# IIA Netherlands The new Ambition Model GIAS



**Ambition Model Committee** 

June 3th 2025

### **Introduction Speakers**

**Ambition Model Committee (IIA Netherlands)** 



Maureen Vermeij

- Chief Audit Executive at CZ Health insurance
- Founder & chair Ambition Model Committee



**Els Heesakkers** 

- Internal Audit Manager at Achmea
- Founder & Member Ambition Model Committee
- IIA Network Group Sustainability



**Floris Stokkers** 

- Internal Auditor at InAudit B.V.
- Ambition Model Committee
- Young Professionals Committee



Objective:

After this webinar, you'll understand:

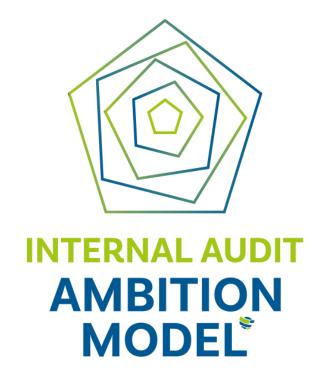
- What the updated Ambition Model is
- How it supports your Internal Audit Function (IAF)
- How to apply it practically in your organization

# **Today's Agenda**

### Agenda:

- The Ambition Model: The Basics
- GIAS 2024 Update & Model Alignment
- Live Demo of the Online Tool
- Access & User Guidelines
- Data Protection & FAQs
- Closing & Stay in Touch!
- Live Q&A

Feel free to submit your questions in the Q&A section or in the chat!





