

# TOTAL QUALITY AUDITING

*How a Total Quality Mindset Can Help Internal Audit Add Real Value*  
*A CPE Program Designed for Proactive Internal Auditors*



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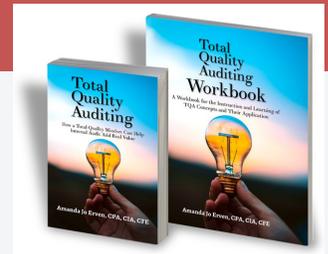
[www.AuditConsultingEducation.com](http://www.AuditConsultingEducation.com)

Contact information:

[Jo@AuditConsultingEducation.com](mailto:Jo@AuditConsultingEducation.com)  
(970) 439-4665

## PRESENTED BY AMANDA "JO" ERVEN, CPA, CIA, CFE, CTQA

- PRESIDENT AND FOUNDER AUDIT. CONSULTING. EDUCATION. LLC
- AUTHOR OF *TOTAL QUALITY AUDITING*, *OUR CHOICES ON THE ROAD OF LIFE*, & *BECOMING THE EVERYDAY ETHICIST*
- DEVELOPER OF THE CERTIFIED TOTAL QUALITY AUDITOR (CTQA) DESIGNATION



W. Edwards Deming, the founding father of the successful Total Quality Management (TQM) movement, said you cannot "inspect in" quality after the fact. "*Inspection, with the aim of finding the bad ones and then throwing them out is too late, ineffective, and costly.*" **Interpretation: You also cannot "audit in" quality after the fact.**

You cannot "audit in" ethical behavior, adherence to standards of conduct, proper risk management, effective internal controls, or compliance with laws and regulations - **after** the fact. You cannot "consult in" meeting customer needs, improving productivity, eliminating waste, or adding value - **after** the fact. Instead of continuing to react to what has already happened at your organization (the traditional audit practice), it's time to begin **proactively** influencing the future of your organization.

It's time to move from a "find a (**past**) problem mindset" to a "solve a (**future**) problem mindset." This, and only this, will keep organizations out of the headlines and push Internal Audit functions to the top of the value contribution list at their organization.

**Program Level:** Basic | **Prerequisites:** None | **Program For:** Auditors and Other Professionals

**Instructional Method:** Group-Live or Group Internet Based | **Advance Preparation:** None

**Recommended CPE Credit:** 4-8 Hours | **Field of Study:** Behavioral Ethics, Auditing, Personal Development



## Learning Objective 1: ETHICS

Formulate real solutions that Internal Auditors and management can apply to ethics processes within your organization. Learn the importance of an Ethics Policy, the need for a Chief Ethics Officer position and more thoughtful training at your organization, as well as the red flags, built on TQM principles, which Internal Auditors should begin looking for. You will be introduced to the terms "micro" and "macro" level culture auditing and be provided tips and techniques to build it into your audit processes.

## Learning Objective 2: STANDARDS

Recognize how Internal Audit can contribute to cultural and behavioral change by ensuring the proper content, administration, and monitoring/enforcement is in place for the organization's standards of conduct. Learn how important it is to proactively ensure all standards are being met during engagements (through case studies), and how important it is for you to know when they are being breached so you can begin to look for the root causes and recommend real change.

## Learning Objective 3: FEEDBACK

Understand the necessity of asking, gathering, and evaluating feedback from ALL stakeholders inside and outside your audit engagements. Gain techniques to efficiently develop action plans to immediately mitigate risks, enhance controls, and improve operational effectiveness. Then learn why, how, and when you should ask YOUR customers for feedback on Internal Audit's performance to see how your value is perceived at your organization.

## Learning Objective 4: LEAN

Gain the tools and techniques for being a lean, risk-based Internal Audit function. Specifically, apply an "Internal Audit Value Stream Map," and several other Six Sigma adapted forms in order to evaluate your recent engagement processes and/or recommendations. Discover the types of waste you may have within your Internal Audit function and how to eliminate that waste. See that focusing on the right risks at your organization will inherently aid in the goal of being a lean Internal Auditor that your organization values.

## Learning Objective 5: BALANCE

Learn the true benefit of balancing your work between audit and consulting. Understand that consulting is not an independence issue, rather, it is a way to meld your Internal Audit function into the organization and help reject the notion that auditors are just the "bad cop." Embrace the idea that auditors should focus more on "coaching than catching" within our organizations. And learn an exercise to approach your audit career with more ownership and, therefore, with more of an ambition to add value and make an impact.

## Learning Objective 6: LEADERSHIP

Uncover what ethical character choice you have been making both personally and professionally and determine if a change is needed.  
*Become "The Ethical Auditor."*  
Learn what it means to have passion and perseverance and to say you truly audit with grit.  
*Become "The Gritty Auditor."*  
And understand the essential qualities and behaviors of excellent leaders and high achievers in Internal Audit. See what it takes to earn respect at your organization.  
*Become "The Respected Auditor."*

**To learn pricing or to book this program, just email Jo!**

Conference registration and policies (refunds/cancellations/complaints) are dependent on the event sponsor. NASBA CPE certificates can be provided subsequent to your event by the speaker, if needed. See NASBA Sponsor info on next page.



# Speaker Bio

**AMANDA "JO" ERVEN, CPA, CIA, CFE, CTQA**

**INTERNAL AUDIT STRATEGIST  
MANAGEMENT & CULTURE CONSULTANT  
HIGHER EDUCATION PROFESSOR  
CPE TRAINER  
KEYNOTE SPEAKER  
AUTHOR**



Meet Jo!... The President and Founder of Audit. Consulting. Education. LLC. After a successful career in external/internal audit and accounting, Jo is now an active internal audit strategist, management and culture consultant, higher education professor, author, and speaker, providing Continuing Professional Education (CPE) hours, live and virtually, to organizations across the globe.

Jo pushes the envelope of traditional auditing practices. She believes auditors should no longer be reactive and should focus on proactive, **real** value-add activities and ensure the utmost ethical behavior is occurring at organizations. Her trademarked approach to Internal Audit, *Total Quality Auditing*, was published in both book and workbook format early in 2019.

Personally, Jo is known for her proactive nature as well. After finding out she was positive for the breast and ovarian cancer gene mutation (BRCA1) in 2015, Jo underwent multiple preventative surgeries, including a double mastectomy in 2016. She believes knowledge is power and encourages others to take action in their lives. Jo's second book/workbook, *Our Choices on the Road of Life*, begins with a look at her story and exploring how we can each make a choice to embrace adversity. She delivers several keynote presentations on our life choices, which have been called an "epic experience."

Jo's third book, *Becoming The Everyday Ethicist: Doing Things the Right Way the First Time*, was published at the end of 2020. The book is based on her personal and professional life experiences as well as her ethics research and studies. Jo is passionate about ethics and all her presentations provide individuals with the keys to living an ethical life, show leaders how to display integrity and earn trust, and demonstrate the importance of ethics (and ethics monitoring by Internal Auditors) in all organizations.

Jo's motto says the most about her personal and professional outlook: "**Good things come to those who wait... but don't. You deserve better than good.**" Every one of her books and presentations focuses on that proactive stance, and how we can immediately connect our actions to our values. She can't wait to share her motto and MORE with you and your group!



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