

# CPA in a DAY: The Business Acumen You Actually Need

*A CPE Program Designed Specifically for Non-CPA Leaders*



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

- **PRESIDENT AND FOUNDER, AUDIT. CONSULTING. EDUCATION. LLC**
- **INTERNAL AUDIT STRATEGIST, ETHICS & CULTURE CONSULTANT, CPE TRAINER**
- **AUTHOR OF TOTAL QUALITY AUDITING, YOUR ROAD. YOUR CHOICES., AND BECOMING THE EVERYDAY ETHICIST**

**After this learning event, attendees will know how to:**

- Speak the language of business - finance and accounting.
- Read basic financial statements and utilize in decision making.
- Use keenness and quickness to understand and assess business situations.
- Uphold the ethics and conduct standards of a CPA and The Everyday Ethicist®.
- Recognize and guard against financial shenanigans.

**Program Level:** Basic | **Prerequisites:** None | **Advance Preparation:** None

**Program For:** Auditors and Other Professionals

**Instructional Method:** Group-Live or Group Internet Based

**Recommended CPE Credit:** 2-4 Hours | **Field of Study:** Accounting



# FULL PROGRAM SUMMARY

Did you know that “business acumen” has emerged as a **“vehicle for improving financial performance and leadership development?”**

An understanding of accounting and finance is essential for those who want to take on more responsibility at their organization and continue to advance their career. Whether your focus is the entire business, an individual product line, or a single department or cost center, knowing basic accounting and finance terms and standards are key to making good decisions and evaluating the decisions being made around you.

This means it’s time for you to learn the basics of your organization’s financial statements, including the income statement, balance sheet, and cash flow statement, and how to analyze those statements using key financial ratios. This will provide you the confidence you need in your current position, aid in the development of necessary leadership skills to advance, and overall, allow you to contribute to the achievement of financial objectives at your organization.

Financial metrics are also critical for communication with those external to the organization - shareholders, financial institutions, customers, suppliers, and regulators. Understanding the professional ethics and conduct standards of financial professionals is essential to fulfill responsibilities to these, and all, stakeholders.

Financial professionals must be trusted advisors. Trust is earned through competence, acting in the public (not self) interest, and performing with the highest sense of integrity. As, sadly, these principles are not always upheld, we will also spend some time dissecting financial scandals in recent times to provide you with the skills to detect common accounting misdeeds such as inflated revenues and understated costs.

**You may not be a CPA, but you will leave with the business acumen you actually need to become a knowledgeable, trusted “financial” decision-maker, advisor, and leader!**

**To learn pricing or to book this program, just email  
Jo@AuditConsultingEducation.com**

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, for an additional fee.  
See NASBA Sponsor info on next page.



# Speaker Bio

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

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



Jo is the President and Founder of Audit. Consulting. Education. LLC., a firm specializing in progressive internal audit, risk, and ethics consulting along with providing impactful CPE courses to organizations. Jo is also a full-time, accounting faculty member at Metropolitan State University of Denver as well as the Director of Internal Audit Education for the University. As Director, Jo is actively developing and marketing an undergraduate and graduate Risk Assurance and Advisory certificate for students.

Jo pushes the envelope of traditional assurance and advising practices. She believes internal auditors should no longer be reactive and should focus on proactive, real value-add activities. Her trademarked approach to internal audit, *Total Quality Auditing*® (TQA) was published in both book and workbook format. She provides in-person and virtual TQA trainings and developed a Certified Total Quality Auditor (CTQA) designation that has been earned by internal auditors across the globe.

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), Jo underwent multiple preventative surgeries. She believes knowledge is power and encourages others to take action in their personal lives. Jo's second book, *Your Road. Your Choices.*, begins with a look at her story and exploring how we can each choose to embrace adversity. She delivers 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*, 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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