial information*
- *Key ratios and trends*
- *Use of rolling forecasts vs. traditional budgeting*
- *Essential elements of internal contro*
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This webinar looks at the changing role of controllers in the current turbulent business world.

**PRESENTED BY:**

*Carl Young - is an Author, Speaker, Trainer, Consultant, and Coach. He holds an MBA and completed graduate studies in Accounting and Taxation. He is a former CFO of a 275M, high-growth technology-based company. He has over 25 years of senior-level business management experience. In addition, he has over 25 years of training experience in finance, accounting etc.*

Date : August 17, 2021

Time : 01 : 00 PM EST

Duration : 75 Minutes

Price: \$149

# Webinar Description

The turbulent ever-changing and technology-driven world of business requires changing and evolving roles for controllers. The focus is currently more on the soft side of the business, rather than accounting and reporting. It is more about people-pleasing than pencil-pushing. Studies have shown the controllers who want to rise in the ranks of CFO must learn to put down their pencils and master the soft skills. Controllers must become Strategic Partners, Value-Adding Decision Makers, Providers of Solutions, and Managers of Change. It is more a matter of running the company with the numbers, rather than by the numbers. This webinar looks at the changing role of controllers in the current turbulent business world. It bends the arch away from the recording and reporting of the past and looks to the future and the creating of relationships and effective leadership.



The major focus will be on the qualities of an effective controller:

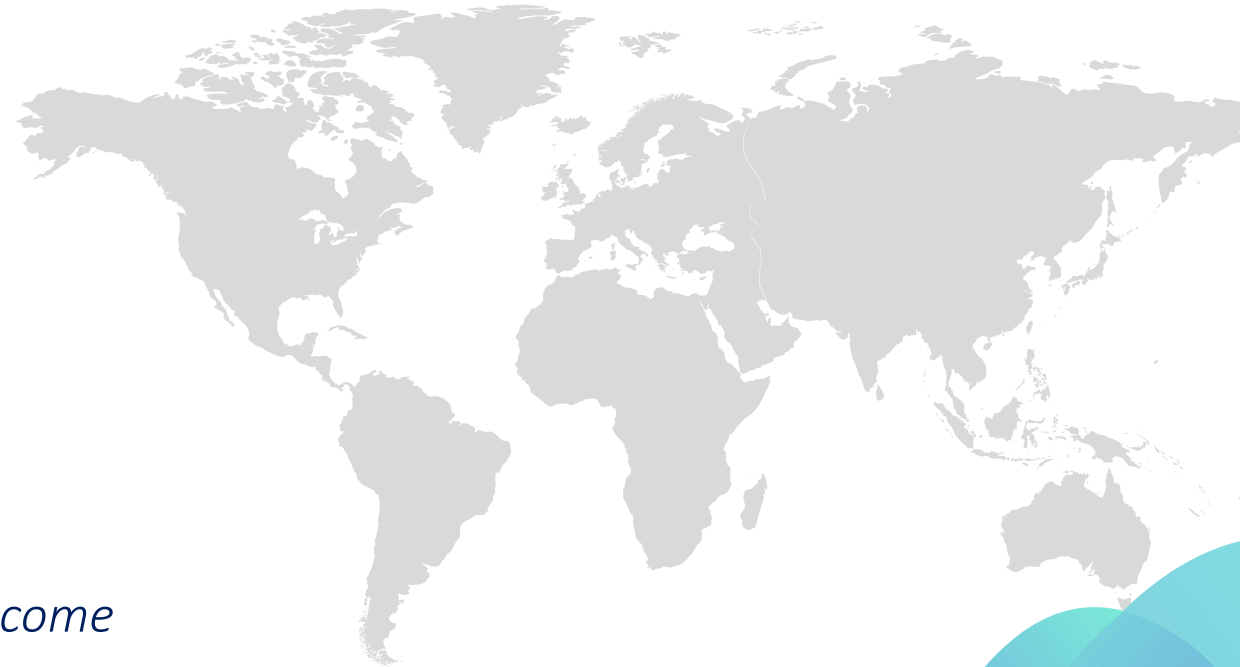
- Analysis of information
- Ability to communicate
- Company & industry knowledge
- Leadership skills
- Ability to provide cost-effective services
- Technical knowledge

Our current business environment is chaotic and constantly changing due mainly to technology and other prevailing forces. Controllers are often too heavily focused on “numbers” and running the company by the numbers rather than with the numbers. Those seeking to become effective Controllers must move away from “pencil-pushing” and focus more on relationships and “people-pleasing”. This session focuses on the soft side of the business and how Controllers can become effective as strategic partners rather than mere super accountants as many do that is elevated to Controller positions from lesser finance or accounting positions.



# Who Should Attend ?

- *Controllers*
- *Assistant Controllers*
- *Accounting & Finance Managers/Supervisors*
- *Assistant Controllers*
- *Any Financial or Accounting Professional seeking to become Controllers*
- *Any Financial professional seeking to understand the changing role of Controllers in chaotic times*
- *Any Non-Financial professionals seeking to understand the changing role of Controllers in changing and chaotic times*



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