

A wide-angle photograph of the Panama City skyline, featuring numerous high-rise buildings and skyscrapers. The city is situated along a body of water, with a rocky breakwater in the foreground. The sky is blue with some light clouds.

2018 Global Council

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Vice Chair, Professional Certifications

GLOBAL CERTIFICATION STRATEGY

Agenda

- Vision, Challenges and Strategy of Global Certifications
- Strategy Phase I – Better Position the Specialty Certifications

Vision, Challenges and Strategy of Global Certifications

Certifications Vision 2021

A clearly defined suite of global certifications that support internal auditors as they progress through their careers.

Challenges

- Complexity of the Certification Suite

- 9 programs
- 19 languages
- 15 exams
- 3 case studies
- Presentation
- Interview

				IAP
				QIAL
				CPSA
				CRMA
				CPEA
				CFSA
				CGAP
				CCSA
CIA	CIA	CIA	CIA	CIA
1974	1980's	1990's	2000-2005	2012-2015

Challenges → Impacts

- Market confusion and dilution of the CIA
- Limited resources from IIA Global and Affiliates to support all programs
- Security exposure
- Exam relevance and quality
- Certification validity and credibility

Certifications Strategy

- Two-phases:
 - Phase 1 – Better position the specialty certifications (CGAP, CFSA, CCSA, CRMA)
 - Phase 2 – Realign the core certifications (IAP, CIA, QIAL)

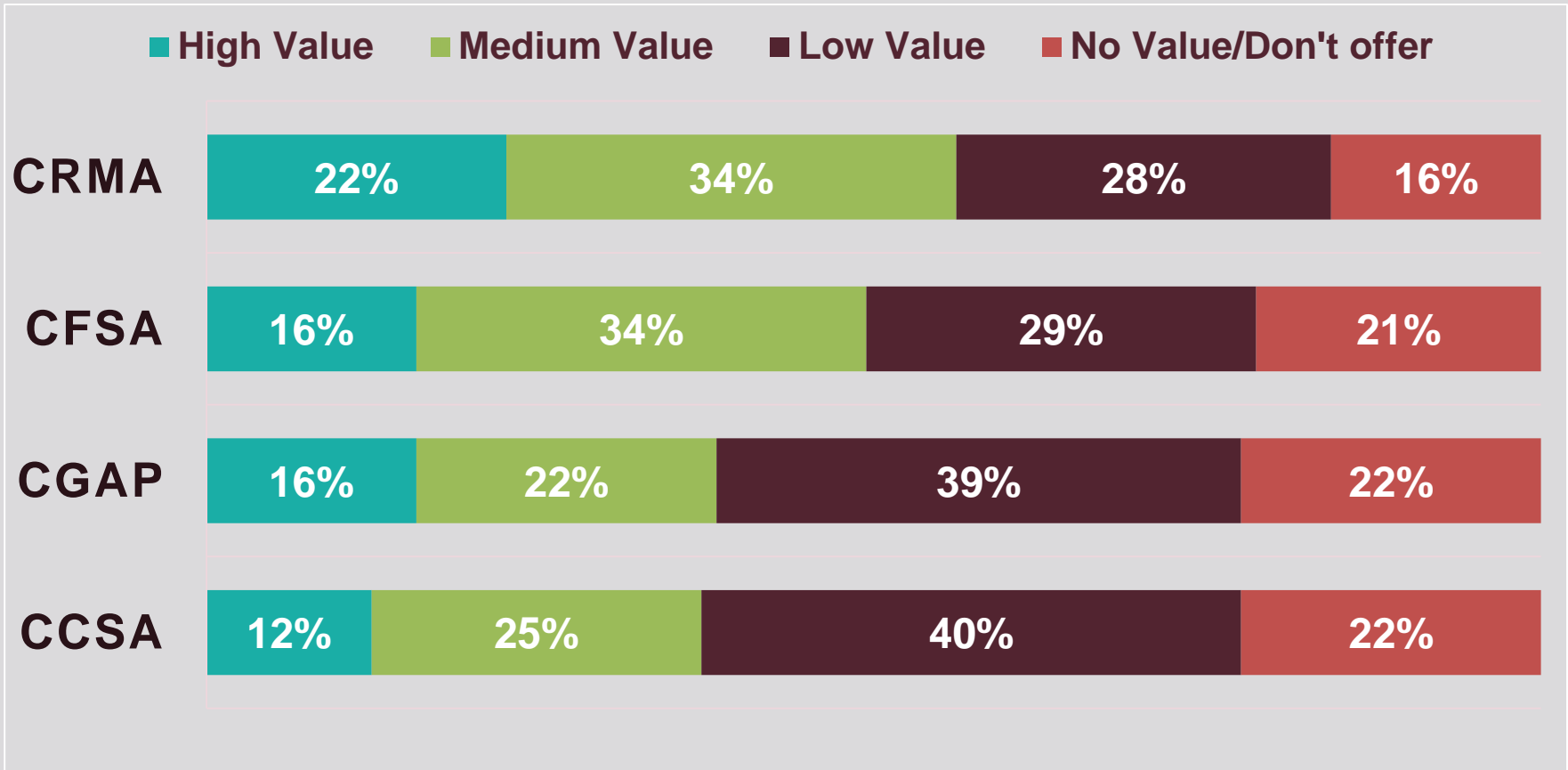
Phase I – Better Position the Specialty Certifications

