WHAT DOES IT TAKE...

...TO PROMOTE CERTIFICATION?

Educate others. Take action. Set an example.
Tap into The Institute of Internal Auditors’ (IIA) resources.
PROMOTE CERTIFICATION THROUGH EDUCATION

The demand for internal auditors today is unprecedented. Public and private companies continue to expand their audit departments, both in response to current reforms, and because of increased recognition of internal auditing’s value. In addition, many organizations are placing more emphasis on the importance of internal audit certifications as a way to demonstrate knowledge, skills, and competency.

Becoming a Certified Internal Auditor® (CIA®) is no easy task, but well worth the effort. The CIA designation communicates to the world that you exemplify professionalism, proficiency, and commitment.

Effective communication, commitment, and education are crucial components of a successful certification program at a chapter or institute. Persistence is key, as you may have to promote the benefits of certification again and again before your members really understand the distinction certification will bring to their professional lives.

EDUCATE YOUR MEMBERS ABOUT THE VALUE OF CERTIFICATION

- Research from The IIA’s 2006 Common Body of Knowledge survey indicates that almost 40 percent of respondents had a specific certification in internal auditing. The research also confirms that certifications are more common as individuals advance in their careers.

- Results from The IIA 2006 job market survey show that CIAs make an average of 12 percent more than non-certified internal auditors.

- Results from Robert Half International’s 2007 Salary Guide reveal that individuals who have earned and maintained the CIA credential are especially valued for job openings.
EDUCATE YOUR MEMBERS ABOUT ELIGIBILITY REQUIREMENTS FOR CERTIFICATION

Requirements for Certified Internal Auditor (CIA):

- Candidates must hold a bachelor’s degree from an accredited college or university.
- Candidates must submit a character reference form completed by a CIA, their supervisor, manager, or educator.
- Candidates must agree to abide by The IIA’s Code of Ethics.
- Candidates must have 24 months of internal audit experience (a master’s degree or work in a related business profession can be substituted for one year of the required professional experience). Candidates can apply and sit for the certification exam prior to satisfying the professional experience requirement, but will not be certified until this work experience has been met.

Requirements for Certified Financial Services Auditor® (CFSA®), Certified Government Auditing Professional® (CGAP®), and Certification in Control Self-Assessment® (CCSA®):

While all of The IIA’s certifications are based on the same criteria (adherence to the IIA’s Code of Ethics, educational requirements, work experience, character references, etc.), each specialty certification has its own eligibility requirements. Please review these details at www.theiia.org/certification/specialty-certifications.
PROMOTE CERTIFICATION THROUGH ACTION

One of the ways we can sustain the long-term success of our profession is with your active participation. As an IIA leader, it is important to demonstrate the value of certification through your action and commitment. Remember, even small steps can make a big difference. You can help elevate the internal audit profession and enhance professionalism through your own commitment to be certified, and by encouraging your members to take the initiative to become certified. Now is the time to take action!

- Read the most recent issue of the Certification Corner newsletter to get the latest updates from the certification department and the Board of Regents. You can view Certification Corner by visiting www.theiia.org/certification and clicking on “Certification Promotional Materials” in the right sidebar.
- Remind your members to visit www.theiia.org/certification regularly to keep up to date on the latest certification information.
- Word-of-mouth promotion is crucial. Encourage your certified members to share with colleagues the value certification has brought to their careers. Also, invite a CIA to present a program on “what certification has meant to me.”
- Assist candidates who are preparing for the CIA exam by conducting study groups, establishing a library of study materials, and sponsoring a review course.
- IIA institutes outside North America should advertise in local publications that are read by internal auditors and other business professionals. Ads should emphasize excellence, testimonials, and include an image that reflects a level of achievement and distinction.
• Target university students and educators, and encourage them to attend your meetings and events. Work with The IIA’s Academic Relations Program and the Internal Auditing Education Partnership (IAEP) to find colleges and universities that offer quality internal audit programs in your area. Establish a mentorship program for CIA members to pair with students.