# **Ten years Ambition Model**



2016
IIA Netherlands



2019
IIA Global
conference &
Tool Ambition
Model live

2021
Founding
European
Usergroup

2023 Update new topics and EQA

2024 GIAS

2017
Benchmarking in the Netherlands

2018

Update on topics, levels & good practices

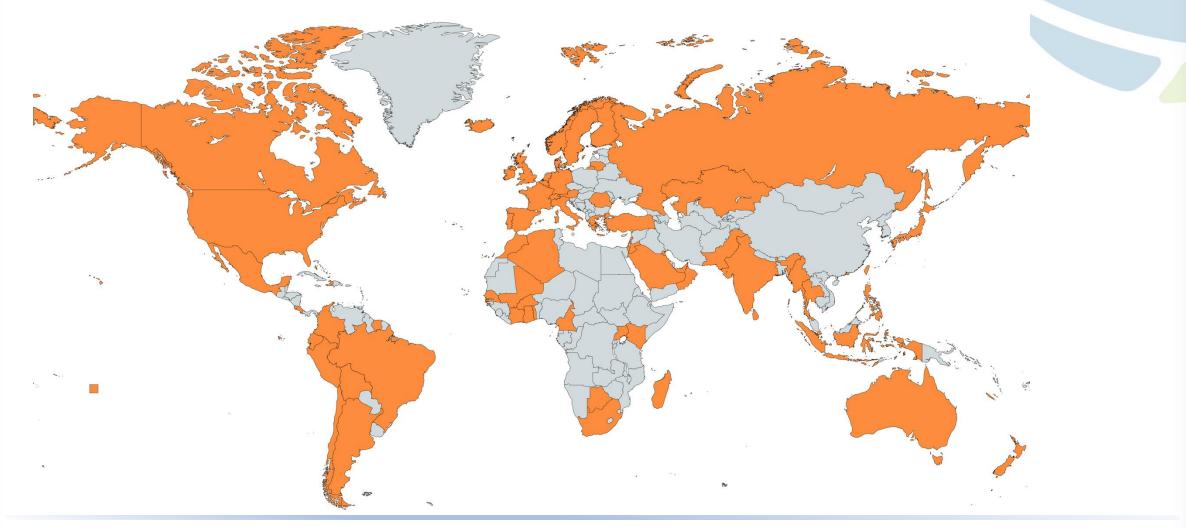
Launch in Europa at EC IIA





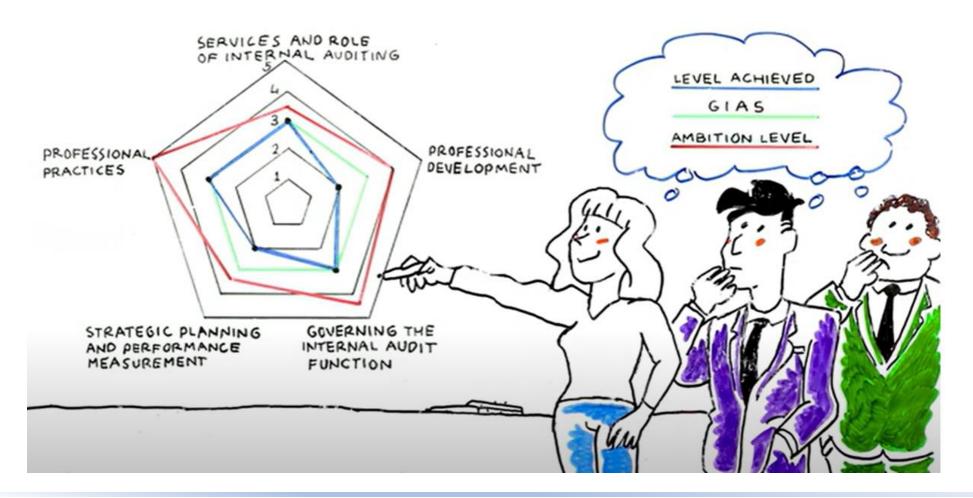


### **Ambition Model users worldwide**





### Video: Maria and the Ambition Model



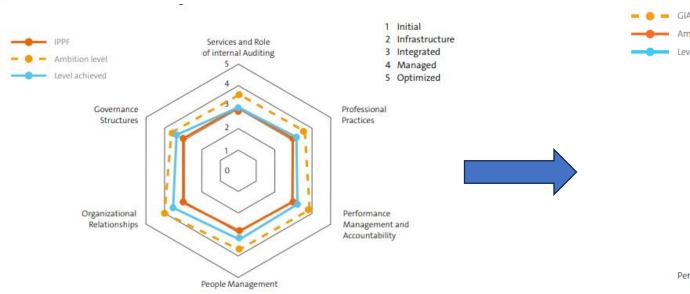


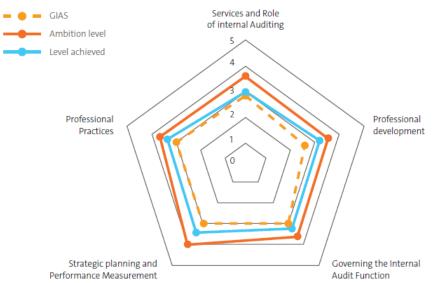


- Framework for self-assessment
- Road map for improvement: action plan achieved ambition
- Communication vehicle with stakeholders
- Dynamic model on themes and topics: we encourage members to share feedback, experiences and good practices



### Spiderdiagram from 6 to 5 themes









# Report GIAS Compliance

#### Score table Compliance with GIAS

	Services and R Internal Auditin	Professional Development		Governing Internal Audit Function		Strategic Planning and PerformULIERance Management		Professional Practices		Compliant with GIAS
		Domain I: I	Pur	pose of Internal Au	ditir	ng				
Domain I					Г	Objectives	х		Γ	
						Communication on IAF's activities	х			×
		Domain II:	Eth	ics and Profession	alis	m	_			
		Princip	le 1	Demonstratie Integrity	,					
Standard 1.1 Honesty and Professional Courage		Team development	٧							v
Standard 1.2 Organization's Ethical Expectations		Staff training (target- budget)	٧					Compliance with IPPF and other (professional) standards	x	x
		Team development	٧							
Standard 1.3 Legal and Ethical Behavior		Staff training (target- budget)	٧							×
		Princi	ple	2 Maintain Objectivity						
Standard 2.1 Individual Objectivity		Staff training (target- budget)	>	Authorized by the Board (audit charter)	x			Compliance with IPPF and other (professional) standards	x	x
Standard 2.2 Safeguarding Objectivity								Compliance with IPPF and other (professional) standards	x	x
Standard 2.3 Disclosing Impairments to Objectivity				Authorized by the Board (audit charter)	x					x
				Reporiting line	х					
		Principle	3 D	emonstrate Competen	су					
Standard 3.1 Competency		Staff training (target- budget)	٧					Compliance with IPPF and other (professional) standards	x	



