

CA controller akademie®

Learning from the specialists. Profit in the job.



Controlling

Accounting & Finance

Management

Information Management

Social Skills

I CAN DO MORE

Achieve more with new knowledge

Program

2021



ONLINE

Benefit from 10 years
of experience with
digital learning!

New learning: Digital and interactive.

Whether presence or online, participant-centered learning is our top priority. The combination of live online training, individual coaching and self-study training on our CAonAir training platform ensures sustainable learning results. In live online trainings, our trainers will teach you face-to-face and live using virtual moderation tools or flipcharts.

You practice and discuss the practical application and the concrete implementation of your learning goals in exchange with participants and trainers. To do this, you will work on the seminar material in case studies and virtual role plays within breakout sessions. In the self-study part you have the opportunity to learn comfortably at your own pace, repeat and test your new knowledge. Having fun and enjoying learning are important guidelines for us in all formats.

Our tried and tested online formats:



VIDEO TRAININGS FOR SELF-STUDY

On our CAonAir training platform, you develop content in self-study using lively video training and exercises according to your personal time management. The content is available to you for one year regardless of time and location.



LIVE ONLINE TRAINING

We convey different topics face to face through intensive interactive training units using flipcharts and digital whiteboards. Exercises and exchange of experiences between the participants make the live webinar experience particularly lively.



1:1 CONSULTING & INDIVIDUAL COACHING

By means of webcam, chat function or telephone, we ensure an intensive exchange and accompany you during the implementation. In individual sessions, we also deal with very personal concerns using the methods of systemic coaching.



ONLINE QUESTION SUPPORT

We provide individual assistance with questions, practical applications and the concrete implementation in the company via email or in the chat of our CAonAir online training platform.



VIRTUAL CA CAFÉ

Getting to know each other personally is also important to us in the virtual space. That is why we meet for many online trainings before the actual start in the virtual CA Café to exchange experiences over breakfast.



We are also happy to offer you many topics from our entire product portfolio as individual inhouse eLearning.

203,000 enthusiastic participants.



»We learn by living – through new findings, experiences, unexpected insights or encounters – and we live by learning.«

*Dr. Dr. h.c. Albrecht Deyhle,
Founder*

50 years of experience and the future-oriented advancement of our seminar program to the corporate practice make us a specialist for your business training.

Always Up to Date

The CA controller akademie was founded in 1971 by the controlling pioneer Dr. Dr. h.c. Albrecht Deyhle as a private training institute and since then has had a significant influence on controlling. 203,000 enthusiastic participants have meanwhile attended our seminars and workshops and thus significantly improved their careers.

Today, we offer a wide range of specialized training solutions in the areas of controlling, accounting & finance, management, information management and social skills.

In addition, we advise companies individually – also for the operational economic development of their employees.

Interactive Training

Interaction with all participants in the form of case studies, (virtual) role plays, transfer units and breakout sessions create a special learning experience. You practice and discuss the practical application and the concrete realization of your learning goals. In the live online training, our trainers teach you the practical application of the tools, also face to face and live with virtual moderation tools and flipcharts. Having fun and enjoying learning are important guidelines for us.

Practice & knowledge transfer

Lasting satisfaction after the seminar is only possible if the participants succeed in transferring it into their practice. Therefore, practical orientation and ensuring knowledge transfer are our top priorities.

We work with numerous case studies and exercises and consider a wide range of best practice examples, which can be implemented for real in daily business.

Top Trainer-Team

Our carefully selected team of lecturers includes experienced experts and practitioners specialized in adult education. They pass on their enthusiasm and passion for the subject to our participants, creating an outstanding seminar experience. They are practitioners and committed trainers.

As part of their inhouse activities in the form of training, coaching, consulting and auditing, our speakers are always at the cutting edge of current developments in corporate practice. Accordingly our seminar contents are constantly being further developed. In each seminar, you benefit from topicality, practical relevance and comprehensive industry knowledge.

7 good reasons why we've been first choice for 50 years.

1 | Pioneer

The CA controller akademie founded by Dr. Dr.h.c. Albrecht Deyhle has influenced the controlling landscape in German-speaking countries for 50 years now.

2 | Practice

Many years of practical experience and permanent inhouse work by the CA trainers guarantee a constant exchange of knowledge with the business practice and ensure that current developments from the business world are continuously incorporated into the seminars.

3 | Passion

The key to company success is the motivation of the employees. The passion of our trainers in the transfer of knowledge is transferred to the participants and is transported into the daily business of the company.

4 | Expert knowledge

The selected team of trainers consists of successful and experienced experts and practitioners who have specialized in adult education.

5 | Worldwide

For many years, the CA controller akademie has been running Controllers Training Program in five stages in both German and English. This gives international groups the opportunity to anchor uniform controlling know-how across national borders. We also conduct inhouse training around the globe, either on our own or via license partners.

6 | Future

With our seminars you are in touch with the latest business trends. We drive the development of management accounting and performance management through joint projects with our diverse clients and other partners such as universities, consultants, software companies, the International Association of Controllers and the International Group of Controlling.

7 | Community

In the last 50 years, a large international community has grown, which offers you the exchange of knowledge and experience on all controlling-relevant topics. Graduates of the CA founded the International Association of Controllers (ICV), which today offers a good exchange platform with over 6,000 members.

Seminars, Trainings, Consulting in English:

Controllers Training Program in five stages

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Inhouse Training and Coaching

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Consulting

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Fully equipped for the future

As a specialist and manager in controlling and accounting, you need more than „just“ sound method and application know-how in order to keep up with the growing global competition. A holistic business competence is required. As a non-financial professional, this increasingly requires specialist expertise as well as controlling knowledge.

All specialists and managers should also expand their knowledge of data and information management. Beyond that, however, social skills are also crucial in order to convince holistically. In line with this, we offer you the ideal 360° all-round knowledge coverage in our 5 theme worlds: **Controlling**, **Accounting & Finance**, **Management**, **Information Management** and **Social Skills**.

