



# The North America Strategic Plan 2019-23

November 2018

## CORE PURPOSE

To advance the internal audit profession and serve our members.

## NORTH AMERICAN GOALS 2019 – 2023

NORTH AMERICAN GOAL	2019 OUTCOMES
<p><b>Goal A. Stronger Profession:</b> The Internal audit profession is strengthened, through advocacy, by enabling IIA members to engage stakeholders and provide insight on risks impacting organizations.</p>	<ul style="list-style-type: none"> <li>• Deploy a comprehensive advocacy strategy which encompasses our priority stakeholder targets, established KPI's and appropriate tools to support dissemination of our key messages.</li> <li>• Equip members and stakeholders with tools for them to leverage in support of the strategy to expand the voice of The IIA as being more forward-looking on pertinent topics across relevant channels.</li> </ul>
<p><b>Goal B. Competent Professionals:</b> Members are competent, confident and courageous to deliver on stakeholder expectations and demonstrate the value of our profession.</p>	<ul style="list-style-type: none"> <li>• Refine and operationalize a robust content strategy, delivering content that is:               <ul style="list-style-type: none"> <li>• Timely, relevant and aligned to internal audit career pathways/levels.</li> <li>• Prioritized, consistent and quality focused.</li> <li>• Aligned with the competency framework and coordinated across IIA channels.</li> <li>• Repurposed and periodically refreshed.</li> </ul> </li> <li>• Provide resources derived from the strategy that empower members to be courageous leaders with core competencies to protect and enhance organizational value.               <ul style="list-style-type: none"> <li>• Prioritize the CIA to drive certification growth.</li> <li>• Design and deliver relevant products and services that reinforce the competency framework.</li> <li>• Deploy effective performance monitoring and continuous improvement processes for training and content.</li> <li>• Build strategic partnerships with other professional organizations to drive professional development growth and engagement.</li> </ul> </li> </ul>
<p><b>Goal C. Sustainable Value:</b> Value is delivered to IIA members through a sustainable operating model.</p>	<ul style="list-style-type: none"> <li>• Develop and implement appropriate technology solutions to support the strategic plan.               <ul style="list-style-type: none"> <li>• Ensure sufficient oversight and monitoring of the digital transformation project.</li> <li>• Implement a continuous knowledge and monitoring solution to aggregate data intelligence resulting in more relevant and responsive positions, products, and services for internal auditors and stakeholders.</li> <li>• Establish quality criteria and expectations along with continuous monitoring and improvement mechanisms for identified IIA delivery channels to follow, including current and future channels.</li> </ul> </li> <li>• Define and implement a membership growth and engagement strategy.               <ul style="list-style-type: none"> <li>• Conduct market demand study to understand the full market potential of the profession.</li> <li>• Identify gaps in what is available vs. member needs and a plan to close the gaps.</li> </ul> </li> <li>• Define and implement a framework that reflects One IIA and optimizes service to members within North America.               <ul style="list-style-type: none"> <li>• Assess current state of The IIA's North American network (pros, cons, gaps, motivators) and develop a plan to build for future state.</li> <li>• Ensure alignment, coordination and support between IIA HQ, IIA Canada, Chapters and Committees.</li> </ul> </li> </ul>