

INTERNAL AUDIT
AWARENESS
TOOLKIT

BUILDING AWARENESS

A TOOLKIT WITH TIPS AND TEMPLATES FOR
ELEVATING AND ADVOCATING FOR THE INTERNAL
AUDIT PROFESSION

MAY 2022



The Institute of
Internal Auditors
Elevating Impact

BUILDING AWARENESS TOOLKIT

BUILDING AWARENESS: ESSENTIAL FOR THE INTERNAL AUDIT PROFESSION

Many professions enjoy an inherently universal understanding of their value. Most people understand the role of a doctor, for example, so a campaign designed to build awareness of what doctors do is generally not necessary. Unfortunately, this may not be true for the internal audit profession. In fact, even internal auditors' close friends and family often don't understand exactly what an internal auditor does.

The Institute of Internal Auditors (IIA) supports efforts to raise awareness of the internal audit profession and its value. The aim is not only to dispel misperceptions of the profession, but also to enhance the business community's knowledge of the essential role internal auditing plays in strong organizational governance, internal control, and effective risk management. When management and boards of directors come to fully appreciate the value of internal auditing, they ensure the internal audit activity is adequately sourced and effectively utilized. Similarly, as the general public becomes more familiar with what internal auditors do, the number of individuals who consider it a viable career option rises, fueling the profession with greater talent.

As an internal audit professional, you play an important role in raising awareness and elevating the profession. Whether you are actively involved in your local chapter, new to the field, part of an extensive audit team, or the sole practitioner at your organization, there's something you can do to elevate the profession.

To guide you in this effort, The IIA is pleased to provide this comprehensive toolkit, offering a variety of creative ideas — from the simple to the elaborate — as well as tips, multimedia tools, and templates.

This toolkit is designed to be engaging and motivating, and we hope you will use the many tools provided to activate your own creativity and passion for the internal audit profession. Start today: Show the world you're proud to be an internal auditor!

BUILDING AWARENESS TOOLKIT

TABLE OF CONTENTS

Part I: Tools for Individuals [4](#)

Celebrate May [4](#)

Engage in Person [5](#)

Use Printed Materials [6](#)

Connect Online [7](#)

Reach Out to the News Media [7](#)

Part II: Tools for IIA Affiliates and Chapters[8](#)

Celebrate May [8](#)

Engage in Person [9](#)

Engage Local News Media [10](#)

Recognize Members [11](#)

Develop a Presence [11](#)

Part III: How The IIA Does It..... [12](#)

BUILDING AWARENESS TOOLKIT

PART I: TOOLS FOR INDIVIDUALS

There's a lot you can do as an individual to build internal audit awareness. When you make a concerted effort to depict internal auditing accurately to people outside the profession, you heighten others' understanding of the profession and influence opinions.

CELEBRATE MAY

May is [Internal Audit Awareness Month](#), the perfect time to promote the profession.

1. During May, customize your email signature and social media accounts with a friendly quote:

 - "May is Internal Audit Awareness Month. Please ask me about it!"
 - "This month is Internal Audit Awareness Month. What can I do for YOU?"
 - "May is Internal Audit Awareness Month. Please stop by my office for a visit!"
2. Host a workplace celebration.

 - Decorate the room with pictures of audit staff and quotes that describe the personality of each and how long they have been at the organization.
 - Have executive management welcome attendees, make a value statement about internal auditing, and introduce the internal auditors.
 - Serve a cake inscribed with "Happy Internal Audit Awareness Month!"
3. Invite a department head to provide a positive testimonial on how internal audit has provided valuable insights, ideas, and recommendations for improvement.
3. At the beginning or end of each week in May, bring in sweet treats decorated for Awareness Month and hand them out with an educational flyer on internal auditing, or ask staff members to speak with someone in the department about the purpose and importance of internal auditing.
4. View and promote the [new video](#) from The IIA all about the profession of internal auditing.



BUILDING AWARENESS TOOLKIT

ENGAGE IN PERSON

Reach out to coworkers and other stakeholders year-round to explain the importance of internal auditing and how it can benefit them.

5. Conduct a lunch-and-learn or a virtual meeting with people who work in your organization.
 - Explain what you do and why you do it, and answer questions to clarify their perceptions.
 - Make sure they understand what it means to hold a professional certification, such as the Certified Internal Auditor (CIA), including how you work to ensure and improve quality, how you conform to The IIA's Code of Ethics and *Standards*, and how you engage in continued learning.

6. Let your organization know when you obtain a new IIA professional [certification](#) — and celebrate your achievement with coworkers! If someone in your organization earned an IIA certification in the past year, host a celebration for them this month!