Controllers Training Program in five stages

NOW IN
HYBRID

Step by step to Controlling Excellence.

Secure yourself with all the relevant hard and soft skills the crucial advance in knowledge for best performance in the controlling of the future.



Target groups:

- Managers and employees in controlling, financial accounting as well as in cost accounting, corporate planning, management information systems, business administration and development
- Managers from sales, marketing, production etc.

Proven training concept

Controllers Training Program in five stages has been rigorously adapted over 50 years to reflect the latest developments in controlling. Our flagship seminar – stage I – has been conducted to date more than 1,600 times as public seminars and inhouse trainings. Each stage can be booked individually.

Controllers Training Program makes you fit as Controller 4.0 and prepares you optimally for the upcoming challenges of digitization and globalization. To help you apply your newly acquired skills in practice, numerous feedback sessions are held during the seminar to ensure you have a thorough understanding of the seminar contents.

IGC-QUALITY LABEL

"CA controller akademie has demonstrated in exquisite detail and in an understandable manner its high level of professionalism, its wealth of experience and its striking continuity."



What awaits you

Stage I conveys an overview of the most important components of the modern controlling in both its connections and practical implementation. Stages II and III extend, supplement and deepen the controller's toolbox. Stage III additionally teaches the essentials about communication and leadership skills.

The workshop stages IV and V focus on the application and implementation of the tools developed. The training of presentation and moderation skills is intensified.

Expand your skill set and sphere of influence. Even the best instruments, tools, results, reports and charts are only as good as the reasoning and presentation skills of the controller. After all, in order to create transparency in a company controllers need an entrepreneurial understanding and psychological flair. The training methods in our seminars take this ambition into account: they focus on the business tools of controllers and their actual application in corporate practice.



»CA Diploma Program delivers a comprehensive education incl. soft skills for an interdisciplinary job and offers opportunity for exchanging with controllers from different countries, companies and industries. Therefore we are thrilled to send our colleagues to this program.«

Milovan Arnaut, Venturing Finance, Henkel AG & Co. KGaA

Training Format

The English training is designed as an intensive retreat-training and a lively exchange of experiences both during and after the seminar. It takes place from Monday until Friday.

Hybrid training courses format

The hybrid seminars Stage I - III allow each participant to choose the training format best suited to their needs and combine the advantages of classroom and online training. Online and classroom participants meet in the seminar room and work together on the seminar content with a high degree of interaction.

Degrees

Controllers Certificate CA

Obtaining the Controllers Certificate CA, which requires that you complete stages I, II and IV of the Controllers Training Program in five stages, demonstrates you have attained proven, certified controlling skills. It is intended for participants who are seeking a more

streamlined path through the stages program and want to concentrate initially on methodological and functional topics.



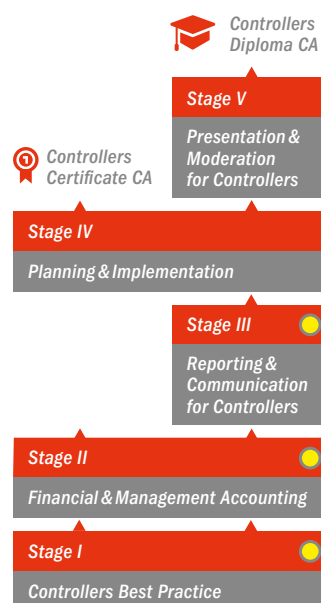
Controllers Diploma CA

Controllers Diploma CA certifies your controlling excellence in the role as business partner of management. By successfully completing the Controllers Training Program in five stages your work in actual controlling practice will demonstrate proven communication skills and functional expertise. A self-examination is conducted at the end of stage V when participants make presentations that are evaluated by the trainer and the seminar participants.

Training partnership with FOM

Graduates of the Controllers Training Program in five stages (Controllers Diploma CA) have the opportunity to continue their professional education by participating in the part-time MBA program offered by the FOM University of Applied Sciences (www.fom.de).

Step by step to Controlling Excellence





»Precisely the information, that I need in my everyday job. The trainers have perfect communication skills and high competence.«

*Anastasija Khasova, Volkswagen Group RUS,
about Controllers Training Program in five stages, Stage I*



Stage I

Controllers Best Practice

Everything you need to know for more effective accounting, financial reporting and corporate planning.

Market, competitive and stakeholder situations are changing at an ever-increasing pace, calling for agile yet targeted management control. So setting up a controlling system that addresses modern requirements is essential. In-depth practical experience of key controlling tools, new approaches and methods are another important prerequisite.

At the same time, controlling and the role and skills demanded of controllers are changing in the wake of digitization. Stage I communicates hard and soft skills to successfully perform the role of business partner and shape controlling processes effectively and efficiently.

Seminar Content

- I. Controlling for Successful Corporate Management**
 - Controlling as management process of defining goals, planning and management control
 - Objectives and Key Results (OKR)
 - Controller as business partner – understanding of roles and necessary competences
 - With contribution margin accounting to the right decision
 - Break even chart, price volume changes, variance analysis and cost structure
 - Future-oriented controlling – successfully leading of variance analysis meetings and deriving action
- II. Important Connections between Management Accounting and Financial Accounting**
 - Details of profit- and loss account, balance sheet and cash flow statement
 - Cost summary and cost of sales method
 - Differences between German GAAP (HGB) and IFRS
 - Holistic thinking and acting in controlling
 - The ROI-tree for sensitivity analysis and simulation
 - Derivation of profit target over the capital costs
 - Case study on planning/ budgeting
- III. Planning, Budgeting, Variance Analysis and Forecast**
 - Integration of strategic and operational planning
 - Modern budgeting and rolling forecast
 - Application of strategic instruments (SWOT, five forces, product portfolio, potential profile, strategic form, business model canvas)
 - Cost center planning and variance analysis
- IV. Development and Building Blocks of the Controlling System**
 - Connections of contribution margin accounting, product costing and cost center accounting
 - Basic concepts of BI-architecture
 - Calculation and sales price determination on the basis of various practical examples
 - Case study on strategic planning
- V. Trends and Developments in Controlling**
 - Digitization – business model, products, processes and data
 - Future development for controllers

