WHAT DOES IT TAKE...

Elevating the internal audit profession to management and the board is critical to a greater understanding of the value internal auditing brings to effective governance. And building awareness of this value within the minds of stakeholders is vital to rebuilding corporate trust.

...TO BUILD AWARENESS?
Without passion man is a mere latent force and possibility, like the flint which awaits the shock of the iron before it can give forth its spark.

– Henri-Frédéric Amiel

Internal auditors and leaders of The Institute of Internal Auditors (IIA) who are most effective at building awareness demonstrate a passion for the profession. They do what they love and love what they do. When they talk about internal auditing, their enthusiasm for its value lights a fire of understanding within the minds of others. Their passion for the profession is contagious and stimulating.

This level of passion, critical to elevating the profession, includes communicating key messages through a variety of channels, building media visibility and exposure, and implementing campaigns and using materials that promote internal auditing to its varied stakeholders.

From its very motto, Progress through Sharing, to its day-to-day activities, The IIA demonstrates a passion for building global awareness of internal auditing.
BUILDING AWARENESS TAKES CREATIVITY

A broad misunderstanding of internal auditing and its value appears to be a universal problem. Practitioners from diverse cultures and virtually all countries report the same scenario: People don’t understand what we do, why we do it, and the difference competent internal auditors can make to an organization!

Internal auditing is certainly not a new profession. And yet, it continues to be an enigma to many. We’ve long worked against this status, but it continues to be an issue around the world. This signals a need for a different approach, new tactics, and unique strategies. This demonstrates a need for creativity.

Unless we change the way we think and speak about the profession, we will not find a solution. Being creative, innovative, and resourceful is a must for building awareness. We must step outside our comfort zone and try new ways of impacting and influencing our target audiences.

Creative Ways IIA Chapters, Affiliates, and Individuals Can Build Awareness:

- Contact leading local businesses and conduct a corporate governance roundtable discussion, including internal auditing.
- Show The IIA’s PowerPoint presentation, “Your Internal Audit Team,” at an IIA chapter or affiliate meeting or customize the presentation to build awareness in your own organization.
- Get involved in a chief executive officer event featuring a panel discussion on internal auditing’s roles.
- Have an open meeting and invite all area businesses to participate. Show a presentation that describes the internal audit responsibilities.
- Participate in International Internal Audit Awareness Month and obtain a governmental proclamation.
- Participate in a college-night meeting and invite area college professors and students.
- Work with the local public broadcasting television station to produce a program on internal audit roles and responsibilities.
- Honor your Certified Internal Auditors® (CIAs®) in a special ceremony.
- Honor an “Internal Audit Practitioner of the Year.”
- Produce bumper stickers with a critical message, such as: “Rest assured. Consult your internal auditor.”
- Schedule individual luncheons with nonmembers to discuss IIA membership benefits, and offer a free year’s membership.
- Conduct a brainstorming session at your organization to identify additional ways to increase awareness.
BUILDING AWARENESS TAKES COMMITMENT

Although The IIA has earned a reputation as the global voice, acknowledged leader, recognized authority, and principal educator for the profession, there is much work yet to be done in regard to enhancing global awareness of internal auditing. To address this need, The IIA has committed an entire division at headquarters to advocacy. In an effort to build a community of shared values, The IIA advocates to thought-leaders, governmental agencies, regulatory bodies, professional associations, senior management, and governance entities on behalf of the profession. This commitment goes far beyond the walls of IIA headquarters. Internal audit professionals all around the world are:

- Advocating internal auditing to stakeholders, the media, and the public.
- Developing solid relationships with colleagues and clients.
- Providing value-added internal audit services.
- Embracing professionalism by following the International Standards for the Professional Practice of Internal Auditing, earning the CIA designation, and implementing Quality Assurance and Improvement Programs.
- Networking, mentoring, and forming alliances.
- Writing articles for publications and Web sites.
- Providing feedback and guidance to legislators and regulators.
- Commenting on exposure drafts from other standard-setting organizations.
- Responding to requests for speaking engagements.

All of these efforts require a deep and abiding commitment to the profession. Not only are they enhancing the experience and recognition of today’s internal auditors, but as their impact broadens, they also will contribute to the effectiveness of tomorrow’s practitioners. For more about The IIA’s advocacy efforts, click the red “Start Here” button on The IIA’s home page at www.theiia.org.

Commitment moves us from the mirror trap of the self-absorbed with the self to the freedom of a community of shared values.

– Michael Lewis
Building awareness of the value of internal auditing is a key component of The IIA’s advocacy efforts. The IIA’s Web site — www.theiia.org — is full of tools and tips for elevating the profession. Each of the topics below is covered in depth with step-by-step, online guidance and resources for building awareness. Contact PR@theiia.org for more information.

**Promoting the Profession**
This section of the Web site lists a variety of initiatives for building awareness of the profession.

**Promoting the Profession Worldwide Manual**
This manual provides tips for IIA chapters and affiliates for implementing comprehensive campaigns to promote the profession, working with the media for coverage and visibility, and making effective presentations.

**International Internal Audit Awareness Month**
May is the month that is designated to build awareness of internal auditing all around the world. IIA chapters and affiliates are invited to celebrate and promote the profession all month!

**International Mastering Advocacy Program (IMAP)**
This prestigious award program recognizes the public relations and advocacy efforts of IIA chapters and affiliates to elevate the profession.

**Simplify Your Message!**
Do you have difficulty making others understand the value internal auditors bring to their organizations? The “TREE” (Transparency, Reliability, Ethics, Effectiveness) campaign includes posters, brochures, and buttons to help build awareness of internal auditing’s value.

**The Advocacy Repository**
Visit the online repository of resources and information for becoming an advocate for the profession.

*To do his work well, a workman must first sharpen his tools.*

— Chinese proverb
About the Profession
This section of the Web site serves as an information toolkit for anyone who wants to find out more about the profession or to help others learn about its value.

The Profession & The IIA
This comprehensive kit describes internal auditing and how The IIA serves as the profession’s leading authority.

All in a Day’s Work
This brochure examines the varied responsibilities of internal auditors.

Adding Value across the Board
This brochure details internal auditing’s role in strong corporate governance.

The Audit Committee: Purpose, Process, Professionalism
This brochure serves as an excellent tool for educating your audit committee members about their roles and responsibilities.

The Audit Committee: A Holistic View of Risk
This brochure provides perspectives on enterprise risk management (ERM) and clarifies the value internal auditing brings to the ERM process.

What Does It Take to Be an Internal Audit Professional?
This brochure focuses on internal audit professionalism.

What Does It Take to Be a Leader?
This brochure highlights volunteer leadership opportunities within The IIA and how you can benefit from the experience.

What Does It Take to Make a Difference?
This brochure explains how The IIA and JA Worldwide (Junior Achievement) partner in a global effort to promote good business practices and ethics to school-age children.

WHAT DOES IT TAKE TO BUILD AWARENESS?
✓ Communications
✓ Media Relations
✓ Messages
✓ Public Relations
✓ Publicity
✓ Promoting the Profession
PUTTING IT ALL TOGETHER

A combination of passion, creativity, commitment, and comprehensive tools sets the stage for building broader appreciation of internal auditing. Whether you are promoting the profession to your audit customers, management, board, or other stakeholders, this combination will serve you well. If you need additional help or have ideas for filling gaps in understanding, please contact PR@theiia.org.

To have a chance to step back and pull it all together is really exciting.

– Danica McKellar