## CORE PURPOSE
To advance the internal audit profession and serve our members.

### NORTH AMERICAN GOALS 2019 – 2023

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<th>NORTH AMERICAN GOAL</th>
<th>2019 OUTCOMES</th>
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| **Goal A. Stronger Profession**: The Internal audit profession is strengthened, through advocacy, by enabling IIA members to engage stakeholders and provide insight on risks impacting organizations. | • Deploy a comprehensive advocacy strategy which encompasses our priority stakeholder targets, established KPI’s and appropriate tools to support dissemination of our key messages.  
  • 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. |
| **Goal B. Competent Professionals**: Members are competent, confident and courageous to deliver on stakeholder expectations and demonstrate the value of our profession. | • Refine and operationalize a robust content strategy, delivering content that is:  
  • Timely, relevant and aligned to internal audit career pathways/levels.  
  • Prioritized, consistent and quality focused.  
  • Aligned with the competency framework and coordinated across IIA channels.  
  • Repurposed and periodically refreshed.  
  • Provide resources derived from the strategy that empower members to be courageous leaders with core competencies to protect and enhance organizational value.  
  • Prioritize the CIA to drive certification growth.  
  • Design and deliver relevant products and services that reinforce the competency framework.  
  • Deploy effective performance monitoring and continuous improvement processes for training and content.  
  • Build strategic partnerships with other professional organizations to drive professional development growth and engagement. |
| **Goal C. Sustainable Value**: Value is delivered to IIA members through a sustainable operating model. | • Develop and implement appropriate technology solutions to support the strategic plan.  
  • Ensure sufficient oversight and monitoring of the digital transformation project.  
  • 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.  
  • Establish quality criteria and expectations along with continuous monitoring and improvement mechanisms for identified IIA delivery channels to follow, including current and future channels.  
  • Define and implement a membership growth and engagement strategy.  
  • Conduct market demand study to understand the full market potential of the profession.  
  • Identify gaps in what is available vs. member needs and a plan to close the gaps.  
  • Define and implement a framework that reflects One IIA and optimizes service to members within North America.  
  • Assess current state of The IIA’s North American network (pros, cons, gaps, motivators) and develop a plan to build for future state.  
  • Ensure alignment, coordination and support between IIA HQ, IIA Canada, Chapters and Committees. |