

# Building an Internal Audit Strategy

*From Stakeholder Expectations to a Measurable Roadmap*

**Date:** 27 March 2026 (one day)

**Time:** 09:00 – 17:00

**Location** – Xheko Imperial

**Course director:** Matej Drascek, Phd

## Introduction

Under the 2025 **Institute of Internal Auditors standards**, internal audit functions are expected to have a clear **strategy** aligned with the organization’s objectives. They must also implement performance measurement frameworks, including **KPIs**, to assess effectiveness and progress. Overall, both strategy and KPIs are essential components for compliance and continuous improvement.

In light of the above, Internal audit functions are increasingly expected to demonstrate strategic value, not only deliver audits. This hands-on workshop guides participants through a practical, step-by-step method to design an Internal Audit (IA) strategy as a *clear path to long-term goals*, including explicit choices on what IA will do, how it will deliver, and what it will not do, supported by cause-and-effect logic between activities and strategic goals.

Participants will build a complete IA strategy “package” using a structured process: (1) clarifying key stakeholder expectations and making them measurable, (2) conducting a strategic analysis of the IA function using a focused SWOT, (3) defining IA mission, vision and strategic goals on a target date, (4) translating goals into a small set of strategic activities and initiatives, and (5) creating KPIs and targets for strategic control and governance cadence.

## Target audience

This course is designed for:

- **Chief Audit Executives / Heads of Internal Audit;**
- **Audit managers, senior auditors, QAIP (Quality Assurance and Improvement Program) / methodology leads.**

### **Delivery format & methods (highly interactive)**

- Short concept inputs + facilitated group work (post-its/boards)
- SWOT analysis
- Strategy mapping: goals → ideas → grouped activities → strategic diagram
- Templates for initiative documentation (owner, phases, resources, timeline)

### **Detailed Training Program**

Module 1 — What “strategy” means for IA (and why it fails in practice)

- Strategy as a path to long-term goals; explicit choices and “logic” links

Module 2 — Step 1: Stakeholder expectations (the “north star”)

- Identify key stakeholder(s) and convert expectations into measurable statements

Module 3 — Step 2: Strategic analysis (SWOT) of the IA function

- Broader vs. industry environment and how they shape IA opportunities/threats
- Quality rules for SWOT statements

Module 4 — Step 3: Mission, vision and strategic goals (target date approach)

- Draft mission/vision and strategic goals on a specified future date
- Build goals across 4 perspectives (stakeholders, external relations, processes, people/culture)

Module 5 — Step 4: From goals to activities and initiatives

- Generate ideas (“what needs to be done”), cluster into activities, create a strategic diagram
- Document 1–2 priority activities using the initiative template (owner, phases, resources, timeline)

Module 6 — Step 5: KPIs, targets and strategic control

- Define SMART KPIs, target trajectory, and measurement frequency
- Governance rhythm: quarterly check-ins with activity owners

### **Key takeaways:**

By the end of the workshop, participants will be able to:

- ✓ Define stakeholder expectations that are clear and quantifiable (with known measurement approach).
- ✓ Perform a SWOT tailored to the IA function — distinguishing external opportunities/threats from internal strengths/weaknesses, and avoiding common pitfalls.
- ✓ Draft a future-state IA vision and a set of strategic goals across four perspectives (stakeholders, external relations, internal processes, structure & culture).
- ✓ Convert goals into a coherent set of strategic activities and show cause–effect alignment in a strategic diagram.
- ✓ Build a KPI system (targets + frequency) and define a practical strategic control routine (e.g., quarterly progress reviews). tegy workshop - MD

## Instructor Bio

**Matej Drašček, PhD** is an accomplished finance and internal audit professional with extensive experience in leadership, strategic planning, and ethical decision-making. He currently serves as Director of Finance at LON d.d. and is an Assistant Professor at the University of Ljubljana, Faculty of Economics. A recognized expert in internal auditing, Dr. Drašček previously served as Chief Audit Executive and is the President of IIA Slovenia, where he actively promotes the advancement of the internal audit profession.

He is the author of Ethical Decision Making in Management and has published extensively on topics including ethics, auditing, governance, and cybersecurity. Holding a PhD in Business Administration, Dr. Drašček is also a CIA, CRMA, CFSA, CC, and CFE.

An internationally recognized speaker, he has presented at multiple (3) IIA Global Conferences, two ECIIA Conferences, and numerous global compliance and risk management events across Europe, Africa, Asia, Americas, and the Middle East. His sessions are consistently evaluated as excellent, ranking within the top 10% of all speakers based on participant feedback. Dr. Drašček is known for his engaging, insightful presentations that bridge academic rigor with real-world audit practice, inspiring professionals to elevate assurance, ethics, and governance in their organizations.



### IMPORTANT FINANCIAL DATA

Cost per participant: **AIIA Members ALL 22,000** *(total amount, subject is VAT excluded)*

**Non-members ALL 25,000** *(total amount, subject is VAT excluded)*

Price includes course attendance and educational material.

Payment\* can be made by bank transfer or direct deposit by using the following account info: Account Holder: **Albanian Institute of Internal Auditors** Acc.no: **0000039700**

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*\* Important: The transferred amount **must include** the entire amount as stated above. No shortfalls due to exchange fee/or other administration charges may arise. Albanian Institute of Internal Auditors has to receive the amount that is stated in your invoice.*

REGISTRATION  
FORM

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27 March 2026

Full name			
Position			
Company name		VAT No.	
Contact Tel.		Email	
Address			

**Cancellation Policy:**

Places on AIIA Training courses are limited so we therefore operate a cancellation policy regarding refund.

1. *In case of cancellation of a training event by AIIA or related partner, we will endeavor to inform all participants 10 days before the course is due to take place, although please be aware that this is not always possible. All course fees paid will be reimbursed in full, but we are unable to reimburse any other costs that may have been incurred, including flights, accommodation etc.*
2. *No refund will be made for:*
  - a. *Bookings cancelled less than two weeks before the event, except in exceptional circumstances and then only at the discretion of Albanian Institute of Internal Auditors.*
  - b. *Non-attendance on the course.*
3. *For bookings cancelled two or more weeks before a course is due to start, 100% per cent of course fees paid will be refunded to the applicant.*

- I confirm all the data I provided is true and accurate.
- I confirm that I read the training program and I agree to have such content delivered during the course.

Name Surname Signature

Date, location

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