



The IIA's North American Strategic Plan, 2019-2023

CORE PURPOSE

To advance the internal audit profession and serve our members.

GOALS & OBJECTIVES

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<p>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.</p>	<ul style="list-style-type: none"> • 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.
<p>Goal B. Competent Professionals: 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"> • Refine and operationalize a robust content strategy, delivering content that is: <ul style="list-style-type: none"> • 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. <ul style="list-style-type: none"> • 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.
<p>Goal C. Sustainable Value: Value is delivered to IIA members through a sustainable operating model.</p>	<ul style="list-style-type: none"> • Develop and implement appropriate technology solutions to support the strategic plan. <ul style="list-style-type: none"> • 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. <ul style="list-style-type: none"> • 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. <ul style="list-style-type: none"> • 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.