

## Conference and Meeting Presentations

I'd love to make a one or two hour presentation at a conference or meeting you are planning. I'll make a great presentation, for only travel expenses! Some possible topics are listed below - but you can always suggest others!

For more information e-mail [Larry@LHubbard.com](mailto:Larry@LHubbard.com) or phone 1(301) 529-8118.

Short Biography - Larry Hubbard is a professional trainer and consultant with a broad background in accounting, auditing, and finance. Prior to founding Larry Hubbard & Associates, an organization dedicated to "Training that's fun!" Larry's work experience included Mobil Corporation and Ernst & Young.

### **Ten Ways to Measure the Success of Internal Auditing**

How do you know if internal auditing is successful? How do you know if it is adding value? Recent publications in IIA Practice Guides and the Common Body of Knowledge provide many ideas, but what is actually being measured in audit departments? Based on many Quality Assurance Review projects and working with internal auditors all over the world, Larry will share his real-world, back-to-basics view of how IA departments can know if they are meeting their organization's needs.

### **Sustainability of Internal Audit**

What are the most important attributes of a sustainable audit function? Larry will present his views, from compliance, to reporting, to attitudes, on what is required to build a lasting, effective internal audit function.

### **The Risk Matrix – Revisited**

A risk matrix is a commonly-used tool for documenting the analysis of objectives, risks, and responses. Typically, a risk matrix (or risk register) focuses first on the inherent risks related to an objective — that is, all the risk events that could have an impact on achieving the objective, without regard to management's responses. However, using a residual risk analysis approach that starts by identifying controls can make the risk matrix process more effective and efficient. In most processes and activities, identifying what already exists first is a more direct method. Plus, it is a more positive experience for auditors and managers, because the approach looks for good things first (controls) rather than bad things (risks). This session will further explore the residual risk approach, and enable to you spend less time, with more clarity, on risk assessment.

### **Operational Auditing – What's the Criteria?**

Internal auditors must evaluate controls well beyond the financial reporting and compliance worlds. Some say these operational areas are the most important areas of the organization – I agree! Whether or not you have operational experience, by understanding the roles of management controls and internal control frameworks, and having the right criteria, you can evaluate and improve the risk management and control processes in the operational areas of your organization.

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## **CAE - The Keeper of the Cube**

The job used to be easy, or so it seemed - running a department that audited for compliance with policies and procedures. Then controls entered the picture, then risks, then whole new initiatives like Balanced Scorecards and Six Sigma and COBIT and ISO 9000-something. And then someone put SOX on it. How is a CAE supposed to give an opinion on internal controls when all this other stuff is flying around the different parts of the organization? There is a way to link it all together, and the CAE has a role as the "keeper of the cube" - the COSO cube that is. Larry will help fit it all together by looking at flows of information, because it doesn't matter who supplies information about controls, just that management is getting enough of it.

## **Risk Assessment – Is Everybody Confused?**

We use the phrase Risk Assessment over and over – but it means different things to different people – and they may not know it! Risk Assessment is a component of both COSO's Internal Control and Enterprise Risk Management frameworks and is also how auditors select audits to perform. Objective-Risks-Control Alignment (ORCA) is only part of ERM and IC – the Risk Assessment components. Risk assessment starts with clarity of the objective. And in doing Risk Assessment, some auditors make the same mistakes over and over – and render the process next to useless. This presentation will make you think about this common phrase, and challenge your thinking about what it means. Plus, you'll leave being better equipped to conduct CSA and RSA seminars with the people really responsible for Risk Assessment – those doing the work.

## **ERM – A Practical Approach**

Enterprise Risk Management (ERM) is not rocket science – it's about doing practical things in a disciplined and logical way. It doesn't matter how much auditors know about risks - it only matters if workers and managers know and respond to risks. ERM is about the future, but it's not about predicting the future - because no one can do that. And it's not really about the risks - because you'll never know if you've identified them all - its about meeting business objectives. Larry will discuss all these things and also address the common mistakes auditors and others make during the process of risk assessment. You'll leave the session with a clear understanding of the COSO approach to internal controls and ERM, and some basic questions to ask about your own ERM approach.