### **Action plan**

#### **ASSESSMENT**



#### Score table IAAM model 2024

Nr.	Description	Ambition level	Level achieved	Action defined
1.1.1	Artificial Intelligence	3	1	
1.1.2	Cybersecurity	3	2	
1.1.3	Sustainability	3	1	
1.1.4	Strategy	3	2	
1.1.5	Soft Controls	3	2	
1.2.1	Scope	3	2	
1.2.2	Perform advisory services	3	2	
2.1.1	Staff development (target-budget)	3	3	
2.1.2	Team development	3	3	
2.1.3	Professional associations	3	3	
2.1.4	Performance cycle and remuneration policy	3	3	
2.1.5	Technological resources	3	3	
2.2.1	Resource allocation (including co-sourcing or outsourcing)	4	3	
2.2.2	Resource planning	3	2	
2.2.3	Recruitment	3	2	
3.1.1	Authorized by the Board (audit charter)	3	2	
3.2.1	Reporting line	3	2	
3.2.2	Funding of the audit department	3	1	
3.2.3	Oversight of the IAF	3	2	
3.2.4	Governance and Risk Management	3	2	
3.3.1	Access to information, assets and people	3	2	
3.3.2	Awareness of the IA function	3	2	
4.1.1	Objectives	3	2	
4.1.2	Budget	3	2	
4.2.1	Measures	3	3	
4.2.2	Audience	4	4	
4.2.3	Process	3	3	
4.3.1	Communication on IAF's activities	3	2	

# Instituut van Internal Auditors Nederland

### **Management Report**

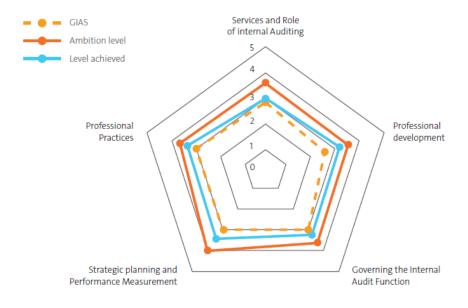
#### MANAGEMENT SUMMARY

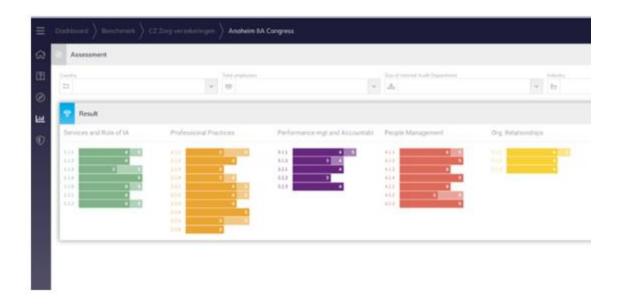
#### Score tables overview

Т	heme	GIAS	Level achieved	Ambition level
1	Services and Role of IA	3	1,71	3,00
2	Professional development	3	2,75	3,13
3	Governing the Internal Audit Function	3	1,86	3,00
4	Strategic Planning and Performance Measurement	3	2,63	3,13
5	Professional Practices	3	2,10	3,00

TI	heme	Sub	otheme	Level achieved	Ambition level
1	Services and Role of IA	1.1	Emerging Topics	1,60	3,00
		1.2	Advisory services	2,00	3,00
2	Professional development	2.1	Manage Resources	3,00	3,00
		2.2	HR Planning	2,33	3,33
3	Governing the Internal Audit Function	3.1	Role and Authority of Intenal Audit	2,00	3,00
		3.2	Management and oversight of the IA activity	1,75	3,00
		3.3	Access and Awareness	2,00	3,00
4	Strategic planning and Performance Measurement	4.1	Plans Strategically	2,00	3,00
Г		4.2	Performance Measurement	3,33	3,33
		4.3	Communicates Effectively	2,33	3,00
5	Professional Practices	5.1	QAIP	1,50	3,00
		5.2	Planning Internal Audit	2,33	3,00
		5.3	Performing internal audit services	2,20	3,00

