

IIA GLOBAL
INTERNAL AUDIT
AWARENESS TOOLKIT

BUILDING AWARENESS

A TOOLKIT WITH TIPS AND TEMPLATES
FOR ELEVATING AND ADVOCATING FOR
THE INTERNAL AUDIT PROFESSION.

March 2014

Building Awareness: Essential for the Internal Audit Profession

Many professions enjoy an inherently universal understanding of their value. Most people understand the role of a doctor, for example, so a campaign designed to build awareness of what doctors do is generally not necessary. Unfortunately, this may not be true for the internal audit profession. In fact, even internal auditors' close friends and family don't understand exactly what an internal auditor does.

The Institute of Internal Auditors (IIA) supports efforts to raise awareness of the internal audit profession and its value. The aim is not only to dispel misperceptions of the profession, but to enhance the business community's knowledge of the essential role internal auditing plays in strong organizational governance, internal control, and effective risk management. When management and boards of directors come to fully appreciate the value of internal auditing, they ensure the internal audit activity is adequately sourced and effectively utilized. Similarly, as the general public becomes more familiar with what internal auditors do, the number of individuals who consider it a viable career option rises, fueling the profession with greater talent.



As an internal audit professional, you play an important role in raising awareness and elevating the profession. Whether you are actively involved in your local chapter, new to the field, part of an extensive audit team, or the sole practitioner at your organization, there's something you can do to elevate the profession.

To guide you in this effort, The IIA is pleased to provide this comprehensive toolkit, offering a variety of creative ideas — from the simple to the elaborate — as well as tips, multimedia tools, and templates.

This toolkit is designed to be engaging and motivating, and we hope you will use the many tools provided to activate your own creativity and passion for the internal audit profession. Start today: Show the world you're proud to be an internal auditor!

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Part I: Tools for Individuals

There's a lot you can do as an individual to build internal audit awareness. When you make a concerted effort to depict internal auditing accurately to people outside the profession, you heighten others' understanding of the profession and influence opinions.

From the skills and insight you exhibit when communicating with your audit clients to your confidence and commitment in making recommendations to executive management, you are influencing the perceptions others have of internal auditing. The ways in which you demonstrate professionalism, patience, compassion, diligence, leadership, and integrity significantly contribute to your image and the trust you garner throughout your organization. When your audit clients understand the true value you offer and see you as part of the solution, not only will they be more open and cooperative, but they will welcome your input and suggestions.

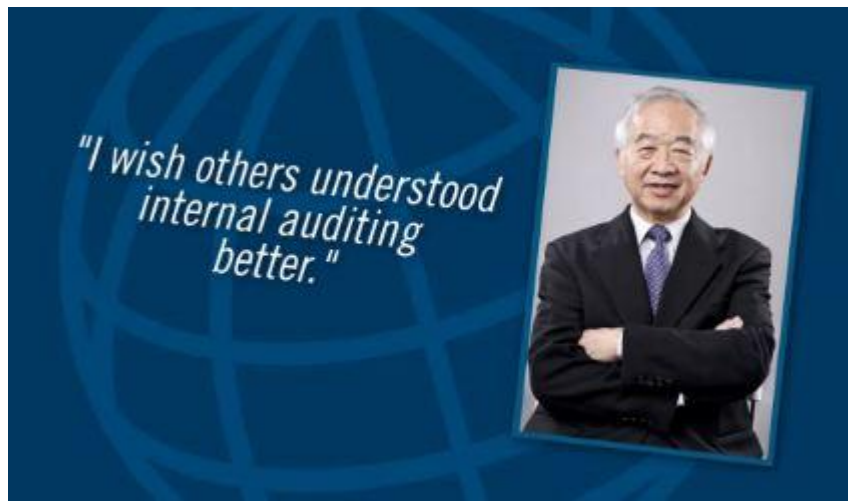
Celebrate May

May is [International Internal Audit Awareness Month](#), the perfect time to promote the profession.