Results from the Advanced Polling Questions

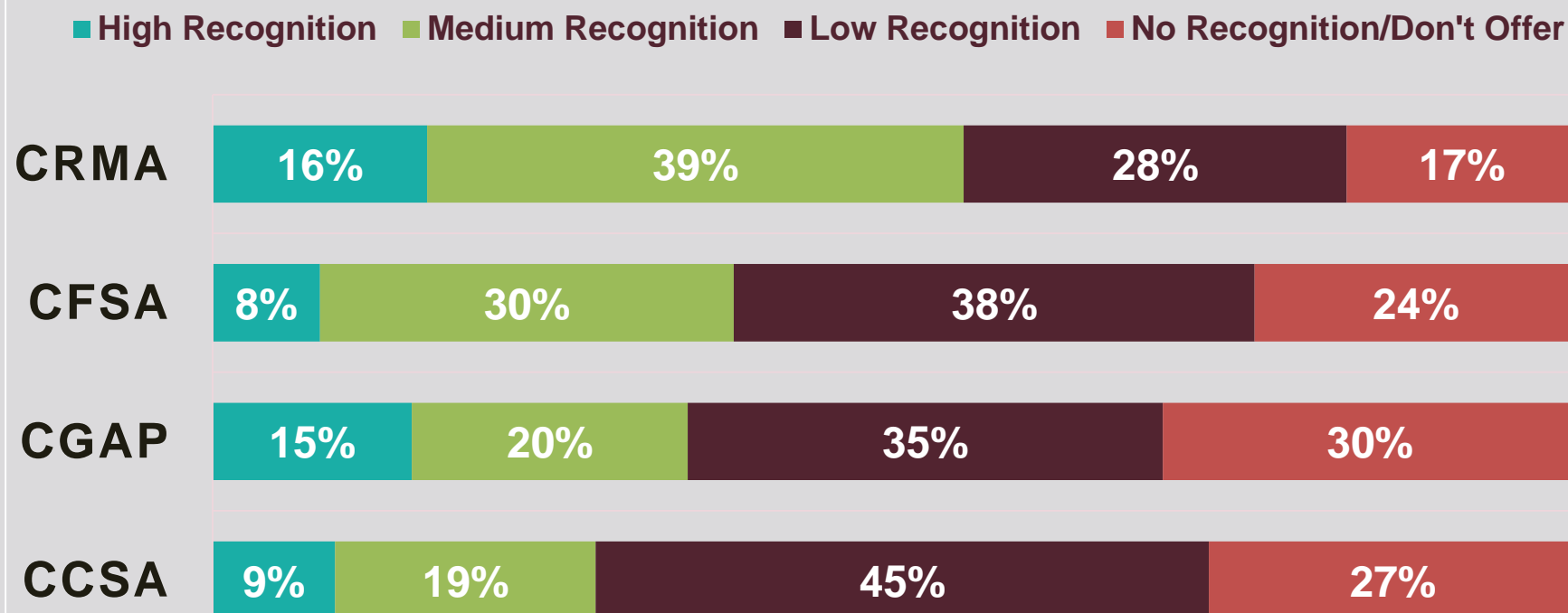
What value do The IIA's certifications bring to the internal audit profession?