Your benefits

- **Deepen your knowledge on the most important controlling tools**
- **How to support digital transformation as a controller**
- **Train methods and instruments in case studies**
- **Increase competences in communication and moderation**

Dates

22 - 26 March 2021, Feldafing/ Online
11 - 15 October 2021, Feldafing/ Online

Training concept

Seminar with evening work,
Hybrid seminar

Trainers

Dipl.-Ing. Dr. Klaus Eiselmayer
Dipl.-Ing. Dietmar Pascher
Dipl.-Kfm. Danny Szajnowicz

Price

Presence seminar: EUR 1,900,-
(Lunch, snacks, beverages incl.)
Online seminar: EUR 1,750,-

For further information visit
our website at Seminar-No. 9.1



Dipl.-Ing. Dr. Klaus Eiselmayr, Trainer and boardmember of CA controller akademie, International Controller Association ICV and International Group of Controlling



Stage II

Financial & Management Accounting

Here you can expand your detailed knowledge of controlling methods.

Changing legal and tax regulations heavily influence a controller's figures. Using harmonized accounting systems controllers need detailed understanding to finally improve overall performance. In Stage II you will intensively work on integrated accounting and financial solutions (P&L, balance sheet, cash flow, financial ratios, investments). We will cover processes, structure/fixed costs, pricing, customer value, sales controlling, transfer pricing and see how modern IT solutions will influence a controller's job in the future.

Seminar Content

- I. Principles of Financial Accounting**
 - Case study to reconcile contribution margin accounting with the income statement according to both the cost summary and the cost of sales method
 - Balance sheet and liquidity planning (obstacles, simplifying assumptions)
 - Cash flow statement based on IAS 7 and DRS 21
- II. Case Study for Medium Term Financial Planning**
 - Plausibility checks for a business plan as part of the financial diagnosis: Key ratios on liquidity, stability and profitability as a “quick check”
 - Risk assessment: depicting volatility using scenario technique and Monte-Carlo-Simulation
 - Financial management and working capital in combination
- III. Value Based Controlling**
 - Criteria for investment evaluations: payback period, Net Present Value NPV and investment portfolio; potential weaknesses of the Internal Rate of Return IRR
 - Calculation of the Weighted Average Cost of Capital WACC
 - Company valuation with the Shareholder Value (Discounted Cash Flow method DCF); plausibility check using multiples; fundamentals of due diligence
 - Economic Value Added™ as a measure of value creation and basis for incentives
- IV. Controlling of Structure Costs / Fixed Costs**
 - Plan and manage costs applying Zero Base Budgeting ZBB
 - Introduce and use Activity Based Costing ABC with limited effort
 - Process Mining: IT-based analysis & visualization of processes improve compliance, process stability and costs
 - Robotic Process Automation (RPA) – a central component of digital transformation
- V. Fundamentals of Sales and Customer Controlling**
 - Overview: integration of strategic and operational sales controlling tools
 - Big Data in sales and marketing: influence of Predictive Analytics and Dynamic Pricing
 - Key figures for sales in a “digital world”
 - Target Costing – “strategic calculation” and management of customer value
 - Workshop: profit center accounting and segment reporting (IFRS 8 compliant), customer result account, sales deductions, incentive model for the sales force, dashboard for the sales manager
- VI. Transfer Pricing**
 - Conflicts of interest: managing performance versus tax optimization
 - Where and how transfer pricing influences controller's key figures
 - Internal charging: an instrument to optimize the use of internal resources

Your benefits

- **Expand your skills portfolio to include controlling of strategy, profitability and finance**
- **Deepen your skills in management and financial accounting**
- **You get familiar with modern IT-based opportunities for targeted management of structure costs and sales activities**

Date

19–23 July 2021, Feldafing/ Online

Training concept

Seminar with evening work,
Hybrid seminar

Trainers

Dipl.-Ing. Dr. Klaus Eiselmayer
Dipl.-Ing. Dietmar Pascher

Price

Presence seminar: EUR 1,900,-
(Lunch, snacks, beverages incl.)
Online seminar: EUR 1,750,-

For further information visit
our website at Seminar-No. 9.2



»Good mix of important and interesting content. I liked the video analysis.«

Christian Lohr, Postbank Systems AG,
about Controllers Training Program in five stages, Stage III



Stage III

Reporting & Communication for Controllers

Train how to communicate in the management process in order to achieve successful corporate management.

Industry 4.0 / Internet of Things and the digitization that it involves bring significant changes for all companies. These changes relate not only to the conception and development of meaningful reporting towards creating a digital boardroom, but also the standardization of processes and the development of relevant, dynamic key figures that take into account social media, among other things. Agile project management and controlling will increasingly be a part of everyday corporate life. The growing importance of the controller's role as a business partner and change agent in volatile times must be reflected in an equally high level of professionalism in social competence.

Seminar Content

I. Project Controlling

- Success criteria for projects
- Phases and key tasks of projects
- Integration of project and corporate planning
- Project reporting
- SCRUM – agile project management

II. Success Factor Reporting

- BI and Big Data – from strategy to realization
- Predictive and Advanced Analytics – new tool set for Controllers
- Receiver oriented business charts and tables
- Excel hints for implementation
- With SUCCESS to the International Business Communication Standards (IBCS®)
- Integrated Reporting

III. Development of Key Performance Indicators

- Integration of strategies into the operational business
- Developing and managing of strategic indicators
- Applying Balanced Scorecard to personnel controlling
- Visualizing, optimizing and standardizing of processes
- Developing process-relevant indicators

IV. Controller as Business Partner and Change Agent

- MOVE and change management
- Cooperation and managing relationship
- The „Co“-functions in Controlling
- Fundamental communication models
- Patterns and improvement of team work
- Factors influencing the leadership situation and the role of managers
- Principles of how to secure the transfer of know-how