1. During May, customize your email signature and social-media accounts with the International Internal Audit Awareness Month [digital icon](#) (depicted right) and a friendly quote:
 - “May is International Internal Audit Awareness Month. Please ask me about it!”
 - “This month is International Internal Audit Awareness Month. What can I do for YOU?”
 - “May is International Internal Audit Awareness Month. Please stop by my office for a visit!”



2. Host a workplace cake celebration.
 - Decorate the room with large pictures of audit staff and quotes that describe the personality of each.
 - Have executive management welcome attendees, make a value statement about internal auditing, and introduce the internal auditors.
 - Serve a cake inscribed with “Happy International Internal Audit Awareness Month!”
 - Invite a department head to provide a positive testimonial on how internal audit has provided valuable insights, ideas, and recommendations for improvement.
3. At the beginning or end of each week in May, bring in sweet treats decorated for Awareness Month and hand them out with an educational flier on internal auditing, or ask staff members to speak with someone in the department about the purpose and importance of internal auditing.
4. View The IIA’s International Internal Audit Awareness Month [video](#) for additional ideas.



Engage In Person

Reach out to co-workers and other stakeholders year-round to explain the importance of internal audit and how it can benefit them.

5. Conduct a lunch-and-learn with people who work in your organization.

- Explain what you do and why you do it, and answer questions to clarify their perceptions.
- Make sure they understand what it means to hold a professional certification, such as the Certified Internal Auditor (CIA), including how you work to ensure and improve quality, how you conform to The IIA's Code of Ethics and *Standards*, and how you engage in continued learning.
- Use the [Your Internal Audit Team](#) or [Getting to Know Internal Auditing](#) template PowerPoint decks to depict how your activity is structured, and explain your roles and responsibilities.



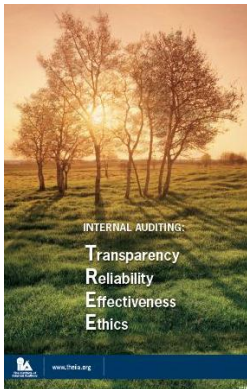
6. Let your organization know when you obtain a new IIA professional [certification](#) — and celebrate your achievement with coworkers!



Use Printed Materials

Review the resources developed by The IIA to help you explain internal auditing to your co-workers and other stakeholders.

7. Obtain printed copies of IIA brochures (or download PDFs) to help you speak to executive management and audit committee members.
 - [All in a Day's Work](#) – Describes internal auditors' roles and responsibilities.
 - [Adding Value Across the Board](#) – Provides an overview of the internal auditor's relationships with governance entities.



8. Display an internal audit [poster](#) in your workplace break room to explain how internal audit espouses Transparency, Reliability, Effectiveness, and Ethics.
9. Display a fun [poster](#) in your department to motivate your audit team.
10. Help correct misperceptions about your profession by sharing [Five Classic Myths About Internal Auditing](#) with non-auditors.

11. Encourage members of your audit committee, board, and senior management to subscribe to Tone at the Top, a complimentary, bimonthly publication that covers governance-related topics important to them. Issues are available in English, Spanish, and Turkish. When you meet with members, give them printed copies of the publication, and use it to open discussions on key issues, such as audit independence and resources.



Connect Online

Use email and other electronic communication channels at your disposal to promote your internal audit function and correct misperceptions.

12. Change your email signature on a monthly basis, depending on what’s going on in your organization. Customize it with eye-catching quotes such as “Internal auditing adds value. Let’s talk about what I can do to help you increase effectiveness and efficiency!”

13. Create an intranet or Internet web page that promotes your internal audit function and demonstrates the value of internal auditing. See sample pages below for ideas.

- [Florida Lottery](#)
- [Western Washington University](#)
- [Texas Association of School Boards](#)
- [University of Botswana](#)



14. Share [AuditChannel.tv](#) videos with your colleagues and internal audit stakeholders — and upload your own!

15. Start or join a conversation about building awareness on The IIA’s [Facebook](#), [Twitter](#), or [LinkedIn](#).



Reach Out to the News Media

Expand your reach by letting the news media know about important topics or milestones in internal auditing.

