

Larry Hubbard & Associates Marketing Internal Audit – Missing in Action Course Outline

Course Overview:

Do internal auditors need to market their services? Only if we want to stay in business! All service functions in a business are becoming more competitive, and internal auditing is no exception – nor should it be. We need to know the true market value of our services, and treat everyone as a paying client. This course will introduce “mission critical” issues for internal audit leaders to consider, as well as help develop the skills and plans necessary for all auditors to compete with the best. The course is a combination of lecture, discussions in small groups and short exercises.

Course Objectives:

- Understand the competitive nature of internal auditing today
- Understand how to deliver what management expects
- Understand the need and ways to market auditing services

Who Should Attend:

Auditors who want to improve the perception of their internal auditing services, and are not afraid to tackle the difficult task of change management. The course is directed at internal auditors who can impact the direction of their auditing efforts.

Course Modules:

- Current perception of internal auditors
- The competition
- The purpose of internal auditing
- Internal audit marketing strategies
- Develop your own mottos/visions
- How to sell an idea
- Skills auditors need
- Next steps

Course Leader:

Larry Hubbard is a professional trainer and consultant with a broad background in accounting, auditing, and finance. Prior to founding Larry Hubbard & Associates, Larry’s work experience included Mobil Corporation and Ernst & Young. More information is at: www.LHubbard.com

Administration:

No advance preparation or prerequisites are necessary for this course. The program level is basic. The delivery method is Group-Live and 8 CPE hours in the Business Management and Organization field of study are available.

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