Your benefits

- **You master the relevant controlling tools for standardizing and boosting process efficiency – basic requirement for their automation**
- **You reduce the complexity of your business charts and tables in reports and thus increase their appeal**
- **You know the psychological foundations of successful communication and informal business partnering**

Date

19 – 23 April 2021, Feldafing / Online

Training concept

Seminar with evening work,
Hybrid seminar

Trainers

Dr. Thomas Biasi
Dipl.-Ing. Dietmar Pascher

Price

Presence seminar: EUR 1,900,-
(Lunch, snacks, beverages incl.)
Online seminar: EUR 1,750,-

**For further information visit
our website at Seminar-No. 9.3**



»Very good organized seminars with case studies to specific business cases and actual topics.«

*Claudio Rossi, Rubner Holding AG – S.p.A.,
about Controllers Training Program in five stages, Stage IV*

Stage IV

Planning & Implementation

Train in a team how to implement all important controlling- and management methods in practice.

The controlling scene is characterized by a variety of revolutions. New challenges with the emergence of digitization, a changed role model in the sense of business partnering and modern organizational structures such as shared service centers are only three offers from a hardly manageable shopping cart of partly overlapping and contradictory controlling developments. Methods have to be implemented and skills adapted. It is important to overcome the hurdles between necessities and practice in day-to-day work.

Workshop Content

- I. **Update of a Management Accounting System as Preparation for Planning**
 - Analysis and design of both production and administration profit and cost centers (including activity-based costing)
 - Requirements and methodologies of a state-of-the-art product costing
 - Elements and structure of a decision- and responsibility-oriented management result account; harmonization of the income statement (internal / external)
- II. **Development of an Integrated Planning Concept**
 - Core elements of a business plan
 - Inclusion of external requirements such as risk management, bank rating as per Basel II/III
 - Connecting strategic and operational planning
 - Design of a planning conference (excel-based)
- III. **Financial Controlling Part 1**
 - Structure of a planned income statement, planned balance sheet and planned statement of cash flows to manage structural and free cash flow
 - Financial analysis using key figures
 - Planning and managing working capital using the Cash-to-Cash-Cycle (DSO, DPO, DIO)
- IV. **Financial Controlling Part 2**
 - Management of financial risks (e.g. currencies, commodity prices, interest rates) with the help of financial derivatives: hedging via options, swaps and futures
 - Corporate financing (gearing, leverage, cost of capital)
 - Current highlights and lowlights of IFRS accounting using practical examples
- V. **Workshop on Current Trends in Controller Practice**
 - Inventory of controlling relevant topics and prioritization
 - Problem solving in a team, presentations and discussions
 - Example topics: outsourcing/ starting a shared service center, controlling intellectual capital, E-Commerce-Controlling, green controlling, opportunities and risks of digitization for controllers or other topics introduced by participants
- VI. **Controlling the Controller's Work**
 - Transparency in the controller's service
 - Performance measurement and management for controllers
 - Balanced Scorecard for the controller's service

Your benefits

- *In the workshop Stage IV – Planning & Implementation, you will learn how to use the controlling tools developed in stages I to III for a case study company (real Case with two divisions)*
- *During the training you will be brought up to date on the latest developments in controlling and you will be able to work on your own topics from your controller practice with colleagues*
- *A “self-controlling” in the sense of a continuous improvement process (CIP) of the controller service completes the workshop*

Date

20 – 24 September 2021, Feldafing

Training concept

Seminar with evening work

Trainers

Dipl.-Ing. Dr. Klaus Eiselmayer
Dipl.-Oec. Guido Kleinhietpaß

Price

Presence seminar: EUR 1,950,-
(Lunch, snacks, beverages incl.)

For further information visit
our website at Seminar-No. 9.4



**»Presentation and feedback were a great experience.
Very important to see, what to improve. The
trainers are very friendly, great knowledge and a lot
of examples, good understanding.«**

*Rik Pienski, EUROGATE GmbH & Co. KGaA,
about Controllers Training Program in five stages, Stage V*

Stage V

Presentation & Moderation for Controllers

Improve your communication skills and enhance your perceptiveness in groups.

Ongoing changes in company organization increase the demand for the controller to act as business partner. In the interaction with managers, controllers need to recognize, visualize, present but also discuss economic interrelations, more than ever. In addition to the holistic economic understanding, knowledge on communication in groups, processing information for faster comprehension is needed, as well as the ability to facilitate developing discussions in a target-oriented way. Corresponding behavioral training is a firm component for up-to-date controller education. In this training, you will learn the techniques and success factors to solve complex problems, develop the most important rules of presentations and optimize your communication skills. You will also intensively practice the role of business partner – using feedback, video analyses and implementation aids regarding demeanour, language and behavior. Finally, you will hold a diploma-worthy presentation and moderate a meeting before the plenary session of participants.

Workshop Content

- I. Method Training**
 - Strategic analysis and strategic program
 - Applying the strategic planning method Canvas
 - Visualization, presentation and moderation techniques
 - Applying question techniques in a targeted manner, especially when moderating
 - Protocol techniques for “problem solving as a team”
- II. Personal Skills**
 - Promoting and interfering behavioral patterns in teams and plenary sessions
 - Moderation of teams and plenaries
 - Presentation work in front of plenary
 - Recommendations on behavior in these situations
 - Video analysis
- III. Solving Problems in Teams**
 - Team analysis: phases of team work
 - Team composition and team efficiency
 - Observing and giving feedback on behavior
 - Structuring work processes
 - Visualizing results
- IV. Ensuring Transfer**
 - Reflection of own actions and effects
 - As participants: What, how and when do I want to implement change?
 - Success factors for implementation

Your benefits

- **Using video evaluations, you will develop and apply the most important rules for presentations**
- **Optimize your communication skills as a controller and business partner**
- **You put to the test intensively actual issues from controlling practice**
- **You will receive personal feedback and implementation assistance from both the CA trainers and your fellow participants**

