

Webinar on

Controller Challenges in Changing Times New Roles of Controller as Strategic Partner

Learning Objectives

- *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*
- *How to run the company with, and not by the numbers*
- *How to provide preferred financial information*



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- *Key ratios and trends*
- *Use of rolling forecasts vs. traditional budgeting*
- *Essential elements of internal controls*



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.

On-Demand Webinar

Duration : 75 Minutes

Price: \$200

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 to 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

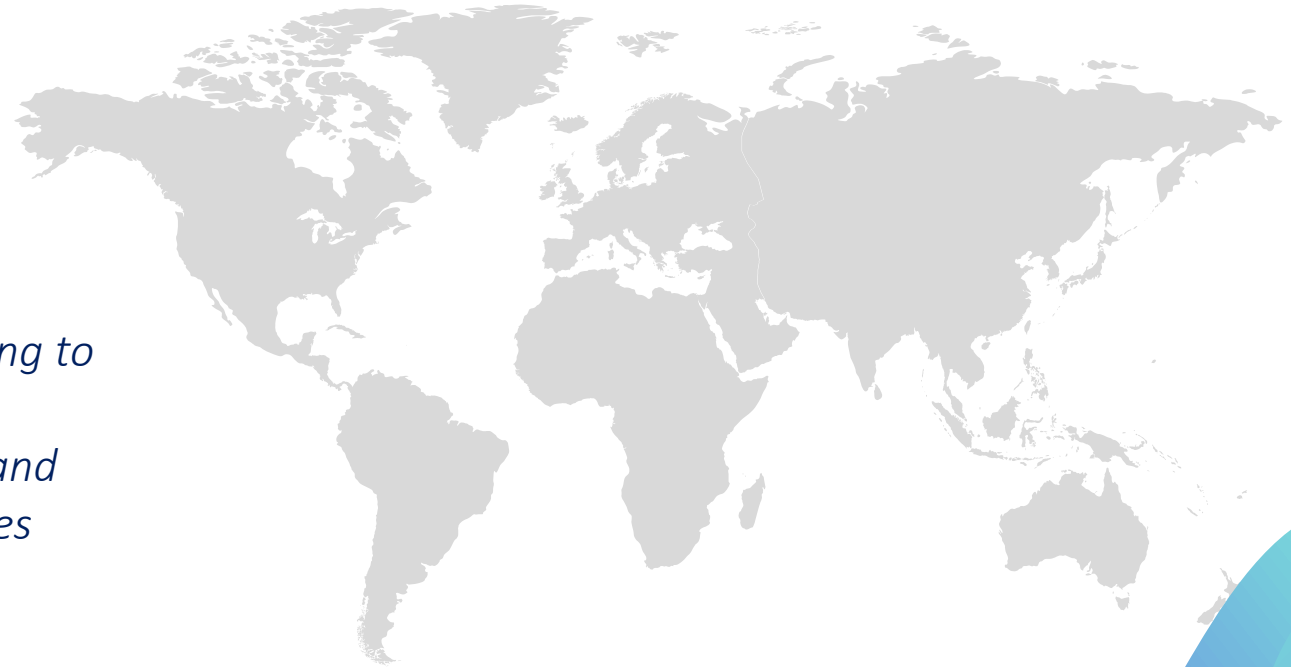
Accounting & Finance Managers/Supervisors

Assistant Controllers

Any Financial or Accounting Professional seeking to become Controllers

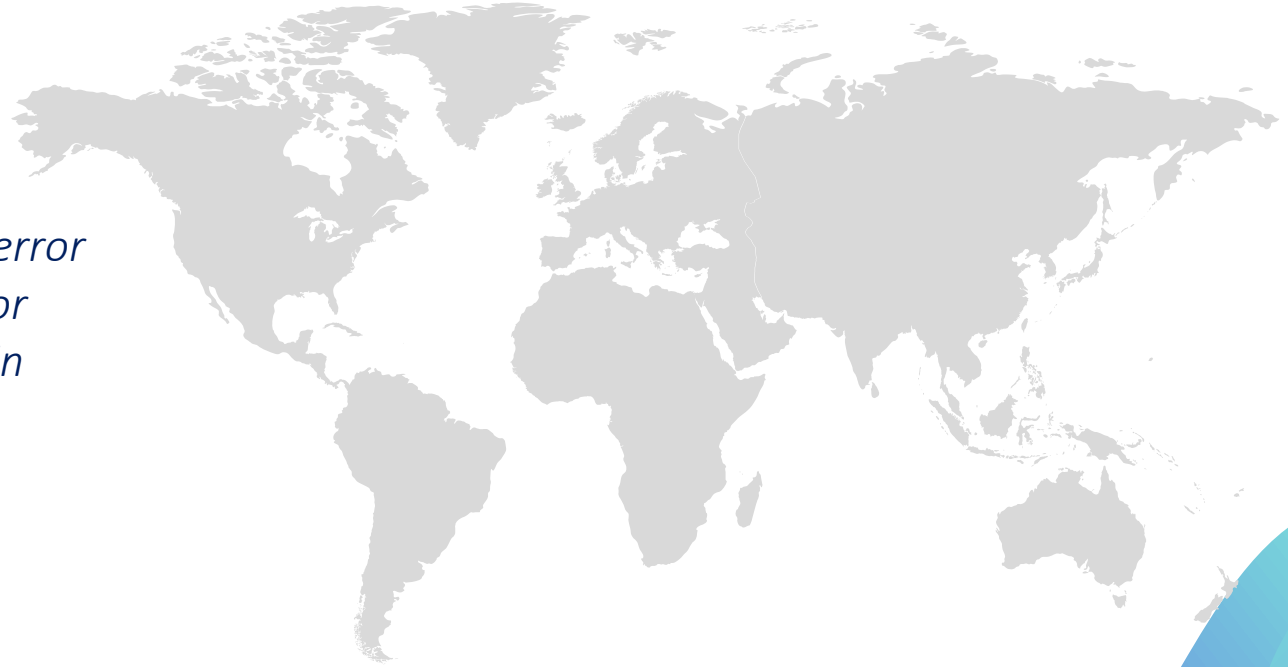
Any Financial professional seeking to understand the changing role of Controllers in chaotic times

Any Non-Financial professionals seeking to understand the changing role of Controllers in changing and chaotic times



Why Should Attend ?

This training would provide tools that can be implemented and used after this event. These include practical tools. We will discuss human error categories, near root causes and root causes for these events. We will discuss the latest trends in human error issues in the industry.



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