



# Thought Leadership

## INSIGHT CREATES VALUE

### Benefits of being a Thought Leader

1. Increase your personal exposure as a Thought Leader
2. Help increase the maturity of IA and ERM in Canada
3. Give back to those who are new to the IA profession
4. Meet and collaborate with other Thought Leaders

### Content recommendations

1. 1000 – 1500 words
2. Include graphics / illustrations
3. Provide real world examples where possible
4. Limit the article to 2-3 key points
5. Include a Canadian flavor
6. Be thought provoking or a little controversial
7. Focus on your audience of audit & risk professionals

IIAC Thought Leadership Group  
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The Institute of Internal Auditors  
L'Institut des auditeurs internes  
Canada



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### Potential article categories

1. Trusted strategic advisor
2. Risk assessment & planning
3. Value focused risk management
4. IT governance, security, & analytics
5. Global integrity, ethics & compliance
6. Tools, techniques and technology
7. Industry specific

### Steps to writing the article

1. Submit the topic to the Thought Leadership Group for review and feedback
2. Write the article
3. Submit the article to the Thought Leadership Group for peer review and feedback
4. Approved articles are translated into French and posted to the Canadian IIA website at the end of each quarter.

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