



2018 Global Council

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Naohiro Mouri, CIA

Senior Vice Chairman of the Board

GLOBAL STRATEGIC PLAN

Agenda

- Outcomes
- Themes Overview
- Theme Polling Results
- Discussion Preparation

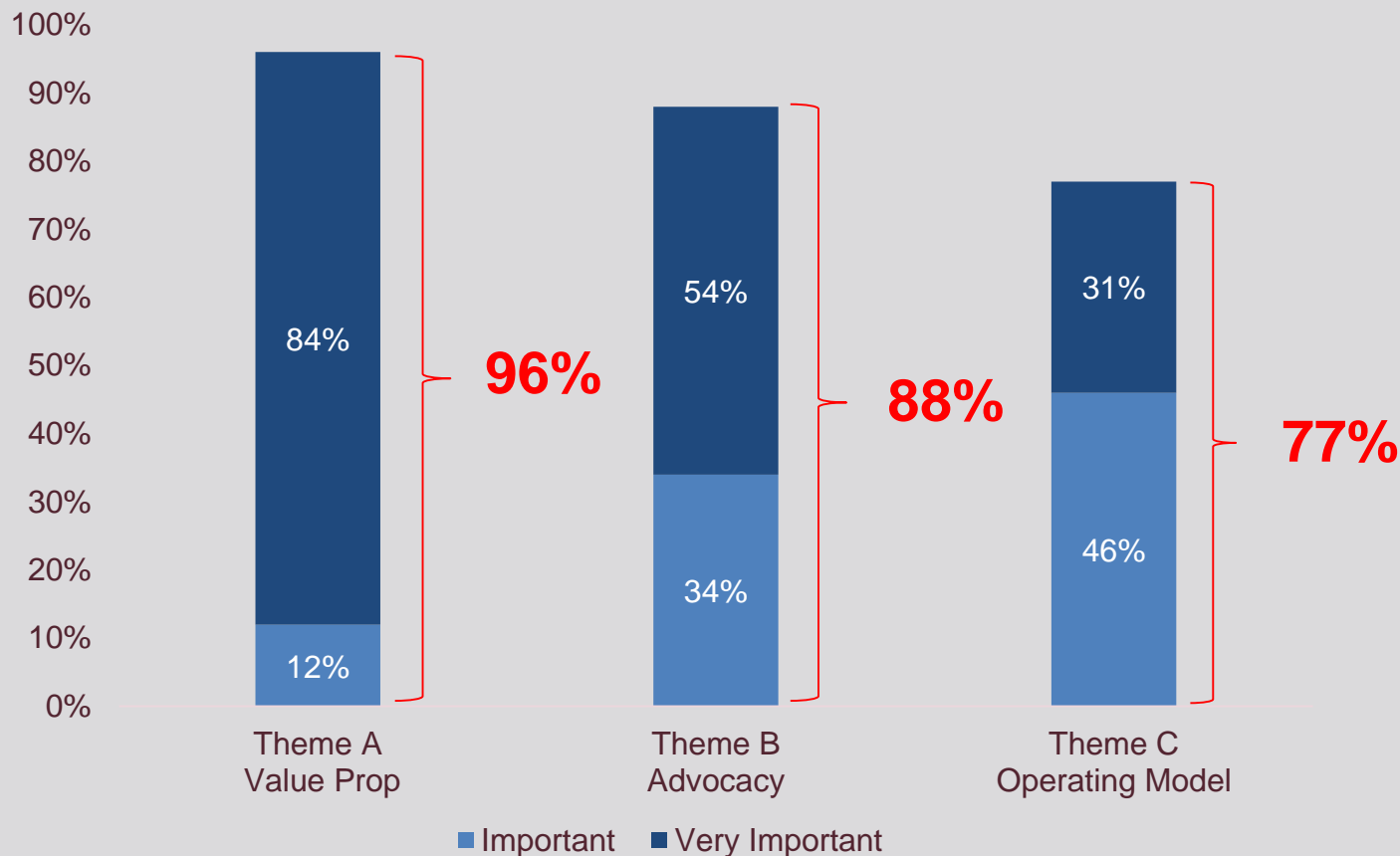
Where do we want to be?

