



## ICV Autumn Meetings

**Take brandnew know-how in controlling with you. Or wait, until you'll be overtaken.**

**You decide. Now!**

## How controllers contribute to increasing company value

**Controlling "between heaven and hell": change of requirements and tasks can only be achieved with regular knowledge updates**

**“Controlling can and must contribute to increasing the company value”. With this claim, Claudia Maron calls on controllers to actively help shape their own skills. Whether digital change, the increasing demands for sustainable management or the manifold challenges after corona: Further training and knowledge not only create a solid basis, but “stand up for innovation and excellence. Stay curious, also for your own professional future”, so the appeal of the ICV Board Member.**

**Claudia Maron** is Head of Governance at **DATEV eG**. She knows: Corona has brought a turbo change in the professional world, "Lifelong learning has come to the everyday life of working people." The change is also recognizable in controlling and for the job description of the controller. Further education is now a compulsory program, you don't want to lose touch with developments in your own professional environment. **Dennis Cichowski**, Managing Partner of **C4B-Team GmbH & Co.KG**, agrees with this assessment and refers to a quote from Leon C. Megginson: “It is not the strongest of the species that survives, nor the most intelligent; it is the one most adaptable to change”.

## The journey to the new world has already begun

**Pascal Speicher**, Corporate Financial Controller / Group Controlling at Villeroy & Boch AG, confirms that enormous changes have also affected controlling: "The world of controlling is in the middle of a digital transformation". He says, not only systems and processes are affected, but also the role of the controller. In view of the associated implementation of changed ways of working and thinking, Speicher speaks of a major change process: "For me, 2021 is only a starting point for the upcoming journey". Controlling is already in the midst of change, says **Stefan Tobias**, and draws a picture of the everyday life of the controllers in the past few months: "Yesterday - still highly frequented crisis management, today - switching to growth and tomorrow - analyzing purchase prices. The range of tasks of controlling has never turned 180 degrees in such a short time - and then again the next day", is how the partner of **Horváth & Partner GmbH** summarizes the status quo.

**Armin Rauch** also sees a "journey with further changes" for controllers. The Vice President Controlling Systems & BI of **Vetter Pharma-Fertigung GmbH & Co.KG** sees the greatest challenge in "bringing the travelers together and keeping them together, technically, organizationally and in terms of the mindset". The mindset is also important for Prof. **Dr. Thomas Falter** – it is a key factor in shaping change in your own favor. "When transforming controlling, attention is only paid to skills - abilities, but not to the mindset - willingness! It's still massively underestimated". The owner of **Develo GmbH** is certain that the right mindset can accelerate the transformation significantly. **Dr. Jörg Thienemann**, CEO of **Detect Value AG**, adds that those responsible in the company are well aware that tasks, jobs and roles in controlling have to be rethought and redefined, "however, there is still a lack of concepts how to determine skills' gaps". Like Falter, Thienemann recommends AI-supported solutions.

## Get positive out of change

**Prof. Dr. Matthias Mahlendorf** sees the positive side of the change and points to the stronger influence and new exciting perspectives for controllers in view of the current "data explosion" - "provided that conclusions that are relevant for decision-making can be drawn from the unstructured data diversity", is the assessment of the Professor of Managerial Accounting at the **Frankfurt School of Finance & Management**.

**Dr. Mirjam Weisse** also sees positive side of the turbo change in controlling. "From a compliance perspective, controlling is more important than ever. It enables the compliance functions to track and document the required sustainability". According to the **Of-Counsel of Luther Rechtsanwaltsgesellschaft mbH**, the compliance requirements for transparency and control of cash flows and the objectives of controlling would mutually stimulate one another. "Right now, we can support each other to shape the turbo shift positively," says Weisse.

For **Altan Günsoy**, in view of climate change, decision-makers are increasingly focusing on non-financial aspects. The managing director of **Global Climate GmbH** sees the CO<sub>2</sub> value of services and products as an increasingly critical factor for success. "It is therefore important to create a link between monetary and ecological

decision-making bases in the future," emphasizes this year's **winner of the (German) Environmental and Sustainability Award** in the digitization category from B.A.U.M, a network for sustainable business.

