The Institute of Internal Auditors Research Foundation

Request for Proposal

Internal Audit Communications

INTRODUCTION AND INSTRUCTIONS

The Institute of Internal Auditors Research Foundation (IIARF) is the global leader in sponsoring, disseminating, and promoting research and knowledge resources to enhance the development and effectiveness of the internal audit profession.

The IIARF continually monitors demands by members and stakeholders of the professional to ensure they are receiving relevant and timely information. This request for proposal outlines a topic a topic of interest to The IIARF, and we look forward to receiving your proposal to address this need.

Please refer to the Proposal Submission Guidelines below for detailed instructions. Proposals will be evaluated by a review team; on receipt of proposal we will begin our review process which normally lasts 4-6 weeks, but may take longer.

Return your proposal as a Microsoft Word document via e-mail to research@theiia.org.

ALL RESPONSES TO THIS REQUEST FOR PROPOSAL ARE DUE NO LATER THAN MARCH 12, 2012.

If additional information is needed, please contact The IIA Research Foundation:

Tel: +1-407-937-1356
E-mail: research@theiia.org

Thank you for your interest in The Institute of Internal Auditors Research Foundation. We look forward to working with you.

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TOPIC INFORMATION

Priority Topic	**Improving Effectiveness of Internal Audit Communications**
Topic Description	Strategies for *how* to communicate and *what* to communicate in order to more effectively provide assurance and act as a catalyst of change.
Product Type	Applied Research with case studies. Product should be broad enough to be useful to different industries/types of internal audit activities (and new and experienced users).
Purpose and Objectives	How to communicate internal audit results and insights to more effectively provide assurance and be a catalyst of change: • Define audit communication. • Discuss characteristics of target audiences (stakeholders). • Describe various methods of communications (e.g., social networking). • Explore forward-looking/trends in communication vehicles. • Provide pitfalls and examples of "what not to do" when communicating internal audit assurance results. • Provide examples of best practices. • Provide case studies. • Survey should be distributed widely enough to provide diverse representative sample, including international and various industries, and may be expanded to include stakeholders, if appropriate.
Content Guidelines	Questions: • What's new and/or different (including any new standards, practice advisories, guidance)? • How do I adjust communications to maximize effectiveness for the target audience? • How do I learn what my stakeholders want? • How do I decide whether I need to change the way I communicate? • How do litigation risks impact the communication process? • How do I measure improvements to, and effectiveness of, my communications? • What are trends in communications? Include discussion of combined assurance. • What are best practices? One option is to gather best practices and case study via survey.

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Literature to Consider in Developing Proposal	Cutler, S. *Audit Committee Reporting: A Guide for Internal Auditing*, The IIA Research Foundation, 2009. Cutler, S. *Clarity-Impact-Speed: Delivering Audit Reports That Matter*, The IIA Research Foundation, 2011. Maniak, A. *Tell It to The CEO: How to Write Compelling Executive Summaries and Briefings*, Skill-Builders Press, 2005.
Time Frame	6-9 months
Data Available	None
Deliverables	Possible magazine articles; academic journals Provide a PowerPoint presentation for IIA chapter leaders to share research results with members.
Possible Spinoff	Educational product and/or training course; handbook (50-100 pgs) with case studies.
Other Information	The deliverables intended for a global audience. The Committee of Research and Education Advisors (CREA) as a group is willing to assist researcher(s)/identify contacts for case studies. Any industry-specific internal audit groups we should consider partnering with?

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PROPOSAL SUBMISSION GUIDELINES

The Institute of Internal Auditors Research Foundation has been the global leader in sponsoring, disseminating, and promoting research and knowledge resources to enhance the development and effectiveness of the internal audit profession.

Proposals should outline the approach you would take to meet the requirements as stated in the Request for Proposal. Proposals should not exceed **five pages** exclusive of appendices described below, and should contain the following basic elements:

1. Identification of the Priority topic being addressed.
2. A one-paragraph abstract, summarizing the research question, the method to be used and how it will benefit the internal audit profession.
3. Project description including:
    a. A statement of the research issue/question being addressed and how it relates to the internal auditing profession;
    b. A description of previous research, if any, and how your project adds to the previous work;
    c. A statement of research hypotheses being tested, if applicable;
    d. A statement of the research method that will be used;
    e. A statement of the expected results and benefits to the internal audit profession;
    f. A statement of the expected publication output(s) from the project, (e.g., practitioner article, monograph, scholarly journal article, book, etc.);
    g. Itemized timeline and budget, including budget rationale.
    h. Identification of proposed members of the research team including a brief description of their role.
    i. Appendixes:
        i. An appendix containing proposed interview questions/guidelines, and survey or experimental instruments, if applicable.
        ii. Curriculum vitae (CV) for each researcher (3 pages maximum)
        iii. Previous researcher affiliation with The IIA (previous research or educational products produced, volunteer participation, chapter officer, etc.)

Submit proposals by March 12, 2012, via e-mail to: research@theiia.org

Further information:
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Fax: +1-407-937-1101

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