



The Institute of  
Internal Auditors

# #PurposeServiceImpact

*2017-18 IIA Global Chairman's Theme*

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**2017-18 Chairman of The IIA Global Board**

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## #Purpose

- Being in the right place



## #Service

- Doing the right things (and doing them well)



## #Impact

- Achieving transformational results

# #Purpose Service Impact



@jmpeppers





## As an internal auditor

*“To enhance and protect organizational value by providing risk-based and objective assurance, advice, and insight”*

*Mission of Internal Auditing,  
International Professional Practices Framework*



Efficiency  
Competence  
Authority Insight Objectivity  
Integrity  
Strategy  
Effectiveness  
Positioning  
Assurance  
Improvement  
Future-focused Quality  
Communication



Why does the organization do what it does?

*Mission ... Strategy ... Objectives ... Culture*



64%

Take active role in assessing strategic risks

73%

Consult on business processes

71%

Facilitate and monitor effective risk management

66%

Alert management to emerging issues, changing scenarios

Source: IAF Common Body of Knowledge (CBOK) Stakeholders Study





- Know the organization's mission, strategy, objectives, and risks
- Give priority to assurance work
- Conform with IIA's Standards
- Align assurance with strategic risks
- Provide advisory work, especially around risks
- Coordinate with second line of defense

Source: IAF CBOK Voice of the Customer Survey







- Service is purpose put into action
- What we actually do to help others



**Embrace role of  
educator and  
change agent**

**Be brave enough to do  
the right thing**

**Develop strong  
relationships  
with  
stakeholders**



**Continue to  
develop  
competencies**

**Build  
interpersonal,  
or soft, skills**

*Sources: CBOK, Pulse of Internal Audit,  
Trusted Advisors*









## CULTURE

58% do not audit it



## CYBER

52% lack expertise to address cyber risks



## DATA

71% lack confidence in data that companies use for strategic decisions



## COMMUNICATIONS

65% need greater proficiency in organizational politics





## Impacting the Disruptors

- Personal data value platforms
- Cloud computing
- As-a-service model
- Sustainability



**Multiply your  
transformational impact  
by joining with others**





# INTERNAL AUDIT FOUNDATION™



Internal Auditing Education  
Partnership Program



## #Purpose

- Understand and align purpose



## #Service

- Commit to service



## #Impact

- Make a difference



*#Think*



*#Identify*



*#Unify*



*#Connect*

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