Date

21 - 25 June 2021, Feldafing

Training concept

Seminar with evening work

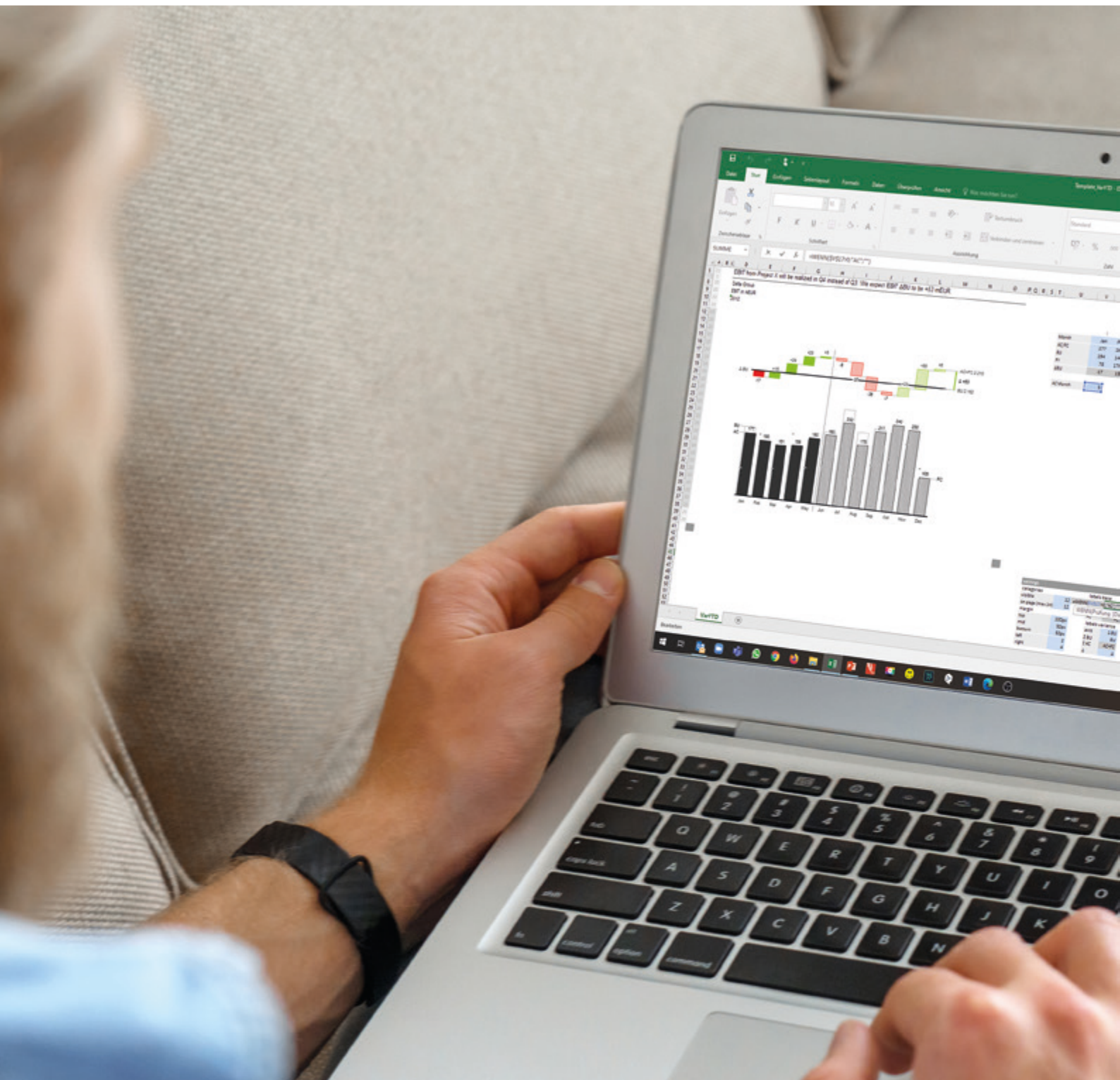
Trainers

Dipl.-Ing. Dr. Klaus Eiselmayer
Dipl.-Ing. Dietmar Pascher

Price

Presence seminar: EUR 1,950,-
(Lunch, snacks, beverages incl.)

For further information visit
our website at Seminar-No. 9.5



»The trainer explains super and responds very well to the seminar participants and the examples and ideas they bring with them.«

Ines Gorywoda, concardis GmbH

FULLY
ONLINE

Management Reporting

- IBCS® with SUCCESS

Report clearly and precisely what needs to be reported.

The creation of management reports and their presentation remains a central task of the controllers even in the age of digitization. It is essential that the recipients of reports quickly understand the current situation of the company and can invest their valuable time in the development of controlling measures. Clear messages and generally applicable standards for the preparation of reports in the form of charts and tables are of decisive importance in this respect.

In the Management Reporting seminar, the first step is to raise awareness that management reports are only understood if they say what needs to be said and communicate what is said in a consistent language. It is shown how the recipient's understanding increases significantly by taking into account the SUCCESS rules. You will learn how to visualize complex issues with suitable diagrams according to the "IBCS® – International Business Communication Standards".

Seminar Content

- SUCCESS for the professional design of reports in the form of charts and tables according to the IBCS® standards:
 - Say: Convey a message
 - Unify: Apply semantic notation
 - Condense: Increase information density
 - Check: Ensure visual integrity
 - Express: Chose proper visualization
 - Simplify: Avoid clutter
 - Structure: Organize content
- Deepening, prioritizing and practicing the rules through group work
- Impulses for the development of a notation manual for your organization
- Implementation workshop: Option to analyze and improve selected reports from the group of participants
- Overview of the possibilities for implementation support through software

By attending this seminar, you will acquire the opportunity to take an online examination to obtain the "IBCS® Certified Analyst" certificate and, once you have passed this examination, you will be entitled to participate in the "IBCS® Certified Consultant" certification course offered by Hichert+Faisst.