- Unwavering commitment to Internal Audit as a profession
- Understanding of what Internal Audit does and how The IIA supports it
- Structure that optimizes how we seamlessly serve members and the profession globally

Themes Overview

- **Theme A: Value Prop**
 - Clearly define the role and value proposition for the internal audit profession
- **Theme B: Advocacy**
 - Effectively aligning, coordinating and supporting advocacy across the global network
- **Theme C: Operating Model**
 - Assess The IIA's global operating model, volunteer structure and supporting financial model

Polling Results: Level of Importance for Each Theme

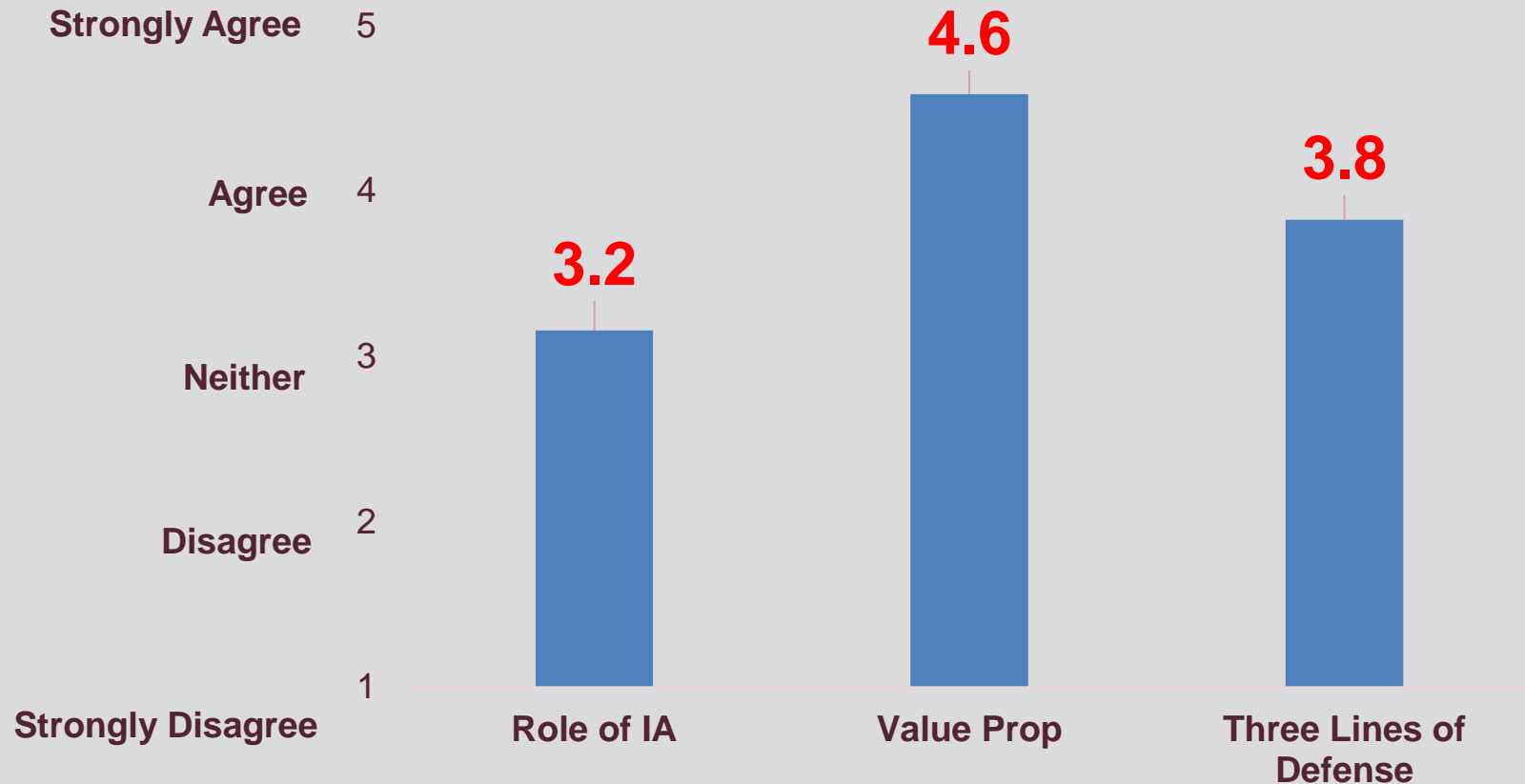


Theme A: Role and Value Proposition

Polling Statements

- **Role of IA:** There is a consistent understanding among key stakeholders of the role of the internal audit profession and value delivered.
- **Value Prop:** There is a need to clearly define and communicate the value proposition for the internal audit profession globally to its stakeholders.
- **Three Lines of Defense:** Three Lines of Defense model needs to be updated given the changes in the profession and business environment since its launch in 2013.