• Honor your CIAs in a special ceremony and make sure to recognize them in your newsletter and on your Web site.

• Develop materials that inform, educate, and communicate the benefits of certification.

• Post announcements to encourage members to register for the exam.

• Develop a plan to influence audit committee members and high-level managers to encourage internal auditors to become certified.

• Don’t forget to promote certification using the promotional items available from The IIA by visiting www.theiia.org/certification and clicking on “Certification Promotional Materials” in the right sidebar. Certification ribbons, program guides, and other promotional materials can be ordered by completing the certification materials order form also located on the Web site. Certification recognition awards and gifts are available at www.shaneinciia.com.
PROMOTE CERTIFICATION
BY EXAMPLE

Although they share a fundamental set of core competencies, skills, and values, Certified Internal Auditors come from different backgrounds and work in a broad range of industries. Regardless of where they work, internal auditors who become certified set an example of professionalism for others to follow.

Albert Einstein said, “Setting an example is not the main means of influencing another, it is the only means.” Promoting certification demonstrates to your peers your commitment to enhance professionalism, and sets an example of your commitment to work by the principles established by The IIA.

“Since qualifying as a CIA, many opportunities have come my way for ideal employment. Although I have many years of experience as an internal auditor, I am now more secure in what I say to colleagues, clients, and prospective employers, as I am now speaking from a more educated position.”

David Corbin, CIA, CCSA, audit manager, KPMG South Africa

“As internal auditors, our professionalism isn’t optional. To have credibility we must win the confidence of our clients. And the CIA designation communicates our competence.”

Carman Lapointe Young, CIA, CCSA, auditor general, World Bank

“The CIA certificate helps you broaden your knowledge on internal controls and other operational issues, such as IT, finance, and accounting. Preparing for the exam provides an excellent overview of business relevant knowledge.”

Isabella Arndorfer, CIA, CCSA, CFSA, audit manager, Bank for International Settlements, Basel, Switzerland

“We are looking for top talent, and one of the strongest factors considered is the candidate who demonstrates their passion for being a professional by becoming a CIA.”

Warren Malmquist, CIA, vice president, Global Internal Audit and Ethics, Molson Coors Brewing Company, USA

Post these and your own testimonials to your Web site. Include them in your newsletter, use them to begin a meeting, or post them on signs to generate interest, stimulate discussion, and provide an example of the value of certification.
PROMOTE CERTIFICATION BY TAPPING INTO THE RESOURCES PROVIDED BY IIA GLOBAL HEADQUARTERS

One of your top priorities should be building awareness of the value of certification. The IIA’s Web site is full of tools, resources, and step-by-step guidance to help you effectively fulfill your leadership role and enhance the professionalism of your members. A click of your mouse at www.theiia.org/certification will enable you to tap into The IIA’s resources to promote certification. Here you will find:

Downloadable materials
- Brochures, flyers, and sample advertisements available for download to promote the CIA and three specialty exams

Graphics
- All exam graphics

Letters
- Sample congratulatory letters, invitations, and announcements for the four exams

Exam preparation resources
- A quick list of online resources available for exam preparation

PowerPoint® presentations
- IIA PowerPoint templates for the four exams available in English, Spanish, and French

News releases
- Sample news releases to announce newly certified individuals
- Information about awards and lapel pins

Plus, if you need something more to help you promote certification, send us an e-mail at certification@theiia.org.
MAKING A DIFFERENCE FOR YOUR MEMBERS

To a leader, there is no word more important than commitment, and a commitment to promote certification must be demonstrated if our profession is to advance to even higher levels of professionalism. By effectively promoting certification, you can guide your members toward:

- Achieving success.
- Demonstrating their advanced knowledge.
- Distinguishing themselves from their peers.
- Gaining instant professional credibility.
- Advancing their careers.
- Increasing their earning potential.
- Standing head and shoulders above the competition.

And that’s just the beginning of the difference certification can make!