## **What Does the Audit Committee Expect from a State of the Art IA Department?**

Running an audit department used to be easy, or so it seemed – there were clear priorities for running a department that audited for compliance with policies and procedures. Then controls entered the picture, then risks, then whole new initiatives like Balanced Scorecards and Six Sigma and COBIT and ISO 9000-something. And then someone put SOX on it. How is a CAE supposed to give the Audit Committee an opinion on internal controls when all this other stuff is flying around the different parts of the organization? And just what does the Audit Committee expect from an IA department anyway? There is a way to link it all together, and the CAE has a role as the "keeper of the cube" - the COSO cube that is. Larry will help fit it all together by looking at flows of information, because it doesn't matter who supplies information about controls, just that management is getting enough of it.

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## **CSA - What Is It and Why Do It?**

What is CSA, and why are people doing it? Where does it work best? When do I need CSA, and when don't I? This presentation will answer all your questions.

## **Integrated Auditing - Don't You Just Mean Auditing?**

We've been talking about integrated auditing for years, and yet some still think you can separate a business and its information systems from each other. Well, let's try and resolve that right here. In this presentation, we'll look at the case for just doing an audit, which includes all important business objectives, risks and controls. That certainly includes logical security and automated procedures - because in today's world, that's where most of the controls really are. We'll also discuss "Larry's Practical Guide to IT Audits", which gives a hierarchical, stop-and-go approach to auditing the complex infrastructure of data centers.

## **CSA - What's Culture Got To Do With It?**

Did you know that CSA is a reaction not an initiative by internal auditors? And that as an organization's culture and employee empowerment change, so should the auditing effort? This session will show when CSA is just too hard to do, and could even result in misleading information about controls. We'll also discuss the times when CSA may be the only truly effective auditing tool. Anonymous voting, the format of CSA to use, and the success of the facilitator will all be linked to the all-important culture of an organization.

## **Mistakes Auditors Make in CSA**

OK - here it is: You're thinking about doing CSA in your organization. You think it's an important project. At best, you'll succeed and help the organization. At worst, you'll fail and everyone will know it. Sound like what you signed up for? This session will show you the most common mistakes organizations make while implementing self-assessment. No, avoiding these mistakes won't guarantee you'll succeed. But, CSA is an important project; would it be good to ignore the experience of others who have really screwed it up? Implementing a Successful CSA Program What is CSA? Why are people talking about it? How does CSA add value to an organization? And, most of all, how do you decide if CSA is right for your organization? We'll answer all these questions, plus talk about how to implement CSA, in this information-packed session. If you can't yet answer the question "What is CSA?" this session is for you.

## **If You Listen, They Will Talk**

What's the CSA facilitator's #1 job? Getting the workshop participants to talk, and then listening to them. This session will discuss techniques to encourage participants to talk, and ways facilitators can listen so participants want to talk more. Learn expert techniques to improve your own facilitation skills, and also share your own facilitation experiences.

## **Creativity - An Essential Skill for Internal Auditors**

Auditors? Creativity? In the same sentence? Is that an oxymoron, or is someone just confused? Well, I think creativity is essential to all professions, especially internal auditing. This presentation gives internal auditors practical and easy-to-use techniques to generate new ideas. Exercises related to business and to internal auditing will help make this session edutainment – that is, a session that's both entertaining and educational.

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## **Risky Business - Risk Assessment in Auditing**

This presentation describes macro - and micro-level risk assessment, and gives examples of how they can be used in auditing. Micro-level risk (within an audit assignment) is the focus of the session and several methods of assessing risk will be discussed. The risk assessment thought process (objective, risks, controls) coming from the COSO definition of internal control provides the basic approach for the evaluation of risks and controls in the presentation.

## **Barriers, Conflicts and Deadlocks – Overcoming Negotiation Gridlock**

This session introduces and explores specific skills that are key to successful negotiations. Barriers to listening, managing conflict, problem solving, and personality types will all be covered in this interactive, energy-packed session.

## **Butterflies and Sweat Beads - The Perils of Public Speaking**

What's #1 on the list of the Worst Human Fears, yet something we all do at some time? No, I'm not talking about flying or heights or bugs, because most people think public speaking is worse than all those! But, as auditors, every one of us has to make a presentation or instruct a class or conduct a closing conference at some time. So come hear some presentation tips, and learn some of the games trainers play, from someone whose job puts him in front of hundreds of people every month. Bring your war stories and your own solutions for the butterflies and sweat beads caused by public speaking, and share them with your peers. You can even practice your own presentation skills! I guarantee you're going to have some fun at this meeting!