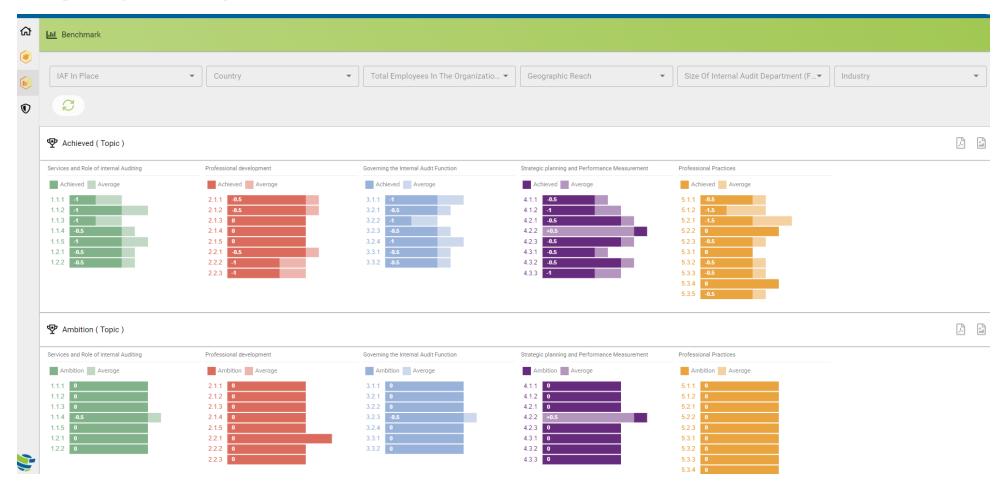
### **Communication with Board and Senior Management**







### **Benchmark**





# **Ambition Model update GIAS**



	Themes	Subtheme
1	Services and Role of Internal Auditing	Emerging topics
		Advisory services
2	Professional development	Manages Resources
		HR Planning
3	Governing the Internal Audit Function	Role and authority of Internal Audit
		Management and oversight of the IA activity
		Access and awareness
4	Strategic planning and Performance Measurement	Plans Stategically
		Performance Measurement
		Communicates Effectively
5	Professional Practices	QAIP
		Planning Internal Audit
		Performing internal audit services



### GIAS based and feedback from EQA

- Clear mapping between the Ambition Model and the new GIAS at the level of Domains and Principles
- The Ambition Model provides practical guidance for conformance and adds value to performance with good practices;
- Additions at levels 4 and 5 based on experiences at EQA and through dialogue and feedback
- Levels 4 and 5 mainly contain the add-on for performance. Several pilots have shown that the Ambition Model is suitable for adding value on top of traditional conformance.

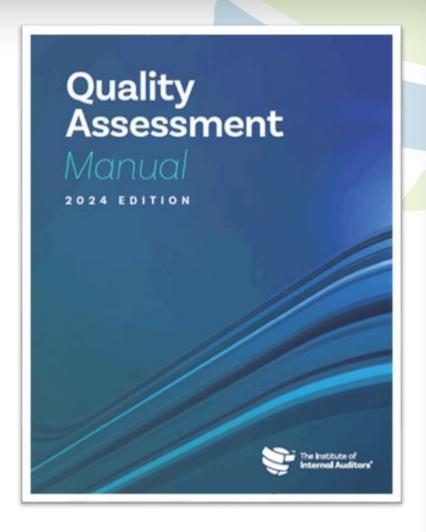




### **QA Manual**

- Update GIAS and Topical Requirements
- QA Manual: recommended 'Global Guidance' -
- Mandatory EQA for conformance
   + optional 'maturity assessment'
   "for example: Ambition Model"

Planning	Fieldwork	Reporting				
A1-A6. Planning Guides						
B1-B2. S						
C1-C3. Int	C1-C3. Interviews					
	D1-D6. Fieldwork Documentation					
	E1-E2. Co	nclusions				
		F1-F2. Sample Reports				
		G1. Gap Assessment				





# **Emerging topics**

	Themes		Subtheme	Topic
1	Services and Role of Internal	1.1	Emerging topics	Artificial Intelligence
	Auditing			Cybersecurity
				Sustainability
				Strategy
				Soft Controls
		1.2	Advisory services	Scope
				Perform advisory services

### Topical Requirements:

Mandatory guidance from IIA global if the topic is on your audit calendar In the Ambition Model "optional"



# **Professional Development**

	Themes		Subtheme	Topic
2	Professional development	2.1	Manages Resources	Staff training (target-budget)
				Team development
				Professional associations
				Performance cycle and remuneration policy
				Technological resources
		2.2	HR Planning	Resource allocation (including co-sourcing or outsourcing)
				Resource planning
				Recruitment

- Professional Development terminology aligned with GIAS
- Technological resources in accordance with GIAS principle Manages Resources
- Domain II, Standard 1.1: The concept of professional courage has been added to this. Internal auditors must demonstrate professional courage by communicating honestly and taking appropriate action, even when faced with dilemmas and difficult situations.



