

# ICV Management Conference

## September 30, 2023



**International  
Association  
of Controllers**



## Chairman's address



# Outline

- Strategy update
- Services
- Members volunteers
- Outlook 2023/2024

# Strategy Map 2020-2023 (post covid)



Carmen Claudia Gosia Klaus Heimo Markus Matthias

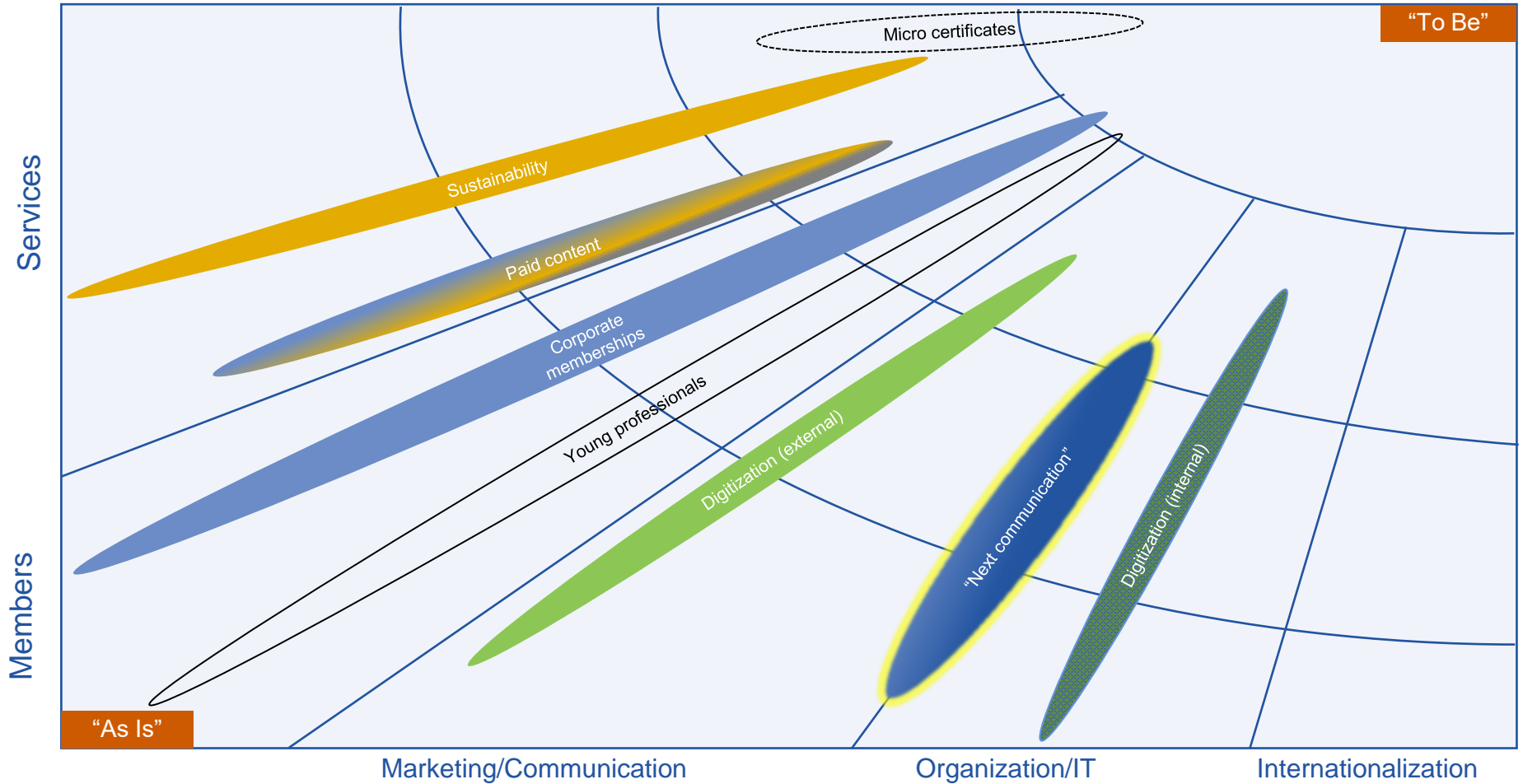
## Jahresziele, Maßnahmen, Budget

2021

2022

2023

2024 and later



# Strategy stream “Next Communication”



Brand Management Workshop Nov 12, 2022



The core of the ICV Brand: Controlling Excellence

# Strategy stream “Next Communication”

## Strategy workshops Board:

- |  |        |
|--|--------|
| 1. Design and Claim                        | HL     |
| 2. Personas and messages for target groups | KE     |
| 3. Social Media / LinkedIn                 | MvD    |
| 4. Newsletter                              | MS     |
| 5. Website (+ responsive)                  | CZ     |
| 6. Image Video(s) für target groups        | CM, MP |
| 7. ICV App (or via VereinOnline)           | n.n.   |



# Outline

- Strategy update
- **Services**
- Members volunteers
- Outlook 2023/2024

# Services – Overview

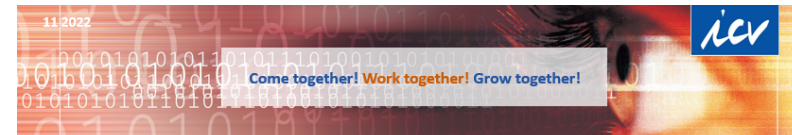


## Knowledge

- Publications
- Webinars
- Podcasts
- ICV Webpage
- Wiki
- Controller Magazine (print, Online-pdf and app)
- FINANCE Magazine

## Community

- Workgroups/expert groups
- Conferences
- Awards
- Cooperations, Mentoring
- VereinOnline (member portal)
- Social Media – LinkedIn, XING, Instagram, Blog
- E-News