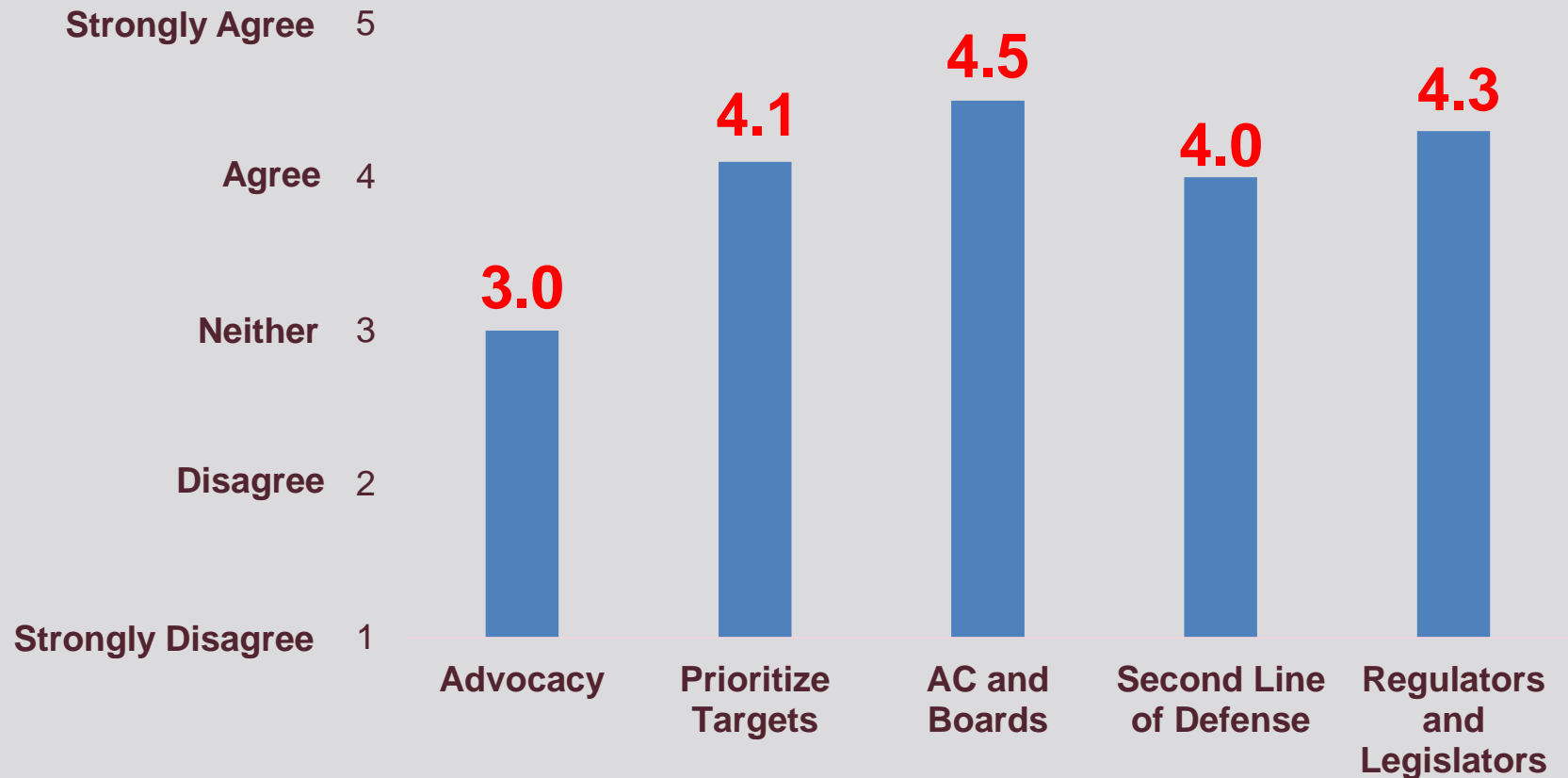
Theme A: Role and Value Proposition Polling Results



Theme B: Advocacy Alignment

- **Advocacy:** There is consistent and appropriate alignment and coordination of advocacy efforts globally, regionally, and locally.
- **Targets:** There is a need for prioritizing advocacy targets to better align efforts globally.
- **Stakeholders:** The IIA should deepen its focus on engaging audit committees and boards as a key target.
- **Lines of Defense:** The IIA should broaden focus to include professionals serving in second line of defense as a key target.
- **Regulators:** The IIA should broaden focus on regulators and legislators as a key target.

