



**THE ARC TRAINING GROUP**  
A Division of The ARC Consulting Group, Inc.  
A Profit Enhancement Firm  
Providing Educational and Consultative Services to the  
International Business Community

## **SEMINAR FACT SHEET**

### **ARC's Effective Controller's Course: Meeting the Needs of Internal and External Customers**

#### **ARC COURSE No. 021B**

##### **Seminar Overview**

The tasks and demands placed on today's corporate controller have evolved significantly in all companies and industries. The threat of Fraud and Abuse are greater than ever in companies of all sizes. Today's successful controller must continually add value while being acutely aware of how your actions both impact others in the company as well as how you are impacted by your customer's enhanced expectations. Today's successful corporate controller needs to be a financial professional, business analyst, asset manager and business partner all at the same time. Today's controller must recognize that internal management is their customer base that they must continually support.

Whether you are a seasoned professional, or someone new to the job of the controller, our course will help you discover how to improve your effectiveness and benefit to the organization.

##### **Who Should Attend**

This course is specifically designed for corporate controllers, division and plant controllers, and assistant controllers who want to add value to their organization.

**Note: Please bring your Laptop with Excel with you to class.**

##### **How You Will Benefit**

- Define the scope and responsibilities of the corporate controller in today's demanding environment
- How to identify and define your internal customer's informational and financial support needs.
- Ensure your reports provide the information on a timely basis and meet your customer's needs.
- Establish an effective set of internal controls that ensure the reliability and integrity of information and provide effective safeguards over corporate assets and data

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- Understand the financial needs and parameters of both the company and your customers so they can evaluate their financial and operational effectiveness
- Gain a sound understanding of both the long- and short-term goals of the organization

### **Program Agenda**

#### **The Controller's Job in Today's Business Environment**

- How the controller is an essential aspect of a sound business
- Understanding how the controller is an integral part of the operational management structure
- Maintaining a constant strategic perspective
- How to effectively staff the accounting function
- Identifying basic areas of a controller's responsibilities

#### **Financial Reporting: Meeting the Needs of the Corporate Manager**

- Designing and developing the financial reporting structure
- Defining the financial reporting needs of both internal and external customers.
- Ensuring the reliability and accuracy of data input for financial reporting
- Recognizing how product cost and cost accounting differ
- Effective analytical tools to verify and reconcile account balances
- Managing the Monthly Close

#### **Maintaining Controls: Ensuring the Reliability and Integrity of Information and Providing Effective Safeguards over Corporate Assets and Data**

- Conducting a Company-wide Risk Assessment Program
- Documenting and evaluating controls to mitigate risk
- Establishing effective controls safeguarding corporate assets
- Coordinating with External and Internal Auditors

#### **Defining Budgetary Metrics and Parameters to Evaluate Financial Health**

- Checking financial statements for reasonableness
- Defining the informational needs of the users of external financial information
- Identifying the content of and comparing types of budgets

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- 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

### **Developing Processes that Ensure the Achievement of the Financial Goals of the Organization**

- Aligning and evaluating an organization's value proposition, goals, and objectives
- Developing effective Accounts Payable, Accounts Receivable, Payroll and Financial Accounting Functions.
- Identifying and evaluating nonfinancial areas for cost control measures
- Communicating with and building alliances with business partners
- Applying the functions of the four quadrants to a case study

### **COURSE SUMMARY AND WRAP-UP**

This section provides you with the opportunity to address any specific issues with the total group as a resource, to review any specific issue or topic addressed in the program, or to just recap the benefits received from the program and the group as a whole. We address your specific learning objectives are addressed and program evaluations are completed.

### **SEMINAR PRICING AND LOGISTICS**

<b>Duration:</b> 1 Day	<b>Program Level:</b> Introductory
<b>Prerequisites:</b> None	<b>Advanced Preparation:</b> None
<b>Maximum Attendance:</b> 6	<b>CPE Hours:</b> None
<b>Delivery Method:</b> Group Live	<b>Booking Instructions:</b> Call (904) 268-1148
<b>Seminar Fee:</b> \$1,095.00 per person	<b>Email:</b> <a href="mailto:Rick@ARCTraining.com">Rick@ARCTraining.com</a>
<b>Group Discount: Book 3 people and the fourth person is free!</b>	

#### **Cancellation Policy:**

If you cannot attend a seminar you can contact ARC in advance to transfer to a future session, or you can send someone to take your place. If you need to cancel your attendance, ARC will give you a complete refund if you cancel more than three weeks before your seminar begins. To cancel, simply email us at [rick@arctraining.com](mailto:rick@arctraining.com) . If you cancel with less than three weeks' advance notice, you will be liable for the entire seminar fee. Once your payment has been received, you may request a courtesy transfer to use at any future ARC seminar of equal or lesser length up to three weeks prior to the session. The courtesy transfer must be used within one year of the date of your originally scheduled seminar. In fairness to all attendees, if you do not attend a seminar session for which you are confirmed and do not contact ARC to cancel in advance, you will be charged the entire seminar fee.

ARC grants courtesy transfers to people who cannot attend their scheduled sessions up to three weeks prior to the session. You can use a courtesy transfer for any seminar of equal or lesser length than the original seminar. You must use your courtesy transfer within one year of the date of your originally scheduled seminar.

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ARC guarantees the quality of our seminars. If, for any reason, you are not satisfied with a seminar for which you have paid, ARC will give you credit toward another seminar of comparable price or will refund your fee. You can also register on our website at <http://www.arconsultinggroup.com/open-enrollment-programs/>. You can also call Rick Balog at 904-268-1148.



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