### Benefits for ICV members

<b>CAREER KICK MEMBERSHIP</b> Participation in work groups meetings and in ICV events as well as regular publications - print and online - ensure access to current know-how and the possibility of practical experience exchange.	<b>ALWAYS UP TO DATE</b> The ICV is a platform for colleagues from a wide variety of sectors, cities and countries. Throughout their life and careers, our members can learn from and grow together with each other.	<b>LIFELONG LEARNING IN THE NETWORK</b> The ICV is an established, experienced organization. The needs of our members are our focus. Our members can trust in always finding a suitable contact person for their concerns.	<b>WE KNOW WHAT YOU WANT</b> The ICV is a platform for colleagues from a wide variety of sectors, cities and countries. Throughout their life and careers, our members can learn from and grow together with each other.
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<b>Awards</b> The ICV awards honor students and experienced, practicing controller team leads. The winners present their exemplary solutions at the events of the ICV and to partners.	<b>Knowledge Publications Literature</b> The ICV Dream Factory is a renowned think tank in controlling. With top-class experts, it carries the spirit of the times, studies and new insights into the publications. The content of these studies and the practice in the Association flows into the publications of the ICV.	<b>Expert work groups/Sector work groups</b> In the expert work groups and the sector work groups of the ICV, the participants are addressed to the needs of specific challenges in industry. Here they find around the ICV world are welcome to share the knowledge from their own expert.	<b>Regional work groups</b> Controller's need in the ICV work group of your region, regardless of industry and experience. Everyone benefits, similarities are just as important as the differences.	<b>Congress of Controllers Munich</b> The international controlling community meets traditionally in spring of the COMGRESS OF CONTROLLERS in Munich, the largest controlling conference in Europe. It is held every half days more than 5000 participants can enjoy an agenda packed with information, exciting speeches, and networking opportunities, combined with a well-organized supporting program, which offers enough time and opportunities for networking.	<b>Conferences - also in your region!</b> Regional ICV addresses: CA Controlling Advantage Bone CA Controlling COSMOS CA Controlling Insights Bone CA Controlling Intelligence Advantix ACC Awards Controlling Conference Slovenia ICV Health Care Forum Austria ICV Health Care Conference EuroControlling International Controlling Conference Croatia Controlling Conference Benelux International Controlling Conference Rotterdam	<b>Awards</b> Underlines and companies regularly develop unique solutions for controlling. The ICV wants everyone to benefit from this knowledge. That's why every year we look for the best of the best. Honor them and introduce them to you with their achievements.	<b>ICV DESTINATION OFFERS</b> The community offers professional training, seminars and challenges, and promotes the implementation of the companies.	• ICV Controlling Excellence Award • ICV Newcomer Award • Green Controlling Award (Partner)