- Top responses:
 - Professional recognition and satisfaction
 - Gaining credibility and respect in the field
 - Career advancement / promotion
 - Demonstrating commitment to professional success
 - Professional development

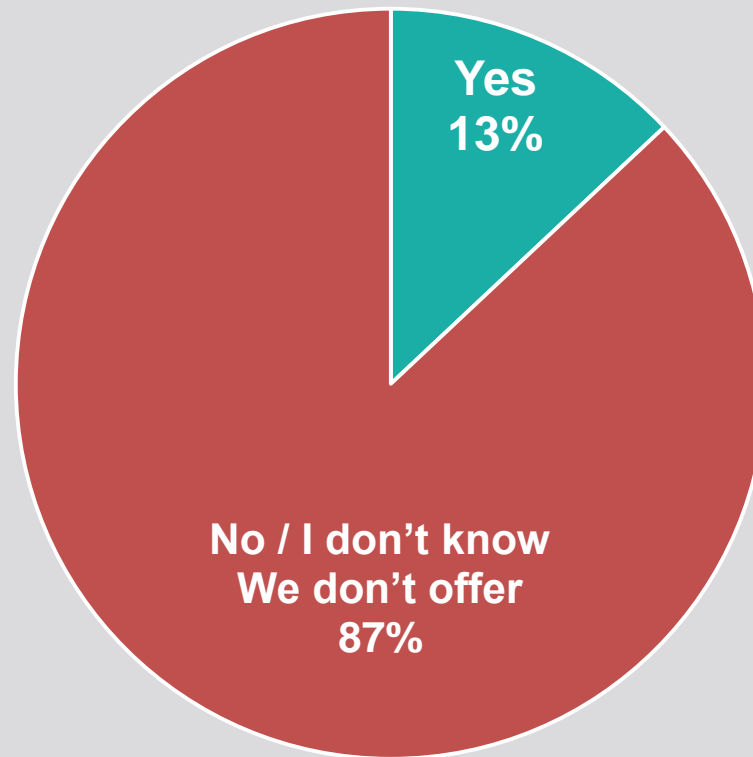
What value do the CGAP, CFSA, CCSA, CRMA bring to the internal audit profession in your country or territory?