BUILDING AWARENESS TOOLKIT

USE PRINTED MATERIALS

Review the resources developed by The IIA to help you explain internal auditing to your coworkers and other stakeholders.

7. Obtain printed copies of IIA brochures (or download PDFs) to help you speak to executive management and audit committee members.
 - [All in a Day's Work](#) – Describes internal auditors' roles and responsibilities.
 - [Adding Value Across the Board](#) – Provides an overview of the internal auditor's relationships with governance entities.
8. Display a fun poster in your department to motivate your audit team.
9. Help correct misperceptions about your profession by sharing [Internal Auditors: Don't Sink Ships, Save Them](#) with non-auditors.
10. Encourage members of your audit committee, board, and senior management to subscribe to [Tone at the Top](#), a complimentary, bimonthly publication that covers governance-related topics important to them. Issues are available in English, Arabic, French, Portuguese, Spanish, and Turkish. When you meet with members, give them printed copies of the publication, and use it to open discussions on key issues, such as audit independence and resources.



BUILDING AWARENESS TOOLKIT

CONNECT ONLINE

Use email and other electronic communication channels at your disposal to promote your internal audit function and correct misperceptions.

11. Change your email signature on a monthly basis, depending on what's going on in your organization. Customize it with eye-catching quotes such as "Internal auditing adds value. Let's talk about what I can do to help you increase effectiveness and efficiency!"
12. Create an intranet or internet web page that promotes your internal audit function and demonstrates the value of internal auditing. See sample pages below for ideas:
 - [Florida Lottery](#)
 - [Western Washington University](#)



13. Start or join a conversation about building awareness on The IIA's [Facebook](#), [Twitter](#), and [LinkedIn](#) pages with the hashtag #IIAMAY.

REACH OUT TO THE NEWS MEDIA

Expand your reach by letting the news media know about important topics or milestones in internal auditing.

Place an article in your employee newsletter or other internal publication, or author an article for a professional journal that reaches non-auditors. Provide positive information that enhances internal audit's image. Possible topics include:

- Internal audit as the key to cybersecurity.
 - Internal audit's focus on emerging risks and continuous audit planning.
 - Internal audit's conformance to The IIA's Code of Ethics and *Standards*.
 - Governance and internal audit.
 - The importance of professional skepticism.
14. Write an article for your local newspaper.

BUILDING AWARENESS TOOLKIT

PART II: TOOLS FOR IIA AFFILIATES AND CHAPTERS

There is strength in numbers, and your affiliate or chapter can make an enormous impact on your community's understanding of and appreciation for internal auditing. Building awareness can even strengthen your membership and level of involvement.

CELEBRATE MAY

Plan for and participate in [Internal Audit Awareness Month](#) (May) as a chapter or affiliate.

1. Establish an Awareness Month Committee to plan activities for the month of May.
 - Consistently engage all members in activities throughout the month.
 - Send a message to your members reminding them May is Internal Audit Awareness Month and explain the importance of building awareness.
2. Participate in the Building Awareness Champion program.
 - Affiliates and chapters that successfully complete this program will receive a specially designed Building Awareness Champion digital award.



BUILDING AWARENESS TOOLKIT

ENGAGE IN PERSON

There are plenty of opportunities for IIA members to join the effort and build internal audit awareness in the community.

3. Conduct a program on why awareness is important and how the chapter and individual audit teams can collaborate. For the program:
 - Have a roundtable discussion about internal audit awareness target markets and any gaps in awareness at members' organizations.
 - Brainstorm how awareness gaps might be filled.
 - Prepare and disseminate a checklist of ideas resulting from the discussion.
4. Invite special guests, such as area business leaders, to an open meeting featuring a roundtable discussion on corporate governance or risk management and internal control, or conduct a stakeholder panel discussion.



5. Host a CAE-CEO breakfast featuring a panel discussion or keynote address on internal auditing's roles, responsibilities, and relationships. Use this to encourage nonmembers' involvement in the local IIA affiliate or chapter as well as CEO buy-in.
6. Schedule individual luncheons with those who are not part of The IIA to discuss membership benefits; sponsor a year's membership for free.
7. Contact your local [Junior Achievement \(JA\) Worldwide](#) office and invite chapter members to volunteer to help educate students on business ethics.
8. Use IIA videos for programs, outside presentations, college classes, and stakeholder meetings.
 - Three Lines Model [video](#)

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ENGAGE LOCAL NEWS MEDIA

Designate one or more spokespersons to represent your affiliate or chapter and make these spokespeople available to the news media when a relevant, internal audit-related issue appears in the news.