Your benefits

- *In practical exercises you will deepen all 98 conceptual, perceptual and semantic rules and work out your top 10*
- *The transfer of knowledge and the ability to implement them are sustainably ensured by practicing on selected examples from the group of participants*
- *You will be specifically prepared for the online test for IBCS® Certified Analyst*
- *Our Live Online Training concept ensures lasting learning success through interaction, group work in breakout sessions, discussions and responding to individual questions*

Dates

08–10 February 2021, Online
18–20 October 2021, Online

Training concept

Online seminar

Trainer

Dipl.-Ing. Dietmar Pascher

Price

Online seminar: EUR 1,880,-

For further information visit
our website at Seminar-No. 9.6.1.1

CMA® Certification for Professionals in cooperation with IMA®

NOW IN
HYBRID

Our tutorial will guide you through an intensive review of the CMA program's complete syllabus.



Target group:

- Financial Professionals with an education and/or experience in finance and controlling

Designed for people who want to advance their professional accounting and finance skills.

Certification for Accountants and Financial Professionals

The CMA® (Certified Management Accountant) is the advanced professional certification specifically designed to measure the accounting and financial management skills that drive business performance in globally active organisations. The CMA® is a tailor-made certification program for finance professionals at all levels in order to enhance their value to a current organisation or to expand their career potential. The CMA® program allows for participants to proceed with self-study at their own pace. It is designed to be time-efficient and cost-effective.



IMA's Certification for
Accountants and
Financial Professionals
in Business

CMA® with CA controller akademie

CMA All Inclusive Package

We are offering an exclusive CMA® package encompassing the complete CMA® Self Study Package as well as two live instructor led CMA® 3-Day-Tutorials.

CMA® Self Study Package without tutorials

- IMA® Application and CMA® Entrance fees
- 1 year IMA® membership
- Both fees for exams part 1 and 2
- Wiley CMA® Learning System part 1 and 2 including 2 years access to online CMA® Test Bank

2 CMA® 3-Day-Tutorials

- For those of you who have already bought the books and the IMA membership we offer the 3-Day-Tutorials for part 1 and 2 with live instructor-led sessions separately.



»The Controller Akademie's CMA tutorial conducted by David Fairchild and Dietmar Pascher really helped me to prepare for and pass the CMA exam. I recommend it to anyone considering taking the exam.«

Johann Kainz about CMA® 3-Day-Tutorial

Tutorial Profile

Each three days of the courses will have a clearly defined structure and content covering subjects that are highly likely to be new and difficult to the students. David, our instructor, is himself a CMA® and CPA®, and writes test questions for the CMA® exam. Students highly benefit from his experience and excellent hints on how to take the exam. We focus in particular on US-specific topics which are different to the European approach and that are highly likely to be new and difficult to the students. In addition, the sessions will review the CMA® learning outcome statements to familiarize students with the contents of the CMA® exam. The students will be asked to review these statements and to reflect their existing knowledge. They will be exposed to exam situations and essay writing. This exposure will enable them to sit for the CMA® exam immediately or, if appropriate, target their further learning efforts more effectively.

CMA® 3-Day-Tutorials for part 1 and 2 with CA controller akademie

CA controller akademie offers a three day instructor-led tutorial for each part of the CMA® exams that are administrated through the worldwide network of Prometric Testing Centers.

Participants in the specially tailored CA controller akademie tutorials are expected to be well acquainted with the complete CMA® syllabus in order to be able to follow all the subjects and content covered in-depth during the tutorials.

Hybrid training courses Format

The hybrid seminar allows each participant to choose the training format best suited to their needs and combines the advantages of classroom and online training. Online and classroom participants meet in the seminar room and work together on the seminar content with a high degree of interaction.



**Certified
Management
Accountant**

Tutorial Dates

Part 1: 03–05 May 2021,
Frankfurt a.M. / Online
Part 2: 13–15 Sept. 2021, Munich / Online

CMA® All Inclusive Package

Exclusively available for EUR 4,990,-
(Lunch, snacks, beverages incl.)

CMA® Self Study Package

Exclusively available for EUR 1,890,-

CMA® 3-Day-Tutorials

EUR 1,790,- (per tutorial)
(Lunch, snacks, beverages incl.)

Training concept

Seminar without evening work,
Hybrid seminar

Trainers

David Fairchild, CMA
Dipl.-Ing. Dietmar Pascher

**For further information visit
our website at Seminar-No. CMA**

Inhouse Training and Coaching

ALSO FULLY
ONLINE

Inhouse trainings, as well as process support and advice around the topics of controlling, corporate management, financial accounting and social skills.



Target groups:

- Corporations and SMEs from all sectors
- Institutions and non-profit Organizations

Inhouse trainings, as well as process support and advice around the topics of controlling, corporate management, financial accounting and social skills.

Seminars

Our inhouse seminars aim to impart knowledge about topics relevant to controlling. They are primarily intended for managers and specialists, who themselves do not carry out any controlling function, but, as a competent business associate for controllers, should share the idea and basic understanding of controlling. In addition we offer topic-centered controller seminars in a compact form. We integrate the content and method of our inhouse seminars into your existing processes of personnel development, e.g., within the framework of your own training center or training program. During inhouse seminars all seminar working papers are provided by the CA controller akademie. A business simulation game is ideal for inhouse seminars. It maps out a company and all its business management components. Participants immediately see the impact of their decisions.

Workshops

Workshops serve the purpose of working together, e.g. for developing and implementing a strategy. In this case we see ourselves as facilitators supporting you in finding and working on a solution. Our service includes a preparatory interview, workshop design, supplying the necessary working material, personal moderation of the workshop, reporting results and post-processing such as documentation and input for supportive coaching.

Coaching, advice and process support

Beyond pure training measures we are pleased to stand by your side when implementing your new projects and establishing new processes. We strive for the quickest possible transfer of knowledge. Guidance to do things yourself is first and foremost our priority as this enables you to achieve your objective with minimal external support.

For instance in coaching projects we supply expert support in devising concepts for solution approaches, setting up the project or composing the team, or we provide quality assurance during the implementation phase. We are also happy to deploy a controller as project manager to assist you, forming a joint counterpart to the external consulting team.