# Governing the IAF / Strategic planning and Performance Measurement

	Themes		Subtheme	Topic
3	Governing the Internal Audit Function	3.1	Role and authority of Internal Audit	Authorized by the Board (audit charter)
		3.2	Management and oversight of the IA activity	Reporting Line Funding of the audit department Oversight of the audit activity
		3.3	Access and awareness	Governance and Risk Management  Access to information, assets and people
				Awareness of the IA activity
4	Strategic planning and	4.1	Plans Stategically	Objectives
	Performance Measurement			Budget
		4.2	Performance Measurement	Measures
				Audience
				Process
		4.3	Communicates Effectively	Communication on IAF's activities
				IAF's collaborations
				IAF's collaborations: external auditor

Domain IV, managing the department: and adapting charter. Added two standards that may be new to many IAFs
 1) 9.2 – Establishing a strategy for the IAF to support the organisation's strategic goals in the longer term
 2) 12.2 – Performance Management. Great importance is attached to the performance and added value of the IAF. CAE is now expected to develop and measure targets and KPIs for this purpose.



### **Professional Practices**

	Themes		Subtheme	Торіс
5	Professional Practices	5.1	QAIP	Compliance with IPPF and other (professional) standards
				Quality Management reviews
		5.2	Planning Internal Audit	Audit universe and scope
				Periodicity of evaluating the plan
				Prioritization and approval of the plan
		5.3	Performing internal audit services	Audit procedures
				Performing the audit - Planning
				Performing the audit - Fieldwork
				Communicating audit results
				Follow-up monitoring

- In the Ambition Model, QAIP is integrated as a separate sub-theme under Professional Practices;
- Topics, concorm rearranges the definitions of in GIAS;
- Implement changes in the audit plan and IAF handbook.

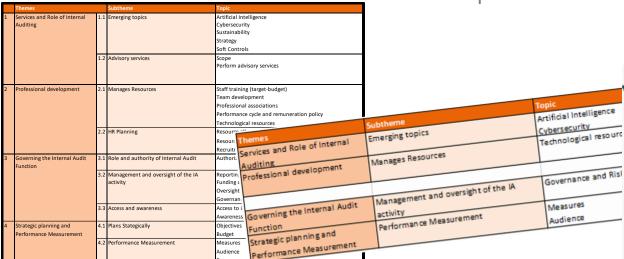


### **Example use Ambition Model within Achmea**

Top 5 topics to focus the strategic plan

MT session to discuss new topics

Meeting Achmea Internal Audit Young Professionals



ommunication on IAF's activities

eriodicity of evaluating the plan rioritization and approval of the plan

Performing the audit - Planning Performing the audit - Fieldwork Communicating audit results