<b>First class education and training</b> CA and the ICV, as strategic partners, ensure that members and students in corporate management and controlling are well informed, knowledgeable and have access to the international network.	<b>Social Media Communication</b> The ICV uses various social media platforms to communicate with various stakeholder groups. The ICV Communication Team monitors developments, posts new platforms and organizes day-to-day operations.	<b>Newsletter Communication Webinars</b> Information from the controlling community every 2 weeks in German, once a month in English. Possible topics: new platforms, events, publications, etc., sign up for the free newsletter!	<b>Research and studies</b> How do controlling and the job controller develop? Where does your own territory stand compared to others?	<b>Magazine</b> Read about expert knowledge and opinions in leading journals or publish your own contributions as an author. The ICV works together with respected partners.	<b>Companies &amp; Cooperations</b> Associate members of the ICV and DR AG and about 200 companies have decided to become a company member of the ICV.	<b>CA controller akademie</b> Graduates of the CA founded the ICV together with CA founder (Dr. Dr. Dr. Dr. Aloisio Rogg) in 2002. The ICV and CA 2000+ partners have shared controlling in German-speaking countries.	• CA controller akademie and the ICV are strategic partners • Training programs: Step by step to Controlling Excellence	• ICV Dream Factory as a Think Tank • 4 sector work groups • Concentrated expert know-how • Development of practical, innovative problem solutions
• CA controller akademie and the ICV are strategic partners • Training programs: Step by step to Controlling Excellence	• Professional publications • Discussion groups • Exchange of opinions • Community & networking • Advertising events	• Controlling e-News (DE & ENG) • ICV Bulletin (ENG) • Think Tank Quarterly (PDF) (DE & ENG) • ICV expert work group webinars	• Operations Efficiency Radar (Roland Berger) • WHU Controller Panel • Studies with renowned partners like DFCG, Decision Performance Conseil, BARC, SAP, Partnering International etc.	• Controller Magazin • CM Specialist e.g., "controlling international" • FINANCE	• Associate members • Corporate membership • Cooperation Partners	• ICV Controlling Excellence Award • ICV Newcomer Award • Green Controlling Award (Partner)	• ICV Dream Factory as a Think Tank • 4 sector work groups • Concentrated expert know-how • Development of practical, innovative problem solutions	• 19 expert work groups • 4 sector work groups • Concentrated expert know-how • Development of practical, innovative problem solutions
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# Services – Publications

## Book

### Dream-Car / Ideenwerkstatt 2022/2023: Controlling & Sustainability

Herausgeber | Internationaler Controller Verein e.V.  
 Autoren | Ronald Gleich / Stefan Tobias / Heimo Losbichler / Claudia Maron /  
 Kim Louisa Dillenberger / Manfred Blachfellner / Matthias Dannenberg /  
 Simon Dreher / Susanne Hartlieb / Simon Hein / Andrea Kämmler-Burrak /  
 Simone Linde / Marco Möhrer / Lydia Neuhuber / Stefan Patzke /  
 Mike Schulze / Mischa Seiter / Stefanie Wink  
 Schriftleitung | Kim Louisa Dillenberger

### Controlling & Nachhaltigkeit: Die Rolle des Controllings im Transformationsprozess zur nachhaltigen Unternehmenssteuerung

