

The Controller's Workshop



Gain control of costs and accurately analyze your organization's financial performance

Spend just one day with us and discover:

- Steps you can take right now to reduce the stress factor of your next audit
- A "Policies and Procedures" checklist: are yours up to date and legal?
- 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
- And much, much more! (See pages 4 – 5 for more details)

This workshop will help you boost your financial leadership skills, become a more valuable asset to your organization and guide your company's financial health, growth and future success.

Enroll Today!



PHONE

1-800-556-3009



FAX

913-967-8847



ONLINE

www.careertrack.com



MAIL

**CareerTrack
P.O. Box 738002
Dallas, TX
75373-8002**

Express Enrollment!

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

Your job as your organization's controller means 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.

Managers, CEOs, CFOs, investors and company stakeholders all depend on the accurate financial data, forecasting, analysis and reporting controllers provide.

How can you work more effectively? Do your job more efficiently? How do other controllers at some of today's largest organizations manage their countless responsibilities (while keeping their sanity!)? What are the latest and greatest best practices you can adopt to make your own job easier?

The Controller's Workshop is an intensive, fast-paced look at how to improve your day-to-day job performance by working smarter — not harder or longer (you already put in enough hours in a day!). 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, much more.

What you learn here will help you become even more indispensable to your organization than you are now:

- What upper level management *really* needs from their financial manager — and how to give it to them!
- How to ensure the structure of your accounting operations aligns with your organization's goals and objectives
- How to identify and mitigate fraud: learn to 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" people
- How to prepare for a successful audit and respond effectively to audit findings and results

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Join your peers for a powerful day of results-focused learning!

This workshop is a golden opportunity for you to join other controllers who share your on-the-job responsibilities, challenges, triumphs and frustrations. It's a day designed to deliver the training you need to streamline your processes and procedures, explore new ideas and strategies for improving productivity and become a more effective leader, manager and communicator.

Whether you are a seasoned professional or fairly new to the responsibilities of a controller, this course is an exceptional opportunity to fine-tune your skills and abilities. Discover up-to-the-minute strategies, tools and tips that will make your job easier and take home an arsenal of new ideas for improving the financial health of your organization.

Best of all, you'll enjoy a day spent with professionals who share the same concerns, questions and job-related goals you do. As a group, you'll share in stimulating discussion, explore fascinating case studies, learn from timely examples and experience those great "a-ha" moments that come when you've really understood and mastered new skills.

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 systems, policies and procedures 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

Your business looks to you for financial leadership. This intensive workshop will help you tackle a broad range of financial issues head on, from monitoring controls and cash flow to advising upper management on purchases, hiring, expansion and other areas directly affected by financial performance.

Your Course Agenda

Program hours: 9:00 a.m. to 4:00 p.m.



Enhance your reputation as a first-rate controller

- How to use the expectations of your stakeholders to successfully define your role as controller
- Tips for “marketing yourself” to your organization’s top executives and increasing your value
- What CEOs and CFOs really want and expect from the controller at their organization — and learn how to give it to them!
- How to let non-financial staff members know what they can do to make your job easier

Effective operations: heading up your accounting team

- How to ensure the structure of accounting operations aligns with the goals and objectives of the organization
- 5 ways to ensure your accounting team enjoys greater job satisfaction
- How to instill trust, loyalty and respect in your team
- 8 critical directives for establishing effective accounting policies and procedures
- 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

- 8 keys to a faster end-of-month close
- How to utilize the “soft close” to add value to your company
- 3 steps to help you become an expert on complex accounting matters
- Ways to safeguard and protect any judgmental accounting, reporting and disclosure decisions you make
- When general accounting principles aren’t enough — how to use advanced analysis and forecasting tools to tell the true story of your company’s health and performance
- How to accurately track costs to maintain optimum cash flow
- How to use the Variance Report as a tool in building your budget
- What you need to be aware of when pricing products and services accurately
- How to adjust pricing to reflect uncertain financial seasons

Internal Controls: how to improve processes and procedures

- Tools, tips and strategies for establishing a rock-solid internal controls 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