Communicates Effectively

2 Planning Internal Audit

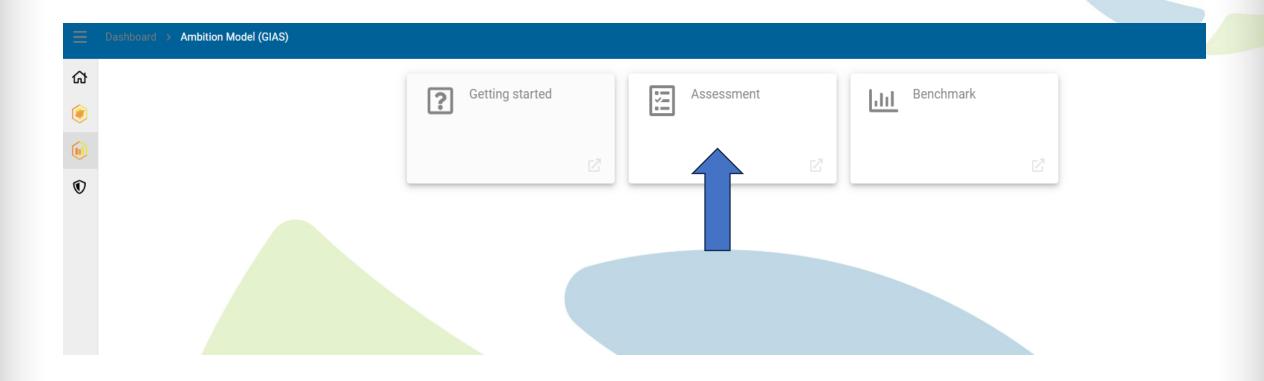
Performing internal audit services

### **Demo Tool Ambition Model**



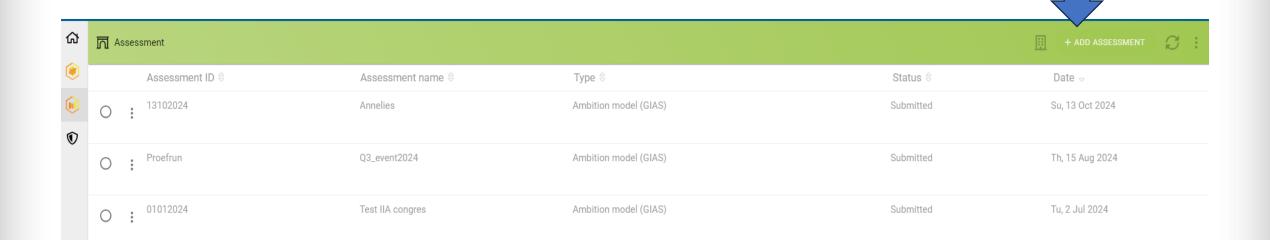


### Screen 2: select Asessment





### Screen 3: create new assessment





# **Example Self Assessment**





### **Tool Access**

#### **How to Access:**

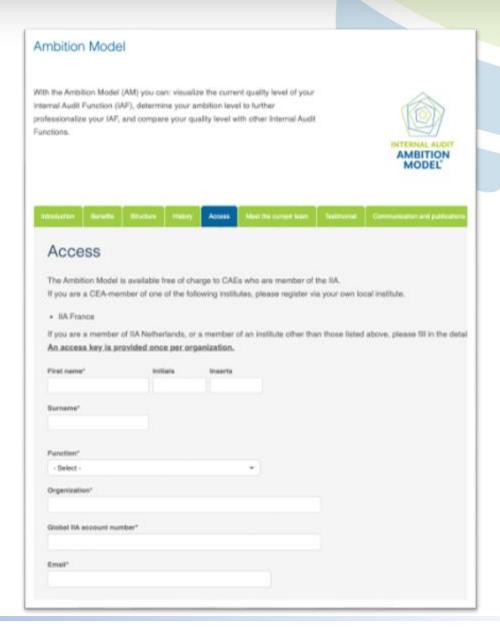
- Only the Chief Audit Executive (CAE) can apply
- One access key per organization (check with your CAE whether your organization already has access)
- Register via the website: <a href="https://www.iia.nl/kwaliteit/ambition-model#access">https://www.iia.nl/kwaliteit/ambition-model#access</a>

#### What You Need:

Name, role (CAE/auditor), organization, GAN number, email

### **Approval Process:**

- IIA verifies eligibility
- Access granted upon approval
- Confirmation email sent





### **Data Protection**

### **Data Protection & Information Security**

- User control: Logged-in users have access only to the data associated with their own user profile
- Admin access: Limited to user lists and submission dates within their own country
- Data confidentiality: User inputs and comments are not accessible to other users or administrators. In exceptional cases, a certified system supervisor from Zertic may access data solely for troubleshooting or incident response, in full compliance with GDPR and strict confidentiality protocols
- Anonymized data: Only shared with the benchmark database
- Benchmark results: Only show averages; individual company data is not identifiable

### **Security & Hosting**

- SAAS: Zertic BV ISO 27001 certificate
- **Hosting:** Leaseweb BV <u>Security certificates</u>
- **Compliance**: Systems and data hosted in the Netherlands, compliant with GDPR and national laws.



### **Closing Remarks & Stay Connected!**

#### **Teams Channel Access:**

Fill out the following form to gain access to the Teams Channel: <a href="https://forms.office.com/e/jbGaY26jsF">https://forms.office.com/e/jbGaY26jsF</a>

#### **Teams Channel features:**

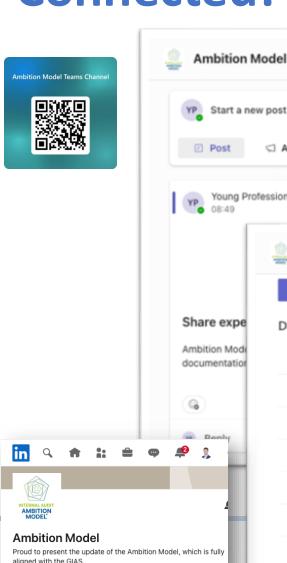
- Discussion forum
- Frequently Asked Questions (FAQs) section
- All available documentation (manuals, updates, etc.)