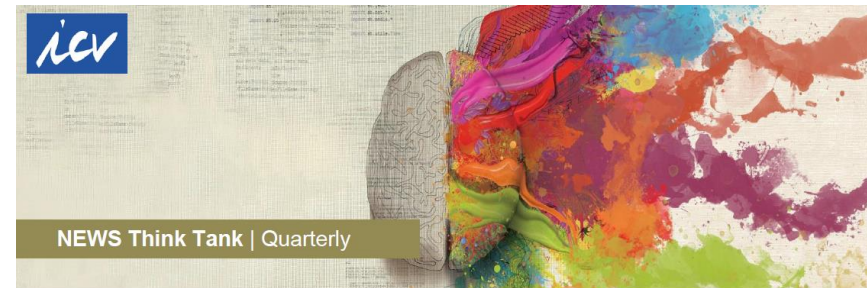
Dream-Car-Bericht der Ideenwerkstatt im ICV 2022/2023



**In German: ICV Onlineshop**  
**In English : Dec 2023**

## Quarterly/ Statement:

### Think Tank / Ideenwerkstatt 2023/2024: Controlling & New Work



Dear readers

We have chosen this year's thematic focal point – *Controlling and New Work: Forms of Work, Competencies, Talent Acquisi-*

Reading tip

Edition 37 | August 2023

**In German: ICV Website**  
**In English : Sept 2023**



# Services – Publications

## Book

Herausgeber | Internationaler Controller Verein e.V.  
Autoren | Wiltinger / Egle / Lehmann / Steiner / Ahlrichs / Amrhein / Becker /  
Bochert / Braun / Brücher / Burkhard / Chrocziel / Desch / Engel /  
Engelien / Fellhauer / Gottschalk / Holst / Klein / Köpfl / Kruse / Langner /  
LeBmann / Neundörfer / Schmidt / Scheu / Seifert / Teker / Weimann  
Schriftleitung | Kai Wiltinger

### Agiles Controlling

Leitfaden für die agile Transformation in Controlling und Finance



HAUFE.

**In German: ICV Onlineshop**

## Pdf



**English: IGC-website,  
free download**

## Forthcoming 2023/2024: German, English, + ?



**Update**

# Services – Webinars (sample)



> 15 ICV Webinars in 2023



## ICV Live Webinar: Economic benefits of sustainable corporate management

CFOs evaluate investment decisions according to whether they add value to the company in the long term. Sustainable corporate management must also be able to apply this standard, even though the pressure from customers, investors, banks and disclosure regulations (CSRD, taxonomy) is increasing.

In the webinar, you can learn what the results of studies are (portfolio level) and what channels Corporate Sustainability Performance (CSP) uses to influence Corporate Financial Performance (CFP).

**Speaker is Dr. Thomas Schulz from the EBS Universität.** There he is responsible for management quality within the Executive School.

Language: German.

# Services – Podcasts (sample)

## LEADERSHIP CONCEPT CONTROLLING

Introduction to controlling - the ICV Chairman Prof. Dr. Heimo Losbichler explains the basics of controlling (language: German)



Video 1

Overview of the content of all 11 videos in this series.

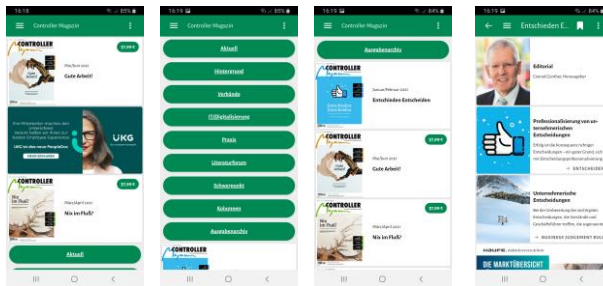


## Transformation bei Hansgrohe: CEO Hans-Jürgen Kalmbach im Interview

Bei der Transformation der Hansgrohe Group spielt das Controlling eine entscheidende Rolle. In seinem Vortrag beim 47. Congress der Controller präsentierte CEO Hans-Jürgen Kalmbach seine Keynote mit dem Titel "Strategy and Culture Change, The Role of Controlling in Business Transformation". Im Gespräch mit Peter Blumm vom Performance Manager Podcast fasst er seine Kernaussagen zusammen.

