

# Managerial Megatrends and Financial Control



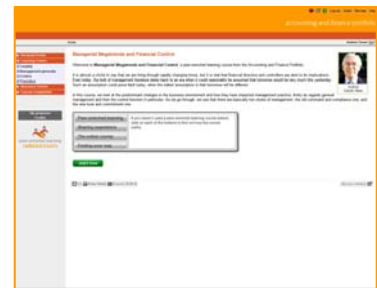
David Allen

It is almost a cliché to say that we are living through rapidly changing times, but it is vital that managers are alert to its implications. This course takes the learner through the predominant changes in the business environment during this time of rapid transformation, and how these changes have impacted management practice. The course looks at both general management and then the control function. It takes the learner through a range of scenarios which help them think about how they and their organisation can respond to today's challenging environment.

**Managerial Megatrends and Financial Control** is part of Nelson Croom's **peer-enriched learning** suite of learning. Peer-enriched learning courses stimulate intelligent dialogue and debate and provide a valuable and evolving resource of professional knowledge and experience. These courses are topical, practical and highly relevant to today's changing market. Each module is split into two activities: *Understanding the issues* and *Putting it into practice*. The first encourages learners to think about a topic, drawing on their own professional experience and knowledge. The second helps learners to put ideas and/or theories into practice as part of their day-to-day work.

**Managerial Megatrends and Financial Control** enables the learner to:

- Understand the origins of volatility and its impact on management
- Appreciate the importance of the growing emphasis on strategy
- Develop a forward looking, outward looking and dynamic financial management model
- Understand the transition from old models to new, and think about how their business can adapt



## Topics

### Volatility

- Dealing with developments
- Pension problems
- Stakeholders and sustainability
- Market research

### Management generally

- Accounting weakness
- A capital idea
- Finance appreciation
- As and when
- Equality control

### Control

- Deming's way
- Chairman management
- Synthesizing up
- Changing the system

### Transition

- An acquired accountant's approach
- Total quality management

### Target audience

This course is designed to appeal to all professionals who want to embrace new ideas, theories and ways of working.

**Author:** David Allen, is a past president of CIMA and a past chairman of the Management Accounting Committee of the International Federation of Accountants. He was employed for many years by Cadbury Schweppes Group holding directorships with various subsidiary companies, notably Cadbury Ltd.