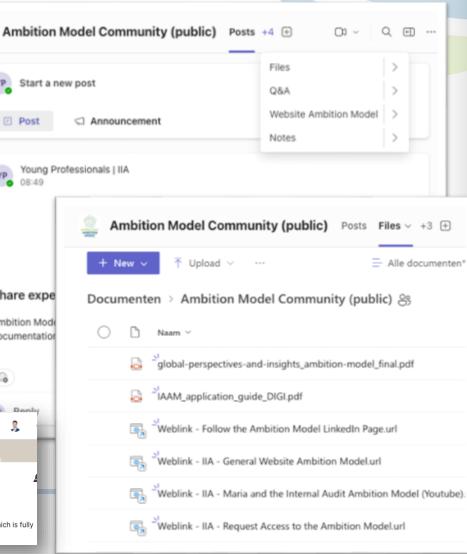
Follow-up Q&A session on the 1st of July 2025

#### LinkedIn:

Follow the dedicated LinkedIn page to stay up to date about the Ambition Model and any developments: <a href="https://www.linkedin.com/showcase/iia-ambition-model">https://www.linkedin.com/showcase/iia-ambition-model</a>







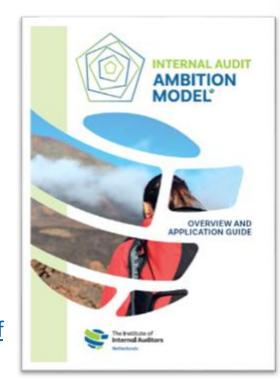
# **Thank You for Your Participation!**

### **Contact information for further questions:**

- General email address: <u>ambition@iia.nl</u>
- Website (access): <a href="https://www.iia.nl/kwaliteit/ambition-model">https://www.iia.nl/kwaliteit/ambition-model</a>
- Sign up for Teams Channel: <a href="https://forms.office.com/e/jbGaY26jsF">https://forms.office.com/e/jbGaY26jsF</a>
- LinkedIn: <a href="https://www.linkedin.com/showcase/iia-ambition-model">https://www.linkedin.com/showcase/iia-ambition-model</a>

#### **Available Guides and Info:**

- Introduction video: <a href="IIA">IIA</a> | Maria and the Internal Audit Ambition Model
- Application Guide (2025): <a href="https://www.iia.nl/kwaliteit/ambition-model#communication-and-publications">https://www.iia.nl/kwaliteit/ambition-model#communication-and-publications</a>
- Global Perspectives & Insights Ambition Model 2020: <a href="https://www.iia.nl/SiteFiles/global-perspectives-and-insights">https://www.iia.nl/SiteFiles/global-perspectives-and-insights</a> ambition-model final.pdf





# Questions & Answers (Q&A)







### **Process updating Ambition model to GIAS**

Two pager with approach

 The new main divison first agreed wit the IIA board and the EU usergroup;

Gias -> AM

- Project team in collaboration with IFACI
- Deployment of expert teams on AI and cyber themes

Feedback stakeholders

- CPP, NBA Lio, EQA
- Europese usergroup members
- IIA Global Director, IIA Quality Services, Director Professional Standards, Vice President, Standards & Guidance -> vz Taskforce QA manual

Update tool

- Testing
- Approval IIA bestuur

L

Next steps

- Update our video and spiderdiagram
- Update the website IIA NL
- Communication launch AM GIAS
- Present to taskforce QA manual als good practice



### **Teasers**



#### GIAS:

5 Domains Conformance and Performance

Strategic plan

EQA's assessment still in progress Pitch about your IAF

New topics AM: Al en Cyber

AM Level 3 is no guarantee





### IIA Global: topical requirements more to come

### **Future Topics and Timeline**



### **Topics Approved by Global Guidance Council, March 2024**

- 1. Cybersecurity (in process pilot project)
- 2. Third-party Risk Management
- 3. Culture
- 4. Business Resiliency

- 5. Anti-Corruption / Bribery\*
- 6. People Management\*
- 7. Fraud Risk Management\*
- 8. Sustainability: ESG\*

\*scope to be refined

### **Timeline**



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# Update AM: 2 versions available in the tool