Didactics

Seminars and workshops

The CA controller akademie attaches great importance to presentation centered on participants and to the greatest possible learning and transfer effects in all seminars and workshops. This is achieved through special presentation techniques, using flip charts or pin boards (metaplan boards) to jointly tackle content with participants. Besides the topic-oriented presentations by trainers, our seminars also include case studies, role plays, and group work if time permits. Customers and participants can also contribute their own topics.



»The success of a training mainly depends on the trainer who did an excellent job by using the available time on the best way! It was a very good time investment. I learned a lot and will use the learnings and techniques in the future both in my business and private life!«

Casaba Mandoki, METRO AG

Coaching, advice and process support

By contrast, during coaching the emphasis is on learning by doing. So the actual project work is conducted by the participants themselves. We are on hand to supply advice. In particular, when it comes to one-to-one coaching you will have to be prepared for homework; intensive reflection and transfer into a 'new mode of behavior' or 'different mindset' tends to be time-consuming.

Bestseller Inhouse Seminars

- Controlling for Non-Financials
- Investment Controlling
- Sales Controlling
- Lean Management
- Business Charts and Dashboards with Excel
- Data Analysis with Excel
- Management Reporting – IBCS® with SUCCESS
- Predictive and Advanced Analytics
- Interactive Reporting with Power BI
- Successful Presentations

Formats

- Seminars
- Workshops
- Courses
- Conferences
- Online Training
- Virtual Classrooms
- Presentations and keynotes

Languages

- German
- English
- Spanish
- Italian
- Russian
- Chinese
- a.m.m.

International Program

The CA controller akademie is your partner for inhouse training in all controlling matters. In addition, internal training seminars and workshops may also be held in English, Spanish, Italian or Chinese. Of course, work papers and documentation are available in all these languages.

Controlling

Accounting & Finance

Management

Information Management

Social Skills

Contact:

For questions and appointments please contact:

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CA Consulting

We help you to implement your projects and get you set for the future!



Target groups:

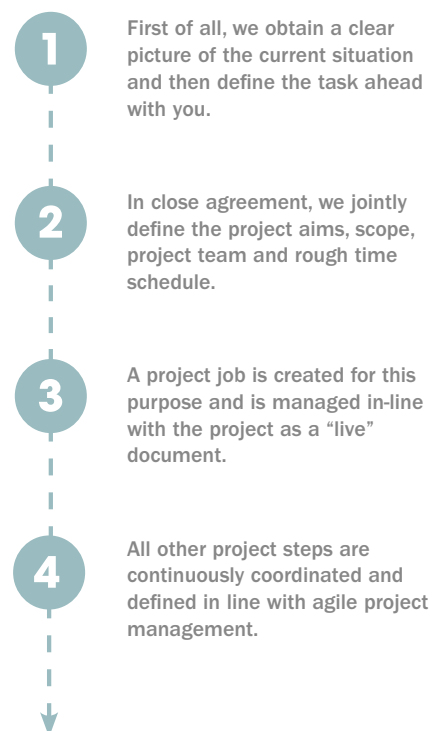
- Corporations as well as medium-sized and small enterprises of all industries
- Institutions and non-profit organizations

Agile and at the same time target-oriented corporate management is the essential foundation especially in times of high dynamics and volatility for the success of the company.

Market, competitive and environmental conditions are changing more and more rapidly and companies are facing great pressure to change in order to ensure their own competitiveness. Business models, strategies, organizational structures, processes, systems, instruments and corporate culture must be constantly reviewed and adapted. At the same time, it is important to take the people in the organization along the path of change and actively involve them.

The CA controller akademie has been successfully conducting consulting projects since it was founded in 1971. Since 2018, we have managed the consulting division as a separate division, CA Consulting, and will continue to systematically expand it.

What form does a typical project launch take?



We are looking forward to your inquiry for project support!

9 good reasons why CA Consulting is the right partner to implement your projects.

1. | **Profound expertise**

We are the experts in corporate management and controlling. Through an objective and holistic view from the outside we set new ideas and impulses for your organization.

2. | **Experience in all areas**

We have a wealth of experience in implementing projects from start-ups to blue chip companies across all sectors and put together a team of experts tailored to suit your requirements.

3. | **Bespoke solutions**

Standard solutions rarely lead to long-term success. That is why we develop bespoke solutions with you that take into account the special nature of your company.

4. | **Sustainable success**

We combine in-depth know-how with an eye for current and future developments. In this way, we create sustainable results.

5. | **Employee involvement**

We involve employees from different levels of the hierarchy and organizational units in the project and ensure the necessary communication and interaction.

6. | **Fast and practical implementation**

Our approach is hands-on, so we don't devise theoretical concepts. Instead, we provide you with methodical, professional support to quickly let you take the reins and achieve visible successes for your company.

7. | **Holistic support**

We assist you from project conception to completion, including the necessary change process and the professional qualification of your employees.

8. | **Keeping costs under control**

Projects are not inflated or made more complex than they really are. We share our know-how and do not aim to create dependency on advisors.

9. | **One face to the customer**

Each project is managed by a CA partner and accompanied by an experienced project manager on site, who does not change during the entire duration of the project. In this way, we create a trusting cooperation and ensure stability.

We will be happy to advise you personally on your particular issue.

