

Selling Audit Ideas: Surfacing Issues, Identifying the Real Causes, & Getting Managers to Act

Summary

Auditors are expected to have mastery of many skills – including communications, data testing, cause diagnosis, and motivation. But are these expectations reasonable? Is it fair to assume that every internal auditor should be a master at surfacing hidden problems and unexplored opportunities? And when issues are identified, is it really the auditor’s job to convince managers to act? Unfortunately for auditors, most executives believe that the answer to these questions is a resounding “Yes!”

Learning Objectives

This seminar teaches participants how to enhance the likelihood that the real cause of issues is identified – while dramatically increasing the probability that the management team will take corrective action.

Program Content

This “how-to” course for auditing professionals helps participants be more effective in surfacing hidden issues and getting corrective action. Topics covered include:

- Developing and reporting ideas that sell: how to communicate ideas that generate action
- Six essential behavior skills every auditor must master
- Creating a partnership of high-impact cooperation on every audit project
- Surfacing important issues during planning
- The role of testing, data mining and other traditional techniques in finding issues
- Using interviews and dialogue to get to the root cause of issues
- Getting people to open up and talk about what’s really important
- Using “Purpose” and “How do you know?” as a drivers of better performance
- 10 real reasons controls break down – and what to do about them
- Awareness of the “Intervention Moment”
- Why people resist change – and how to help them feel (and look!) good by taking action
- Attributes of High Impact Findings
- Anticipating and deflecting opposition to audit ideas
- Moving your own performance from “Good to Great”

Instructional Method, Program Length and Continuing Education Credits

This highly interactive seminar utilizes a combination of lecture, discussion, short cases and role-play exercises. The program length is one full day, but can be tailored in length and content to meet client objectives. In accordance with the standards of the National Association of CPE Sponsors, Continuing Professional Education credits have been granted based on a 50-minute hour. National Registry of CPE Sponsors ID Number: 108226

Program Level:	Basic to Intermediate
Prerequisites:	None
Advance Preparation:	None
Delivery Method:	Group-Live
Field of Study:	Auditing
Recommended CPE Credits:	8 credits