

The 3 Personas

Qualitative research from the Vision 2035 survey reveals **three distinct attitudes** regarding the future of the profession.



The Purist

Insists on adherence to traditional rules.



The Practicalist

Advocates for or adheres to what is practical.



The Proactive

Embraces new ideas and drives change that creates value.

Assurance vs. Advisory

Mostly assurance

Mostly advisory

An even mix of both

Most Excited By

Continuous learning + broad exposure to the organization

Improving the organization's risk management

Improving the organization's risk management

Greatest Challenge

Needing more support from leadership and stakeholders

Lacking needed skills

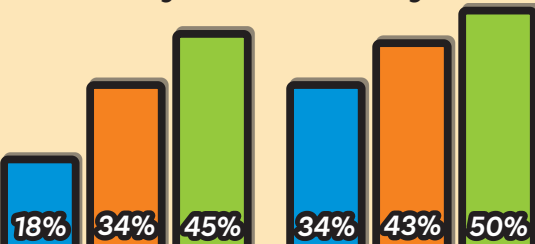
Being misunderstood or undervalued

What Matters Most?

How each persona views the importance of two core aspects of the future of internal auditing.

Future-focused Advisory

Artificial Intelligence



WHICH TYPE ARE YOU?

Select the option that best matches your view. Add the numbers to determine your score.

The future of the profession depends on internal auditors to...

- 1 Stand firm on their core values.
- 2 Be willing and able to adapt with the times.
- 3 Embrace change and lead the way forward.

Changing the core of internal audit is...

- 1 No different from eliminating it entirely.
- 2 Necessary to stay relevant and meet changing organizational needs.
- 3 How we maximize its value and cement its place in the future of business.

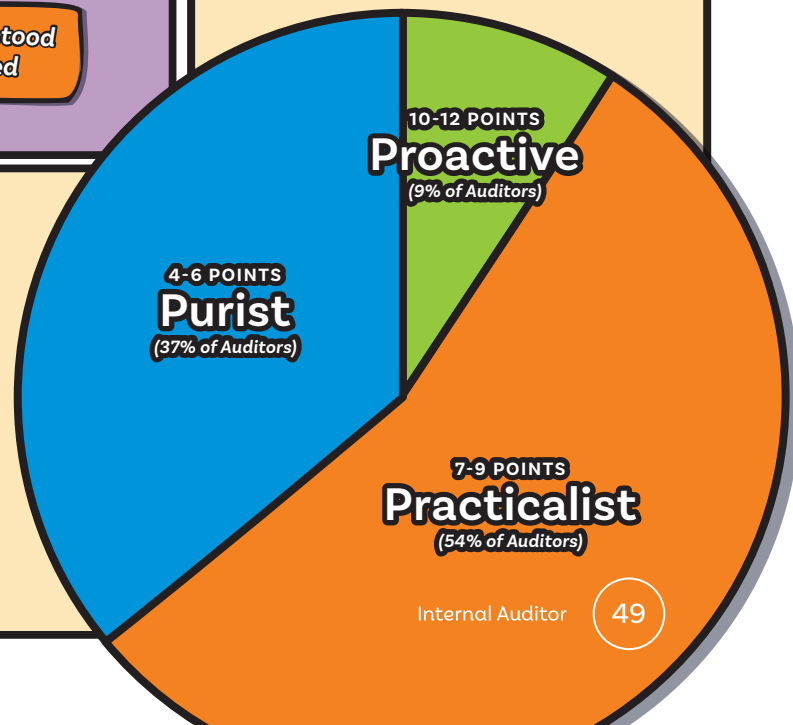
Providing assurance is...

- 1 The prime directive of internal audit, and the focus of most of its efforts.
- 2 A vital aspect of the profession, even as advising becomes more significant.
- 3 A valuable component of the function's larger role as strategic advisor.

Automation and AI are...

- 1 Too new and unpredictable to entrust with internal audit tasks.
- 2 Potentially powerful tools to streamline time-consuming processes.
- 3 Internal audit's newest allies, augmenting the capabilities of human auditors.

YOUR SCORE



Internal Auditor

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