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

Communicating effectively with non-financial professionals

- Key terms non-financial people must understand to ensure accuracy and consistency
- 3 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
- Do you speak in “financialese?” Here’s how to tone down the financial-speak and come across clearly and concisely when speaking with those outside your team
- Communication skills that will improve your relationships with your staff, management and others

10 reasons not to miss this workshop:

- 1** Learn specific ways to **increase your value** within your organization
- 2** Discover how to **communicate more effectively** with non-financial staff members
- 3** Find out how to **increase your accounting team's on-the-job** well-being, satisfaction and **productivity**
- 4** **Master these critical directives** for accounting policies and procedures
- 5** **8 keys to a faster end-of-month close** (these tips alone are worth the price of this program!)
- 6** **The Variance Report — a controller's best friend!** Find out what we mean and how you can use this report to your utmost advantage
- 7** **Devise a rock-solid internal controls framework** and make your policies stick!
- 8** **Are fraudulent practices occurring under your nose?** Aside from the obvious, here are some little known red flags and "tells" to watch for
- 9** Identify and **close the knowledge gaps** within your department
- 10** **Learn preparation techniques for a successful audit** and respond effectively to audit findings and results

Your tuition includes a comprehensive digital resource — absolutely free!

Your registration includes a variety of seminar resources that highlight pertinent information. These materials are offered digitally—making learning interactive and easily accessible. Reference these materials time and time again to recall key points and problem solve.



100% satisfaction guarantee means you've got nothing to lose and everything to gain!

All of our workshops are **100% SATISFACTION GUARANTEED!** We are confident this workshop will give you the skills necessary to become a more trusted, respected and valued asset to your organization. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

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Registration Information

Enroll Today! Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.careertrack.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

Tax Deduction

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

Continuing Education Units (CEUs)

CareerTrack offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions or concerns should be directed to your professional licensing board or agency.**

Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org. Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit www.careertrack.com/certificate. Certificates will be available 10 days after your event has ended.

Onsite Training Solutions

Get the Results You're Looking For!

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Choose From Over 150 Courses!

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Maximize Your Training Budget!

On-Site Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

For a free consultation, visit us online at careertrack.com/onsite or call us at 1-800-944-8503

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Gain control of costs and accurately analyze your organization's financial performance

In just one day of training:

- Devise a rock-solid internal controls framework
- Discover 8 keys to a faster end-of-month close
- Preparation techniques that will set you up for a successful audit
- Communicate more effectively with non-financial types
- Improve your financial reports, documents and data presentation
- Identify and mitigate fraud before it's out of your control
- And much, much more!

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To update your contact information, see page 7.

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YES! Please register me for the one-day, *The Controller's Workshop*. Group discounts available.

ID#
916650

SEMINAR

1

Seminar City: _____
Seminar Date: _____ Event #: _____

YOUR ORGANIZATION

2

Organization: _____
Address: _____
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Tele: _____ Fax: _____
Approving Mgr's Name: Mr. Ms. _____
Job Title: _____
Email Address: _____ Business Home

Quick Confirmation Please email or fax my confirmation to me within 48 hours.

WHO WILL BE ATTENDING

3

Mr. Ms. _____
Job Title: _____
Email Address: _____ Business Home
 Mr. Ms. _____
Job Title: _____
Email Address: _____ Business Home

Please list additional names on a separate sheet.

METHOD OF PAYMENT

4

Important: Send your payment now. Tuition is due before the seminar. Please make checks payable to CareerTrack and return form to: P. O. Box 738002, Dallas, TX 75373-8002. Our federal ID# is 92-2053228 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6.5%) and West Virginia (6%).

Please check one of the following:

1. Registration fee enclosed. Check # _____ Amount \$ _____
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3. Bill my organization. Attention: _____
4. Charge to: AmEx Discover MC Visa Exp. Date: _____
Acct. #: _____
Card Holder's Name: _____
Tax-Exempt #: _____

Please attach a copy of your Tax-Exempt Certificate for payment processing.

Note: If you've already registered by phone, by fax or online, please do not return this form.

REGISTRATION FORM – The Controller's Workshop