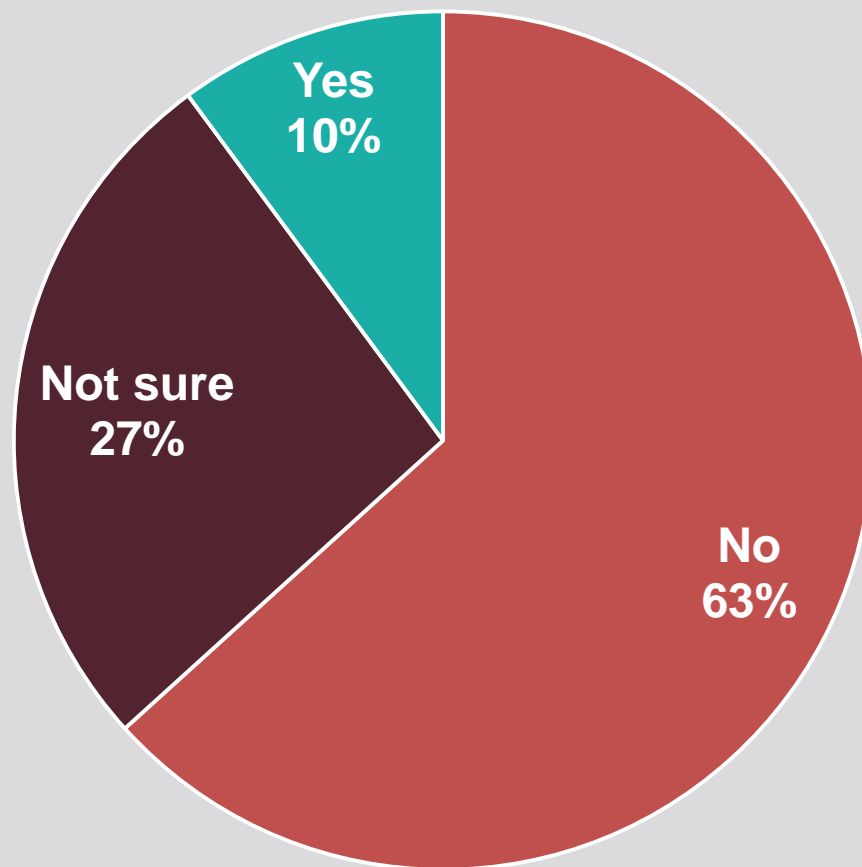
What level of recognition do the CGAP, CFSA, CCSA, CRMA have in your country or territory?



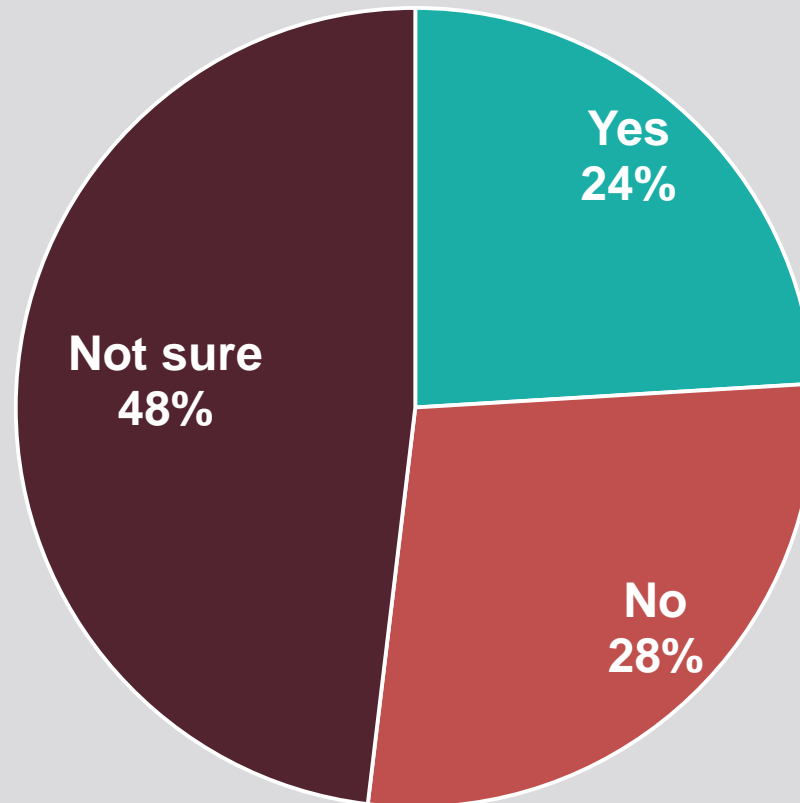
Is the CGAP certification required for internal auditors in your country or territory?