Theme B: Advocacy Alignment Polling Results

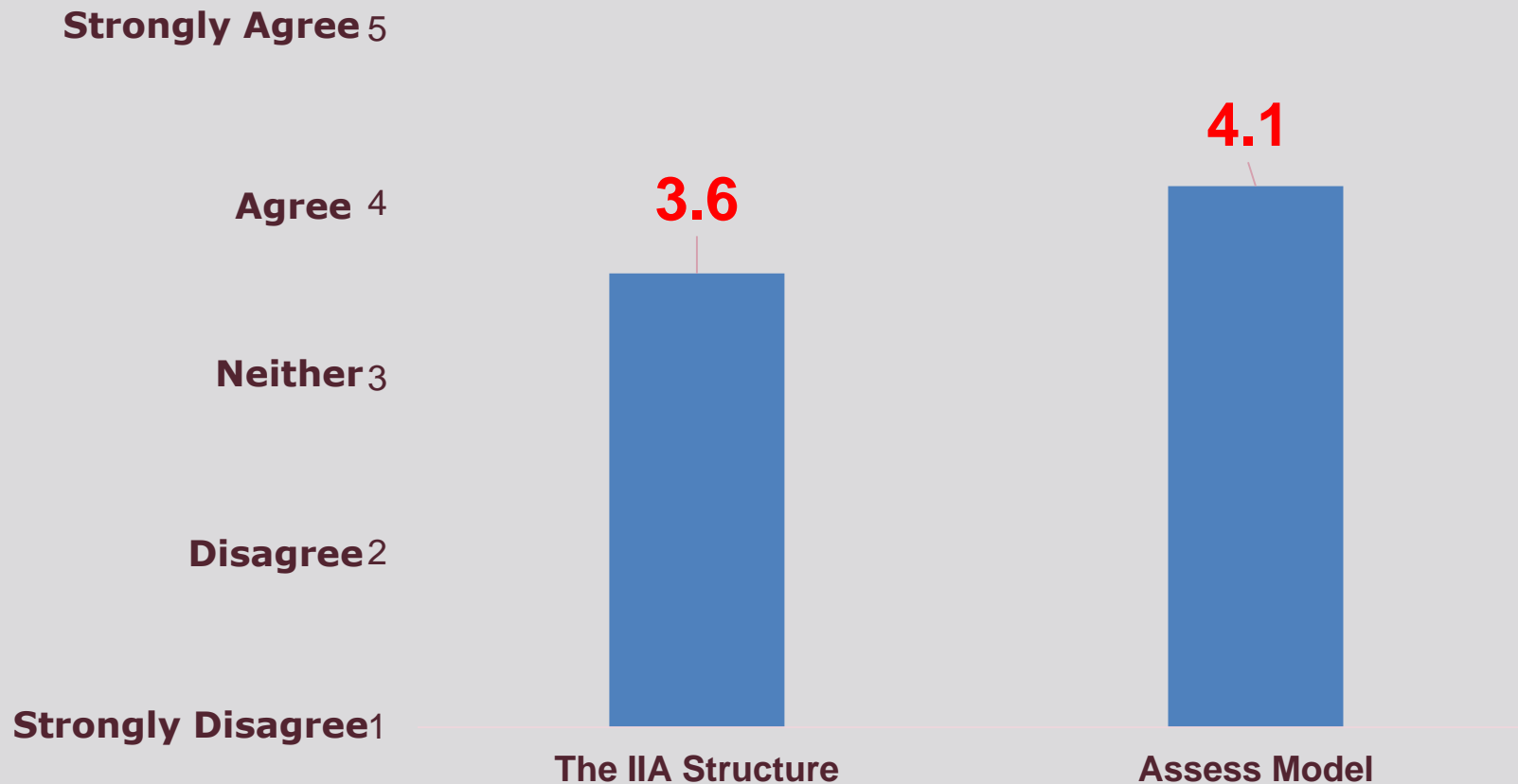


Theme C: Global Operating Model

Polling Statements

- **The IIA Structure:** The IIA is optimally structured and organized to serve its members and the profession globally.
- **Assess Model:** There is a need to assess how The IIA supports and serve its members globally through its global operating model, volunteer structure, and supporting financial model.

Theme C: Global Operating Model Polling Results



Priority Discussion Questions

Discussion: IA Role

- What value does the internal audit profession bring and how can we create and communicate a strong and clear value proposition that addresses stakeholder expectations globally?
- How could The IIA better address the professional, competency development needs of members and professionals globally?

Discussion: Advocacy

- How could we better coordinate advocacy efforts globally, regionally and locally?
- What is needed to better support advocacy efforts globally, regionally and locally?

Discussion: Operating Model

- How could we provide greater mobility and more consistent service delivery to our members across the global network?
- What services, activities, and/or resources should be more centralized, regionalized, and/or localized to better serve our members?

Thank You