

STRONGER TOGETHER

2019-2020 IIA CANADA STRATEGIC PLAN



In December 2017, the Institute of Internal Auditors Canada (IIA Canada) Board of Directors, Chapter Presidents, and staff initiated the process to develop the next Strategic Plan. This culminated in a two-day strategic planning session in February 2018 to map our key priorities and lay the foundation for the future.

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Introducing Strategic Plan 2019-2020

Members and Partners,

On behalf of the IIA Canada Board of Directors, the National Advisory Council and the Strategic Plan Working Group it is our pleasure to share the attached Strategic Plan. It reflects our work over the last year to set a clear pathway for the organization. Our theme for this exercise and focus of the strategy is “Stronger Together.” It was born from the realization of the group that our growth and evolution as a profession will not happen by chance, but as a result of a shared effort. Each element of the strategy has taken that theme into account, and we know that only by working together will we successfully accomplish our goals. We want to express our thanks to the Board, National Advisory Council—comprised of Chapter Presidents—and the Working Group for all their effort, insight, and leadership in the creation of this strategy. Together we will continue to build on our collective strengths to increase the recognition of our profession as a strategic advisor to organizations in risk, control and governance.

If you have any feedback or questions about our plan, please direct these to IIA Canada’s Executive Director, John-Paul Cody-Cox. Thanks for your ongoing support of IIA Canada. We’re looking forward to another great year with you.

Sincerely,



Jeff Erdman
Chair, CDN Board



Richard Arthurs
Vice-Chair, CDN Board



John-Paul Cody-Cox
Executive Director





Strategic Plan 2019-2020

Core Purpose	To lead the Canadian Internal Audit profession and advance its value.		
Vision	Internal Audit professionals will be universally recognized as indispensable to effective governance, risk management and control.		
Goals	<p>Together we will:</p> <ul style="list-style-type: none"> • Strengthen the profile and demand for the Internal Audit profession in Canada. • Support members by providing the resources they need to excel. • Expand the leadership presence, capability, and capacity of the Internal Audit profession in Canada. 		
PILLARS	ADVOCACY	PROFESSIONALISM	SUSTAINABLE GROWTH
Two-Year Outcomes	<p>Together we will develop and implement a Canadian National Advocacy Action Plan.</p> <p>Together we will become the go-to subject matter expert on governance, risk and control for industry and governments.</p>	<p>Together we will develop a Thought Leadership Communications & Awareness Campaign to actively share emerging thinking on the changes and disruptions facing our industry to help IA professionals prepare themselves.</p> <p>Together we will champion the ongoing professional development of IA professionals and ensure they know the full range of resources available to support them.</p>	<p>Together we will develop and implement a Membership Growth Strategy.</p> <p>Together we will grow the capacity and relevance of our profession through strategic partnerships with key stakeholders.</p>
How Do We Know We Achieved our Outcomes?	<ul style="list-style-type: none"> • Approval of the messages and the Advocacy Action Plan by the Board and NAC by end of 2018. • Delivery against the approved Advocacy Action Plan. • 20% increase in the number of requests over the average of the last three years for media statements, public speaking, research, and support to other organizations. 	<ul style="list-style-type: none"> • Approval of a Thought Leadership Communications & Awareness Campaign by the Board by end of 2018. • Delivery against the approved Thought Leadership Communications & Awareness Campaign. • 25% increase over the average of the last three years in the number of members initiating the CIA designation process. • Creation and distribution of a Professional Development Road Map to all Chapters and members. 	<ul style="list-style-type: none"> • Approval of the Membership Growth Strategy by the Board and NAC by end of 2018. • Delivery against the approved Membership Growth Strategy to achieve an annual 5% net increase in membership over 2018 year-end levels, with a specific emphasis on attracting CAEs. • Double our current total annual sponsorship revenue by the end of 2020.