# Services – Controller Magazin Print, Digital (online/App)

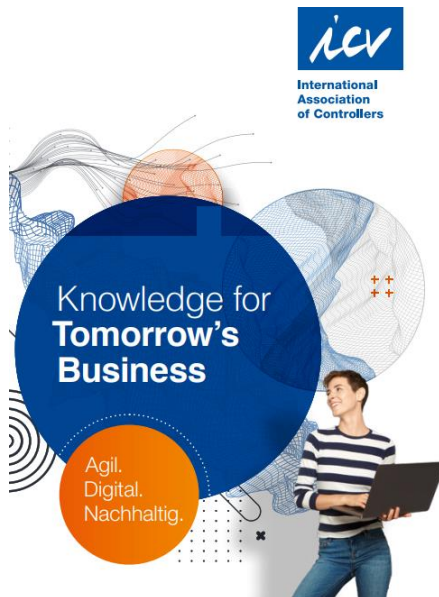
- **Options for ICV Members:**  
 Controller Magazin Print  
 Controller Magazin Print + Digital (online pdf +App)  
 Controller Magazin Digital (online pdf +App)
- **Digital C-Magazin option for corporate members:**  
 Additional licenses for 5, 10, 25, 50 users
- **Controller Magazin APP - tablet, smartphone, German language**



- **-> Goal: reducing print and carbon footprint**

# Services – ICV Conferences

## 47th Congress of Controllers 2023



### 46. Congress der Controller

9. – 10. Mai 2022, München

## 48th Congress of Controllers 2024



### 48. Congress der Controller

**SAVE  
THE  
DATE!**

29.–30. April 2024, München



## ICV Controlling Excellence Award 2023

### Winners 2023



## ICV Controlling Excellence Award 2024



**We need sponsors for our ICV Controlling Excellence Award !!!!**

Read [HERE](#) more on the both Main Sponsors.



Other Sponsors



# Services – Awards

## ICV Newcomer Award 2022, Nov.



## ICV Newcomer Award 2023, Nov

The winners have been announced.  
Handover will take place this year  
at the **CIS in Steyr** on 24th November.



Die CIS kann ab sofort wieder im Museum  
Arbeitswelten in Steyr stattfinden. Foto:  
Ecker

## Sponsors





# Services – Mentoring program

## ICV Mentoring MENTOR



### Erste Mentoring-Tandems gefunden, weitere Mentoren gesucht

Das ICV Mentoring Programm ist erfolgreich gestartet. Es haben sich bereits einige Mentoren und Mentees zusammengefunden und ausgetauscht. Dank der digitalen Meeting-Tools konnten die Treffen schnell und unkompliziert arrangiert werden. Mehr über die Tandems erfahren Sie demnächst auf unseren Social Media-Kanälen. Wer seine Controlling-Erfahrung ebenfalls mit einem jungen Kollegen oder einer Kollegin teilen möchte, ist herzlich eingeladen, sich als Mentor zu melden.

#### Das ICV Mentoring Expertenteam



**Markus Steiner**  
Vorstandsmitglied  
E-Mail: [m.steiner@icv-controlling.com](mailto:m.steiner@icv-controlling.com)



**Detlev Zillmer**  
Kuratorium  
E-Mail: [d.zillmer@ca-akademie.de](mailto:d.zillmer@ca-akademie.de)



**Albert Mayr**  
Delegierter Österreich  
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**Tomasz Zieliński**  
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**Dieter Meyer**  
Delegierter Deutschland Ost  
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**Rainer Grossenbacher**  
Silver Professionals Schweiz  
E-Mail: [silver-professionals-ch@icv-controlling.com](mailto:silver-professionals-ch@icv-controlling.com)