16. Place an article in your employee newsletter or other internal publication, or author an article for a professional journal that reaches non-auditors. Provide positive information that enhances internal audit’s image. Possible topics include:

- The audit committee oversees internal auditing.
- Management is responsible for risk management and internal control.
- Internal audit conforms with The IIA’s Code of Ethics and *Standards*.
- The chief audit executive’s reporting line supports internal audit independence.
- Internal auditors evaluate the efficiency and effectiveness of governance, risk management, and internal control processes.

17. Write an article for your local newspaper. Refer to the [sample article](#) as an example of what a business journal, guest blog, or op-ed page might publish.



Part II: Tools for IIA Chapters and Institutes

There is strength in numbers, and your chapter or institute can make an enormous impact on your community’s understanding of and appreciation for internal auditing. Building awareness can even strengthen your chapter’s membership and level of involvement.

Celebrate May

Plan for and participate in [International Internal Audit Awareness Month](#) (May) as a chapter or institute.

18. Establish an Awareness Month Committee to plan activities for the month of May.

- Consistently engage all members in activities throughout the month.
- Use the International Internal Audit Awareness Month [digital icon](#) (depicted at right) in institute communications throughout the month.
- Replace the banner image on your IIA website with the [International Internal Audit Awareness Month image](#).
- Send a message to your members reminding them May is International Internal Audit Awareness Month and explain the importance of building awareness. [Click here](#) for a sample message.



Engage In Person

There are plenty of opportunities for IIA members to join the effort and build internal audit awareness in the community.

19. Conduct a chapter program on why awareness is important and how the chapter and individual audit teams can collaborate. For the program:

- Have a roundtable discussion about internal audit awareness target markets and any gaps in awareness at members’ organizations.
- Brainstorm how awareness gaps might be filled.
- Prepare and disseminate a checklist of ideas resulting from the discussion.



20. Invite special guests, such as area business leaders, to an open meeting featuring a roundtable discussion on corporate governance or risk management and internal control, or conduct a [stakeholders' panel discussion](#).
21. Host a chief audit executive-CEO breakfast featuring a panel discussion or keynote address on internal auditing's roles, responsibilities, and relationships. Use this to encourage non-members' involvement in the local IIA institute or chapter as well as CEO buy-in.
22. Schedule individual luncheons with those who are not part of The IIA to discuss membership benefits; sponsor a year's membership for free.
23. Contact your local [Junior Achievement \(JA\) Worldwide](#) office and invite chapter members to volunteer to help educate students on business ethics.
24. Customize the following PowerPoint presentations in your awareness-building efforts.
 - [Your Internal Audit Team](#) – A customizable template for internal auditors to use for programs in their organizations or for posting to their intranet.
 - [Getting to Know Internal Auditing](#) – A high-level overview of internal auditing.
25. Use IIA videos for programs, outside presentations, college classes, and stakeholder meetings.
 - [Chairman's Video](#) – IIA chairman talks about the profession.
 - Internal Auditing: A Career for Today, A Career for Tomorrow (available in [English](#), [Spanish](#), and [French](#)) – An overview of why internal auditing is a viable career choice.
 - [AuditChannel.tv](#) – Various topics.



Engage Local News Media

Designate one or more spokespersons to represent your institute or chapter and make these spokespeople available to the news media when a relevant, internal audit-related issue appears in the news.

26. Consult the [Media Relations Primer](#) for planning awareness-building activities with the media.

27. Notify the media of all newsworthy happenings.

28. Refer to the following materials for The IIA’s official position on topics such as internal auditing’s value, role, and ideal reporting line, and use these key messages in preparing programs and conducting news media interviews: (When in doubt, contact The IIA’s Global Headquarters Corporate Communications and Public Relations Department at PR@theiia.org.)