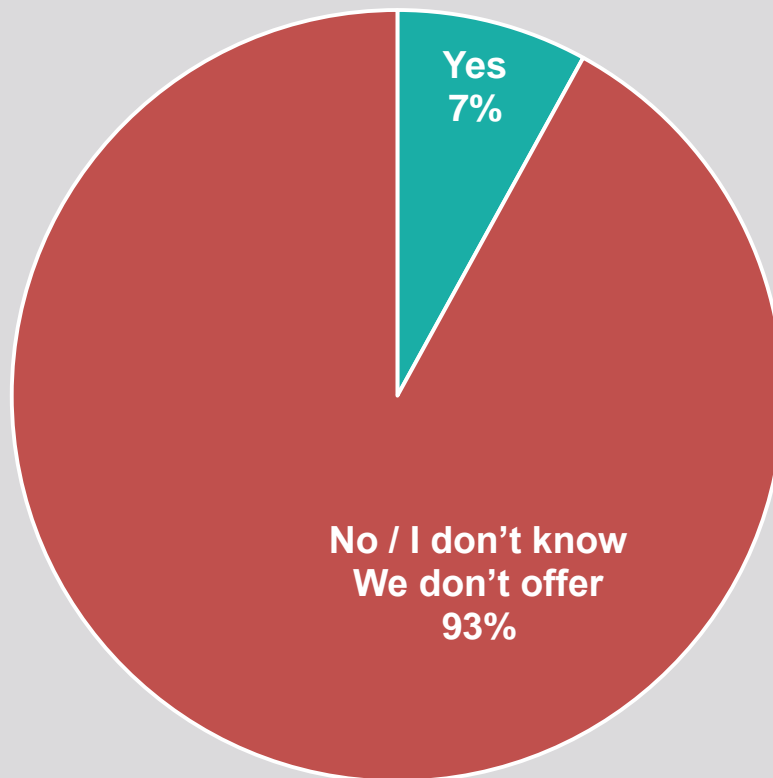
Are internal auditors who hold the CGAP designation equally qualified as those who hold the CIA?



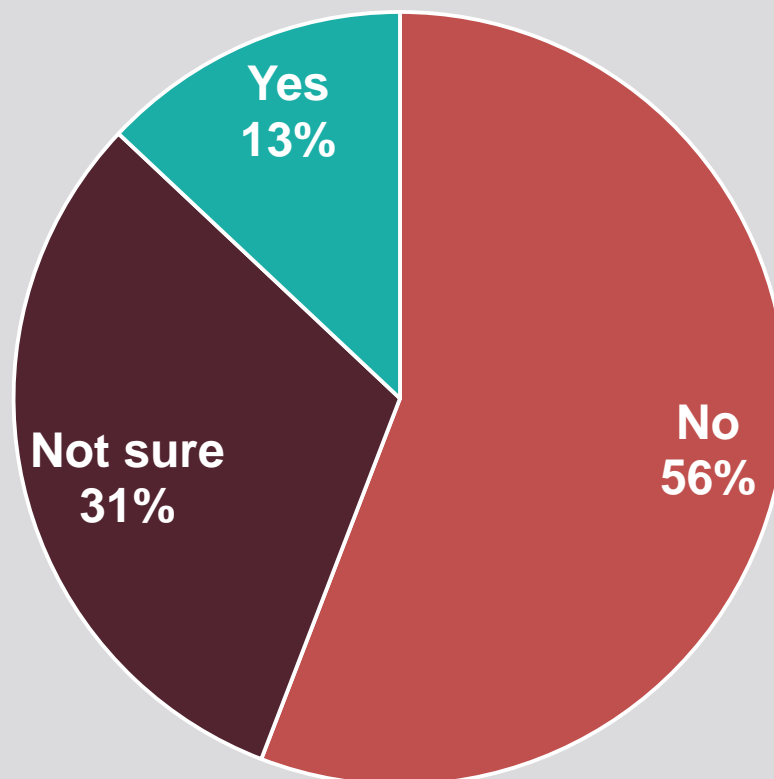
Does the current CGAP exam cover adequate knowledge and skills specific to internal auditors in government and public sector in your country or territory?