## **Selling Yourself - Marketing is Everyone's Job**

Are you a Scatterbrain? Are you Mr. Practical? Which is most important to you: Love, Morality, Friends, Business, or Sex? What happens when you put auditors and accountants in the same room? These are just some of the questions we'll discuss in this meeting. Sound like fun? It will be! But, it will also have a business purpose. Larry Hubbard will present why he thinks we are all self-employed, regardless of where we work right now, and why we all need to update and market our skills. Part of that process is knowing what type person you are, and what you like to do – hence the discussion about Scatterbrains, Mr. Practical, etc. We'll also discuss the importance of marketing the service departments of an organization (especially accounting, auditing and finance) and some ways to approach the marketing effort.

## **Best Practices in Internal Auditing**

What are the world-class internal auditing departments doing right now to serve clients? Let me tell you in this idea-filled session.

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## **Internal Controls - What You Need to Know**

Internal controls are SEXY, COSO is not an INTERNET site, and CoCo and Cadbury are much more than just CHOCOLATE!!! Look at that: sex, the internet, and chocolate all in the same sentence!!! Now that I have your attention, we're really going to talk about what all accountants, auditors, managers, and real people need to know about internal controls. You've heard about controls since you were in school, and you worry about controls when the auditors come around. But there's a big movement in place to think about controls much more broadly than ever before - they are not just financial things. In this presentation I'll show you how normal things like reports, meetings, suggestion boxes, training, comparisons, PC's, and even collecting scrap are all internal controls. If you are a CIA, CMA, CPA, CGFM, CFE, CISA, CFP, CCSA, FBI, ABC, or XYZ - you need to know this stuff! COSO, CoCo, and Cadbury are the national definitions of internal controls in the U.S, Canada, and the U.K. Both public and private organizations use them. Senior managers and Boards of Directors are asking about them. If you get asked, you should be able to respond with more than just "huh?" This presentation will ensure you can do that. Plus, we'll have fun!

## **Creating a Foundation for Value-Added Auditing Services**

You hear people talking about it. It sounds really good. There's even a whole conference dedicated to it. But just what is value-added auditing, and what are the basics you should know? If you are new to VAA don't get lost in all the details - let this session be your roadmap of what to look for. If you know a lot about VAA, come share your experiences with others, and maybe even learn a thing or two. This session will provide an overview of what world-class internal audit shops are doing to add value to their organizations.

## **The Best Audit Report is No Audit Report!**

And, there's no such thing as a good audit finding! That's what management thinks, so why shouldn't internal auditors think that way too? In this session, Larry will tell you why the "vision" of all audit departments should be for both audit reports and findings to "just go away". But, if reports and findings are still a part of your life, Larry will also offer ways to improve the reporting process and help ensure audit issues are resolved the first time.

## **Cop to Consultant - No Fairy Tail, But Not Easy Either!**

What will it take to move beyond compliance auditing and become an internal consultant? Some organizations are there already and other organizations think it's impossible. How's a guy supposed to know what to do? It all depends on organizational culture, what management expects, and the attitude of the auditors themselves. In this session Larry will clarify some of the mysteries about why some can, and some can't.

## **So You Want to Consult - 10 Things you Have to do Right!**

Most internal auditors think about becoming consultants at some point in their careers. Some act on that thought and some don't. If you decide that consulting is a way for you to make your living, here are ten things you have to do right. Of course there's the technical skill, but that's a given. We'll talk about the other stuff, like the administration, the equipment, the presentation and dress, publishing, and cash flow. Plus, we'll have an exercise on how to avoid one deadly sin of consulting -- acting like an auditor!

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## **Reporting Results - It's Not Just Another Audit Report**

It's not an audit, so it's not an audit report! It can be a whole different style of writing and attitude toward the customer. Consulting recommendations get action through influence, not enforcement, and we all know that it's not the recommendation that adds value - the value comes from implementation of the recommendation. In this session we'll talk about how to write like a consultant, some words to avoid, making effective presentations, and following-up without doing audit follow-up. Reporting is just one more of those things you have to do right to be an effective consultant.

## **Identity Theft - Whose Life is This Anyway?**

Watch your back! Right now, someone you don't know could be being you. Sound like a bad day? It can be, if someone gets your Social Security Number, Mother's maiden name or other personal information and turns it into a credit card, a new car, a cell phone, or even a new house. Let's talk about what tops the FTC's list of consumer complaints - Identity Theft. We'll talk about what it is, how it happens, and what you need to do to avoid big problems.