- [International Professional Practices Framework \(IPPF\)](#).
- [Definition of Internal Auditing](#).
- [Code of Ethics](#).
- [International Standards for the Professional Practice of Internal Auditing](#).
- [Value Proposition](#).
- Global Advocacy Platform (available in [English](#) and [Spanish](#)).
- [Frequently Asked Questions](#).
- [Global Fact Sheet](#).



29. Refer to the [News Release Tips and Sample News Release Template](#) before issuing a news release.

30. Share your media relations accomplishments with The IIA’s Global Headquarters at PR@theiia.org and through [Facebook](#), [Twitter](#), or [LinkedIn](#).

Recognize Members

Spread the word when an IIA member goes above and beyond expectations or becomes certified.

31. Recognize newly certified members in a special ceremony and encourage them to publicize their accomplishments through their organization’s internal newsletter.
32. Honor an “Internal Audit Practitioner of the Year” and publicize the recipient’s accomplishments.



Develop a Presence

Make your institute or chapter known in the local community.

33. Help form a new IIA institute or chapter, or strengthen a smaller existing one.
34. Establish a college outreach program.
 - Conduct a student research project competition designed to help young people learn more about internal auditing’s effectiveness and importance.
 - Invite students to participate in chapter meetings, especially those designed to encourage or support students seeking a career in internal auditing.



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- Sponsor student IIA memberships.
- Participate in career days at nearby colleges.
- Conduct a chapter student night.
- Sponsor a gift subscription to [Ia](#) magazine for a local college or public library.
- Contact nearby colleges and arrange for an internal auditor to visit accounting classes to introduce and explain internal auditing. Use the [Sample Lesson Plan](#) to lead a class discussion on the profession.
- Distribute [Internal Audit: Profession of the Future](#), an internal auditing educational and awareness brochure, to high school and college classes.



- 35.** Produce and disseminate bumper stickers: “Rest assured. Consult your internal auditor.”

As always, The IIA encourages you to share your creative internal audit awareness-building ideas and accomplishments with our Corporate Communications and Public Relations Department at PR@theiia.org and on [Facebook](#), [Twitter](#), or [LinkedIn](#).

Part III: How The IIA Does It

For more than a decade, The IIA has devoted significant resources to building awareness of internal auditing’s value. From its extensive media-relations program, to connecting with legislators and regulators on behalf of members, to its many outreach efforts with like-minded organizations and influential governing and standard-setting bodies, The IIA has increased the profession’s visibility and set the standard for the way internal auditing is practiced around the world.

In advocating for the profession, The Institute has developed important relationships with key internal audit stakeholders. In Washington, D.C., we have engaged Patton Boggs, a premier U.S. government relations firm, to inform and raise awareness to regulators and legislators on Capitol Hill. The IIA works hard to broaden the world’s understanding of and appreciation for internal auditing and to elevate its professional practice.



IIA President and CEO Richard Chambers meets with INTOSAI Secretary General Dr. Josef Moser

The IIA collaborates with key internal audit stakeholder organizations, supreme auditor general offices, and regulators and listing organizations throughout the world, including:

- Association of Certified Fraud Examiners.
- Basel Committee on Banking Supervision (BCBS).
- Financial Executives International (FEI).
- International Consortium on Government Financial Management (ICGFM).
- International Federation of Accountants (IFAC).
- International Integrated Reporting Council (IIRC).
- International Organisation of Supreme Audit Institutions (INTOSAI).
- ISACA.
- Organisation for Economic Co-operation and Development (OECD).
- World Bank.

The IIA uses a multimedia approach to advance the profession by sharing key messages online and in printed materials and through [AuditChannel.tv](#), [Tone at the Top](#), social media, traditional media interviews, and the [International Professional Practices Framework \(IPPF\)](#). The IPPF Oversight Council, an important collaboration in advancing internal audit awareness, was formed in 2010 to ensure the rigor of The IIA’s standard-setting process. Organizations represented on the Oversight Council include IFAC, INTOSAI, World Bank, OECD, and NACD.



2012-2013 IPPF Oversight Committee