**Gerald Butterwegge** from **Bissantz & Company GmbH** recognizes a "back to the roots", at least in one area: The communications manager sees a revival of "the good old topic of planning", albeit in a new guise. "Controlling is required to combine planning with reporting and analysis to form a fast-reacting control loop," says Butterwegge. "Real time" for answers to the questions about space for maneuver claims a graduate industrial engineer **Michael Maier**, commercial director of **Milei GmbH**, who sees controlling primarily as an obligation to name approaches and thus to set impulses. A modulation function of controlling in the course of change names **Prof. Dr. Robert C. Schmidt**, Professor of General Business Administration at the **IU Internationale Hochschule**: Helpful aspects must now be reinforced, all other aspects ignored or weakened, Schmidt states.

**Roland Deinzer**, Head of Strategic Controlling at the **Bundesagentur für Arbeit** (German Federal Employment Agency), clarifies where controlling currently is from his point of view in one sentence: "Between heaven and hell". Controllers were rediscovered during the crisis as "transparency creators". However, they are now threatened by digitization and self-service.

## **Controlling at eye level with management**

For **Claudia Maron** from **DATEV eG**, creating added value for the company with digital and sustainable change is at the top of the current CFO and controlling agenda. Controllers are therefore in demand more than ever as business partners of management. This presupposes eye level and only works if the relevant facts can be prepared transparently and with foresight from the abundance of data for decision-makers who can make recommendations based on them. "Anyone who has better business knowledge and knows how to use modern tools effectively and future-oriented processes will succeed", knows Maron.

The ICV Board Member is aware of possible fears of the controllers in view of the innovations - and would like to help them cope with them. After all, change affects every individual and can therefore only be solved as a collective task. "We all learn something new every day. That is not always easy. But it is also enormously enriching personally when you are on your way," is her experience, also from her work at the ICV. The International Association of Controllers with around 6,000 members and well over 200 corporate members in Europe has relied on the international network to develop current know-how and to exchange best practice for almost five decades. The ICV portfolio also includes events. In addition to the central, largest European expert conference "Congress of Controllers", "take advantage of the opportunities that are offered to you in further education courses with best practice, new impulses and the exchange with colleagues. Get involved, join us on the way into the future!" Claudia Maron calls on everyone working in the area of corporate management and controlling and refers to the upcoming, wide-ranging offers of the ICV.

## **Autumn conferences bring controllers up to date**

In Steyr, Austria, on November 19, the ICV focuses on the current controlling topics for the 20th time, under the motto "Successful corporate management in the post-covid era. Green - Digital - Agile?" (language: German). We are also looking forward to a face-to-face meeting at the CTS Controller Conference Switzerland in Rotkreuz (October 27 - language: German), at the CAB Controlling Advantage in Bonn (November 18 – language: German) and at the GTS Health Conference in Zurich (December 2 – language: German). The latter is a meeting for the health care sector, while the focus in Bonn is on “agile controlling”. The controller conference in Rotkreuz puts the spotlight on "Controlling - the backbone of the CFO in a crisis. The controller as a reliable business partner".

### **In addition to face-to-face meetings, there are also online offers**

You can also keep yourself up to date on all aspects of controlling online. ICV Croatia invites you to the conference for the 9th time, this year as a two-day international controlling update. You can follow the "Quickstep between Controlling and Data Analytics" live in the conference language English on YouTube (November 11 and 12). Those who prefer to be right in the middle of it instead of just being there, come as an avatar to the 19th CCS - Controlling Competence in the SPACES on November 25 (language: German). Under the motto “AI, Co2 and Us?! - The new realities for Controlling & Finance”, the ICV combines an innovative 3-D format with a digi-camp atmosphere. In three time slots, there are parallel lectures on the topics Digital Transformation, Sustainable Finance, Finance & Legal, New Skills & AI in Recruiting, Controller’s Toolbox and Digitization & Automation to choose from. The CCS business gaming approach also includes networking all participants in “Speed Connect” or “Topic Connect”, including one-to-one conversations from avatar to avatar. Claudia Maron, a member of the CCS organizational team, promises: "This is how further education is really fun."

**You can find an overview of the ICV autumn conferences here: <https://www.icv-controlling.com/en/autumn-conferences.html>**



**Claudia Maron**

### **About the ICV**

*The International Association of Controllers (ICV) has set standards for controlling and controllers alike for more than 40 years and is now the address for controlling competence in Europe. The approximately 6,000 members - more than 200 corporate members - benefit from a wide network, central contacts, top-class specialist events, awards for excellent work and more than 60 work groups. These are regionally oriented, dedicated to specific industries or specialist topics. The Association brings together theory and practice, trends and proven, specialist know-how and skills and thus offers a complete range of services for controllers, CFOs and everyone who focuses on controlling and corporate management.*

- ICV ControllingBlog [blog.icv-controlling.com](http://blog.icv-controlling.com)
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