9. Notify the media of all newsworthy happenings.

10. Refer to the following materials for The IIA's official position on topics such as internal auditing's value, role, and ideal reporting line, and use these key messages in preparing programs and conducting news media interviews: When in doubt, contact The IIA's Global Headquarters Corporate Communications and Public Relations Department at PR@theiia.org.

- [International Professional Practices Framework \(IPPF\)](#)
- [Definition of Internal Auditing](#)
- [Code of Ethics](#)
- [International Standards for the Professional Practice of Internal Auditing](#)
- [Frequently Asked Questions](#)



11. Share your media relations accomplishments with The IIA's Global Headquarters at PR@theiia.org and through [Facebook](#), [Twitter](#), and [LinkedIn](#).

BUILDING AWARENESS TOOLKIT

RECOGNIZE MEMBERS

Spread the word when an IIA member goes above and beyond expectations or becomes certified.

12. Recognize newly certified members in a special ceremony and encourage them to publicize their accomplishments through their organization's internal newsletter.
13. Honor an "Internal Audit Practitioner of the Year" and publicize the recipient's accomplishments.
14. Pay tribute to an internal auditor by making a donation to the [Internal Audit Foundation](#). An online tribute page makes it easy to contribute and write words of appreciation to your honoree.



DEVELOP A PRESENCE

Make your affiliate or chapter known in the local community.

15. Help form a new IIA affiliate or chapter, or strengthen a smaller existing one.
16. Establish a college outreach program.
 - Support academic initiatives and donate to the [Internal Audit Foundation Academic Fund](#).
 - Use the [Resources for Educators](#) to lead a class discussion on the profession at a nearby college or university.
 - Distribute [Internal Audit: Profession of the Future](#), an internal auditing educational and awareness brochure, to high school and college classes.
17. Make your own sticker or pin to disseminate.



One of the Top Five In-demand Professions Throughout the World

Although internal auditing is one of the most misunderstood professions, it is one of the top five highest professions in demand throughout the entire world. So much so, organizations are seeking higher entry level workers, providing challenging and diversified projects, and offering more flexible schedules to retain future employees. Whether you're just starting out or making a career change, the internal audit profession deserves a closer look.

BUILDING AWARENESS TOOLKIT

PART III: HOW THE IIA DOES IT

The IIA has devoted significant resources to building awareness of internal auditing's value. From its extensive media relations program, to connecting with legislators and regulators on behalf of members, to its many outreach efforts with like-minded organizations and influential governing and standard-setting bodies, The IIA has increased the profession's visibility and set the standard for the way internal auditing is practiced around the world.

In advocating for the profession, The Institute has developed important relationships with key internal audit stakeholders. We inform and raise awareness among regulators and legislators. The IIA works hard to broaden the world's understanding of and appreciation for internal auditing and to elevate its professional practice.

The IIA collaborates with key internal audit stakeholder organizations, supreme auditor general offices, and regulators and listing organizations throughout the world, including:

- American Institute of CPAs (AICPA)
- Association of Chartered Certified Accountants (ACCA)
- Association of Certified Fraud Examiners (ACFE)
- Basel Committee on Banking Supervision (BCBS)
- Center for Audit Quality (CAQ)
- Consumer Financial Protection Bureau (CFPB)
- Federal Reserve System
- Financial Executives International (FEI)
- IFRS Foundation
- International Corporate Governance Network (ICGN)
- International Federation of Accountants (IFAC)
- International Integrated Reporting Council (IIRC)
- International Monetary Fund (IMF)
- International Organisation of Supreme Audit Institutions (INTOSAI)
- International Organization for Standardization (ISO)
- International Organization of Securities Commissions (IOSCO)
- ISACA
- National Association of Corporate Directors (NACD)
- Office of the Comptroller of the Currency (OCC)
- Organisation for Economic Co-operation and Development (OECD)
- Public Company Accounting Oversight Board (PCAOB)
- Securities and Exchange Commission (SEC)
- The Business 20 of the G20 (B20)
- U.S. Government Accountability Office (GAO)
- Value Reporting Foundation (VRF)
- World Bank
- World Business Council for Sustainable Development (WBCSD)

BUILDING AWARENESS TOOLKIT

The IIA uses a multimedia approach to advance the profession by sharing key messages online, in printed materials, and through [*Tone at the Top*](#), social media, traditional media interviews, and the [International Professional Practices Framework \(IPPF\)](#). The IPPF Oversight Council, an important collaboration in advancing internal audit awareness, was formed in 2010 to ensure the rigor of The IIA's standard-setting process. Organizations represented on the IPPF Oversight Council include IFAC, INTOSAI, OECD, NACD, and World Bank.