

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/1206

The Strategic Controller: Adding Value to Your Organization

Get skills to effectively meet the increasing demands of the controller's role

Your immediate takeaway

- Identify the four quadrants of the controller's role and their scope
- Protect your company's finances in changing financial climates
- Be a more valued business partner in your company's future

Not only has the scope of the controller's role evolved significantly in companies of all sizes—but the demands of the job are constantly changing. To stay effective as a controller and add greater value to the organization, you must be acutely aware of how your job functions are impacted by today's increasing expectations. That means taking a closer look at the four hats every controller must wear: number cruncher; custodian; analyst; business partner.

This course will help both new and experienced controllers in small, medium, and large organizations recognize these changes in scope. You'll discover how to improve your effectiveness in the four key areas, or quadrants. As you go through the course, you will also experience a detailed case study in which you'll work through real-life scenarios that explore the responsibilities of each quadrant. In addition, get the specific tools, knowledge, and hands-on experience you need in order to confidently perform your job in increasingly challenging circumstances.

How You Will Benefit

- Define the scope and identify the four quadrants of the controller's job in today's business environment
- Controller as number cruncher: Ensure the timeliness and accuracy of financial statements
- Controller as custodian: Establish enterprise-wide controls to safeguard corporate assets and ensure compliance
- Controller as analyst: Define budgetary metrics and parameters to evaluate the financial health of the company
- Controller as business partner: Further the financial goals of the organization
- Align and apply the functions of the four quadrants of the controller role to a case study

What You Will Cover

WHAT YOU WILL COVER

The Four Quadrants of the Controller's Job in Today's Business Environment

- Knowing how a controller fits into a business
- Understanding the controller's role in management
- Recognizing goals a corporation must achieve to succeed
- Exploring high-level controller functions, role quadrants, and organizational relationships
- Meeting staffing needs and competency levels
- Identifying basic areas of a controller's responsibilities

Quadrant 1: Number Cruncher — Ensuring the Timeliness and Accuracy of Financial Statements

- Assembling a comprehensive chart of accounts
- Identifying areas of input for financial statements
- Recognizing the importance of developing internal controls over financial reporting
- Utilizing analytical tools to verify and reconcile account balances
- Using standardized entries for preparing timely financial reports

Quadrant 2: Custodian — Establishing Enterprise-Wide Controls to Safeguard Corporate Assets and Ensure Compliance

- Developing an internal control checklist related to enterprise-wide risk management
- Establishing effective controls safeguarding corporate assets
- Identifying compliance requirements for timely submission
- Recognizing strengths and weaknesses within the control environment

Quadrant 3: Analyst — Defining Budgetary Metrics and Parameters to Evaluate Financial Health

- Checking financial statements for reasonableness
- Delineating the informational needs of the users of external financial information
- Identifying the content of and comparing types of budgets
- Differentiating between levels of internal reporting needs
- Identifying measurable units for products, product lines, departments, sectors, and regions
- Understanding variance analyses for identified measurable units
- Predicting future activity or budgets using cost-volume profit analysis

Quadrant 4: Business Partner — Furthering the Financial Goals of the Organization

- Aligning and evaluating an organization's value proposition, goals, and objectives
- Recognizing activities that add value to the organization
- Identifying and evaluating nonfinancial areas for cost control measures
- Communicating with and building alliances with business partners

- Communicating with and gaining insights from business partners
- Applying the functions of the four quadrants to a case study

Who Should Attend

Corporate controllers, division and plant controllers, and assistant controllers who want to add value to their organization and careers by increasing their effectiveness in the four quadrants of the controller's job.

Note: Please bring a calculator with you to class.

Schedule

- [3] days - \$2,445 Non Members
- [3] days - \$2,195 AMA Members
- [3] days - \$2,079 GSA

Credits

1.8 CEU /21 CPE/22.5 CCM

22.5 FPA

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