Contact:

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Thomas Sauer
Manager
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Reference projects in the respective sectors:

Controlling: Development of controlling strategy | Support finance transformation | Definition of control logic and definition of KPIs | Development of controlling organization | Optimization of planning processes | Development of a harmonized reporting system | Development and optimization of functional controlling (purchasing, production, sales, investment, HR, project) | Analysis of customer profitability | Development of a multidimensional income statement

Management: Strategy development and implementation | Implementation of strategy reviews | Development of (digital) business models | Organizational development | Process optimization | Introduction of lean management | Development of innovation management

Accounting & Finance: Financial analysis | Financial modeling | Business valuation, (Financial) Due Diligence & PPA | Transfer pricing

Information Management: Development and implementation of BI and Big Data strategy | Evaluation of possible applications and implementation Advanced Analytics | Introduction of BI Competence Center | Selection of BI tools and implementation support

Social Skills: Support in the initiation, planning and implementation of change processes, conflict management, personal coaching

More project examples can be found online at: www.controllerakademie.de/en/consulting

Trainers & Consultants

Trainers and Consultants of CA AKADEMIE AG

These trainers, consultants and coaches of the core team of CA have broad inhouse experience in all industries that is permanently incorporated into the learning content. In every seminar you benefit from topicality, practical relevance and a broad knowledge of the industry.



Dr. Thomas Biasi

has graduated in economics with focus on Controlling and Service-Management at the Universities of Innsbruck and Modena. He started his career in London, Frankfurt and Milan and had been responsible for the controlling in an international operating insurance company. Since 1997 he is working in CA Akademie AG as trainer, coach and management consultant, especially for projects in strategic planning and improvements of a corporate controlling culture. Thomas Biasi has developed experiences in many branches as well as in the public sector. He provides training and coaching in German, Italian and English.



Dipl.-Ing. Dr. Klaus Eiselmayer

studied Industrial Engineering at the TU Graz University of Technology (Austria) where he also got his PhD. He worked for Technodat (IT), Porsche Salzburg and Magna (car industry), his last job there was head of finance and controlling. He started with CA Akademie AG in 1995 as trainer and became partner in 1997. Since 2012 he is board member and responsible for the trainer team. Dr. Eiselmayer is also board member of the IGC International Group of Controlling and the ICV International Association of Controllers. He specialized in business planning, management and financial accounting, value based management, presentation and moderation skills and team-building. He provides training and coaching in German and English language. From 2007-2013 he was editor of the Controller Magazin and board member of the publishing house VCW Verlag für ControllingWissen AG.



Dipl.-Oec. Guido Kleinhietpaß

started working as controller for purchase and product management at Raab Karcher Holding. This evolved into the controlling of the business line „skin care“ at Degussa. There he was appointed as general project manager to increase efficiency. Since 2002 he is trainer and partner of CA Akademie AG. He has specialized in investment appraisal, financial analysis, transfer pricing, business planning and sales controlling. He was a founding member of „communication controlling“, a workgroup of the ICV International Association of Controllers. Since 2009 he is a member of the ICV evaluation council „Controlling-Wiki“ and from 2016 until 2019 he was leading the council. Additionally he is also an author of the books „Controller Praxis“, „Profit Center – Vertriebs-Controlling“, „Controllers Best Practice – Verrechnungspreise“ and „Verrechnungspreise: Im Spannungsfeld von Controlling und Steuern“ and also of several specialized essays.



Dipl.-Ing. Dietmar Pascher

is partner and trainer of CA Akademie AG and responsible manager for its International Program and CAonAir online training. He provides controlling and finance training in German, English, French and Spanish language. He assists companies in putting strategic, operational and financial controlling topics into practice. Furthermore, he is IBCS® certified trainer for better reporting and expert for clear presentations and business partnering. He specialized on project and sales controlling and psychological principles of clear communication and leadership competences for change projects. Dietmar Pascher is industrial engineer for informatics and business administration. First he worked as a sales controller for Frischeis AG, Austria's biggest retailer for furniture industry supplies. Second he joined KNAPP AG in Graz, Austria – world leading supplier for warehouse logistics – working as a project manager and controller for international projects. Before joining CA Akademie AG he was director of research and development for KNAPP AG.



David Fairchild

has extensive experience in multiple areas of corporate finance and accounting for US multinational corporations with operations in Germany, Austria, and the Russian Federation. Certified Public (CPA) and Certified Management Accountant (CMA). Membership in the American

Institute of Certified Public Accountants (AICPA) and the Institute of Management Accountants.



Thomas Sauer, M.Sc.

is manager at CA Akademie AG in the CA Consulting division. He supports corporations in executing national and international projects, from concept to completed implementation. His professional emphases are designing best in class finance organizations, developing

steering logics and respective KPIs, setting up planning and forecasting systems as well as optimizing management reporting. In addition, he has profound expertise in the field of agile project management and the leadership of project teams. Before joining CA, he gained several years of consulting experience after having studied business administration at the LMU Munich.



Dipl.-Kfm. Danny Szajnowicz

is partner, trainer and consultant of CA Akademie AG. He studied business economics with focus on International Management and Human Resource Management at the Helmut-Schmidt-University in Hamburg, Germany. In addition he passed a summer course at

Arizona State University, USA. Afterwards he gained experience in different management positions in the field of supply chain management before he joined a management consultancy. Danny Szajnowicz was responsible for project management and led numerous project teams in the fields of strategy and organizational development as well as process improvement. He specialized in Operational Excellence, Six Sigma and Lean Management. For CA Akademie AG he conducts seminars within the five stage program in German and English language. Furthermore he is responsible for the special seminars Lean Management, Production- and SCM-Controlling. Additionally he supports companies in the implementation of projects, moderation of workshops and Inhouse-trainings.



Dipl.-Kfm. Prof. Detlev R. Zillmer

studied a combination of Business Administration, Software Development and Industrial Engineering at the Technical University in Stuttgart, Germany. He joined the CA Akademie AG 1992 as one of their trainers and was

promoted to partner status in 1994. Since 2003-2018 he was Professor at the Zurich University of Applied Science in Business Administration (HWZ), Switzerland. From 2006 to 2016 he was elected as vice chairman of the Board of Directors of the CA Akademie AG. Since 1999 Detlev Zillmer followed his interests in human behavior and communications. He deepened his knowledge in Vienna (Beratergruppe Neuwaldegg), Palo Alto (MRI, Paul Watzlawick and Richard "Dick" Fish), Wiesloch (ISB, Bernd Schmid) and made his Coaching Certificate there. He is responsible for the Soft Skill Seminar Series within the CA Akademie AG.

English Program 2021

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