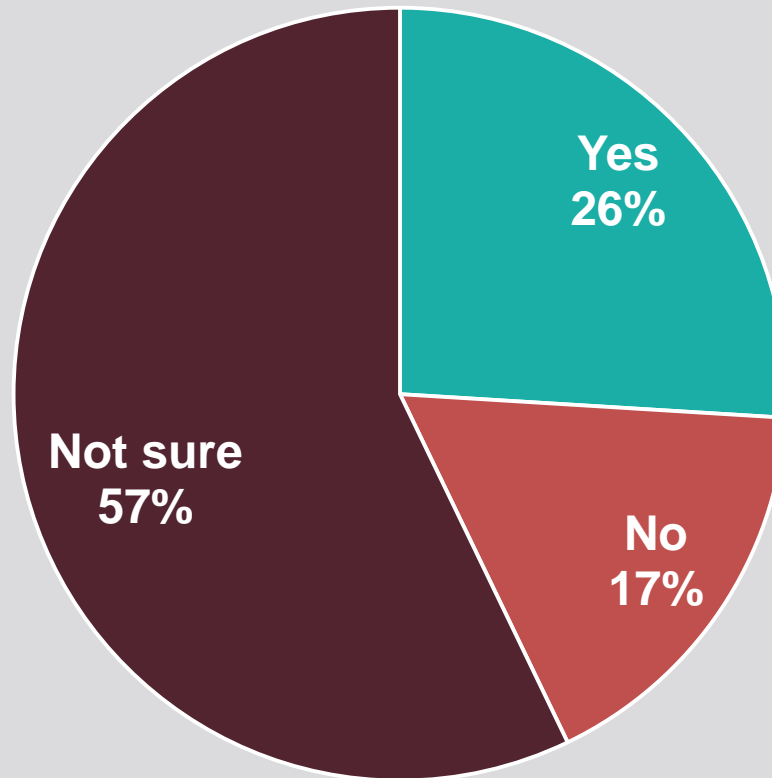
Is the CFSA certification required for internal auditors in your country or territory?



Are internal auditors who hold the CFSA designation equally qualified as those who hold the CIA?



Does the current CFSA exam cover adequate knowledge and skills specific to internal auditors in financial services industry in your country or territory?



Discussion Question - 1

The IIA advocates the value for organizations and stakeholders to employ certified individuals who possess knowledge and skills to do internal audit work in various industries. What is the value of holding a certification in your country or territory?

Discussion Question - 2

Why has the global demand for CGAP, CFSA, CCSA, and CRMA been so weak?

	# of Languages	Exams Delivered Globally			2016-2017 Affiliate Report	
		2015	2016	2017	% of affiliates expecting future growth*	% of affiliates providing exam preparation training*
CIA	18	55,980	46,206	48,506	73%	73%
CGAP	6	731	798	475	26%	16%
CFSA	7	411	392	368	25%	8%
CCSA	7	648	514	391	22%	24%
CRMA	1	601	595	603	39%	12%

Discussion Question - 3

Would repositioning the current CGAP and CFSA certifications to assessment-based certificates (next slide) with local customization be more appealing to internal auditors in your country or territory? Yes/No, and why?

(See the next slide for the background information)

Assessment-based Certificate (ABC)



A syllabus with learning outcomes (E.g. CGAP syllabus approved by PCB in 2016 + local elements)



A course of instruction based on the Syllabus offered by IIA Global and/or Affiliates in various formats



An assessment (exam) to evaluate participants' achievement of the learning outcomes



A certificate ONLY to those who pass the examination

- **ABC** fits better with **specific** knowledge and skills; Training is mandatory.
- **Certification** fits better with assessing **broad** knowledge; training is optional.

Discussion Question - 4

What could be the potential impact of integrating the CCSA into the CRMA, if any?

Background Info:

- Current CCSA exam syllabus is 18 years old.
- Internal auditors should not own control self-assessment.
- Internal controls are a subset of risk management.
- CCSA exam content overlaps with CIA and CRMA.

Discussion Question - 5

Considering that the CIA already covers risk management, how should the CRMA be differentiated from the CIA? What can be changed to make the CRMA more attractive to internal auditors in your country or territory?