

# 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

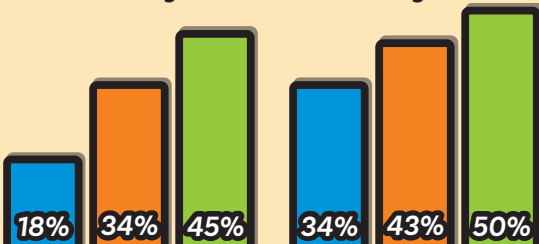
Being misunderstood or undervalued

### 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