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- Strategy update
- Services
- **Members volunteers**
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# Members - Volunteers



**Thank you:**



*15 years Workgroup Leader*  
**Stephan Jockel**  
*North II*

**New:**



*Workgroup Leader*  
**Michael Preuß**  
*North II*



*7 years Workgroup Leader*  
**Dr. Olaf Leistert**  
*Stuttgart*



**Dr. Andreas Aschenbrücker**  
*Stuttgart*

together with



*Workgroup Leader*  
**Dr. Andrea Stummer**  
*Stuttgart*

# Members - Volunteers

**Thank you:**



*16 years Workgroup Leader*  
**Günther Pichler**  
*Vienna-West*



*9 years Expert Workgroup Leader*  
**Frank Ahrichs**  
*Controlling and Quality*



*3 years Expert Workgroup Leader*  
**Prof. Dr. Ulrich Egle**  
*Agile Controlling*

# Members - Volunteers

## Thank you:



*4 years Workgroup Leader*  
**Prof. Dr. Veselin Perović**  
*Serbia*

## New:



*Workgroup Leader*  
**Mira Pekic**  
*Serbia*



*11 years Sector Workgroup Leader*  
**René Heule**  
***Healthcare Switzerland***

# Members - Volunteers

Thank you:



*21 years Workgroup Leader*  
**Prof. Dr. Uwe Seidel**  
*South I*



*18 years Workgroup Leader*  
**Bärbel Kuhn**  
*Berlin-Brandenburg*



*Expert Workgroup Leader*  
**Nicolas Hess**  
*RPA -RoboticProcessAutomation*

Since 2023



New:



*Workgroup Leader*  
**Pia Burkarth**  
*South I (new: region Munich)*



*Workgroup Leader*  
**Kyanusch Kay**  
*Berlin-Brandenburg*



*Expert Workgroup Leader*  
**René Winkler**  
*Intelligent Automation*



# Members - Volunteers

**Thank you:**



*15 years Workgroup Leader*  
**Udo Kraus**  
*Southwest*

**Since 2023**

**New:**



*Workgroup Leader*  
**Helmut Willmann**  
*Southwest*



*3 years Workgroup Leader*  
*3 years Delegate Switzerland*  
**Markus Lüscher**  
*Switzerland*



*Delegate Switzerland*  
**Prof. Dr. Ulrich Egle**  
*Switzerland*

# Members - Volunteers

**Thank you Walter!**





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# Outlook 2023/2024

## Strategy stream “Next Communication” -> ICV Brand

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# Outlook 2023/2024

## **New Expert work groups and Sector work groups :**

- HR Controlling
- nextgen@planning
- Change Management Finance
- Life Sciences

# Outlook 2023/2024

## Update of the Controllers Mission Statement

### 1: Transformational Forces

- 1.1 What do you perceive as the pivotal transformational trends shaping the field of controlling and influencing the role of controllers today? Can you provide examples of how these trends have evolved and impacted the industry over the past few years?
- 1.2 Additionally, how do you envision these trends will continue to shape the future landscape of work/business?

### 2: Challenges and Opportunities

- Given the identified transformational forces, what specific challenges and opportunities do you foresee for controlling and controllers? Could you provide concrete examples or scenarios to illustrate these points?

### 3: Role of controllers

- 3.1 How do you anticipate the evolving role of controllers in response to these transformational forces? Are there specific tasks, activities, skills and competencies that will become more crucial in this context?
- 3.2 With the changing landscape, what strategies or approaches do you recommend for controllers to stay agile and responsive to emerging trends?

### 4: Organization

- In your view, how might the organizational structures and processes within controlling departments need to adapt to effectively navigate these transformational forces? Can you give examples of successful adaptations you've observed or implemented?"

### 5: Key values

- What are the key values and principles that should guide our controller mission statement?