Theme	Sub theme	Topic					
Services and Role of Internal Auditing	Assurance services	Role and authority Data Analytics Governance and Risk Management Strategy Soft Controls					
	Consulting services	Scope Consulting procedures					
Professional Practices	Audit plan	Audit universe and scope Periodicity of evaluating the plan Prioritization and approval of the plan Follow-up monitoring					
	Quality assurance	Compliance with IPPF and other (professional) standards Audit procedures Performing the audit - Planning Performing the audit - Planding Performing the audit - Fieldwork Communicating audit results Quality management reviews					
Performance Management and	Internal Audit Function Plan	Objectives Budget					
Accountability	Reporting	Measures Audience Process					
People Management	Professional development	Staff training (target bit Team development Professional association Performance cycle and remuneration policy					
	HR Planning	Resource allocation (including co-sourcing or outsourcing) Resource planning Recruitment					
Organizational Relationships	Organizational Relationships	Communication on IAF's activities IAF's collaborations IAF's collaborations: external auditor					
Governance Structures	Management and oversight of the IA activity	Reporting line Funding of the audit department Oversight of the audit activity 3 Lines of defense					
	Access and awareness	Access to information, assets and people Awareness of the IA activity					



	Themes	Subtheme	Topic
1	Services and Role of Internal	Emerging topics	Artificial Intelligence
	Auditing		Cybersecurity
			Sustainability
			Strategy
			Soft Controls
		Advisory services	Scope
			Perform advisory services
2	Professional development	Manages Resources	Staff training (target-budget)
_	Professional development	ivialiages nesources	Team development
			Professional associations
			Performance cycle and remuneration policy
			Technological resources
		HR Planning	Resource allocation (including co-sourcing or outsourcing)
		Tilk Flatining	Resource planning
			Recruitment
3	Committee the Internal Acade	Bully and make the of lateral budge	
3	Governing the Internal Audit Function	Role and authority of Internal Audit	Authorized by the Board (audit charter)
		Management and oversight of the IA	Reporting Line
		activity	Funding of the audit department
			Oversight of the audit activity
			Governance and Risk Management
		Access and awareness	Access to information, assets and people
			Awareness of the IA activity
4	Strategic planning and	Plans Stategically	Objectives
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			IAF's collaborations: external auditor
5	Professional Practices	QAIP	Compliance with IPPF and other (professional) standards
			Quality Management reviews
		Planning Internal Audit	Audit universe and scope
			Periodicity of evaluating the plan
			Prioritization and approval of the plan
		Performing internal audit services	Audit procedures
		-	Performing the audit - Planning
			Performing the audit - Fieldwork
			Communicating audit results
			Follow-up monitoring



# GIAS applicable from januari 2025

### The IPPF Evolution



2017

International Professional Practices Framework



2024



International Professional Practices Framework®

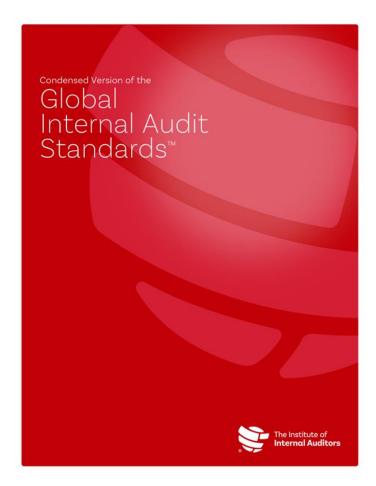


### Main changes Glossary

Significant changes in terminology used compared to the previous iteration of the Ambition Model:		
	2017	2024
IAF	(internal audit) activity	internal audit function
board	audit committee (AC)	The highest-level body charged
		with governance, such as a
		board of directors, audit
		committee, or board of
board	Supervisory board	governors.
senior	Executive board	The highest level of executive
management		management accountable to
		the board for executing the
		organization's strategic
		decisions.
advisory services	Consulting services	Services through which internal
		auditors provide advice to an
		organization's stakeholders
		without providing assurance or
		taking on management
		responsibilities.

### GIAS: applicable per IAF

### **Short version GIAS**



Bron: www.iia.nl / www.theiia.org

#### Standard 6.2 Internal Audit Charter

#### Requirements

The chief audit executive must develop and maintain an internal audit charter that specifies, at a minimum, the internal audit function's:

- · Purpose of Internal Auditing
- · Commitment to adhering to the Global Internal Audit Standards.
- Mandate, including scope and types of services to be provided, and the board's responsibilities and expectations regarding management's support of the internal audit function. (See also Standard 6.1 Internal Audit Mandate.)
- Organizational position and reporting relationships. (See also Standard 7.1 Organizational Independence.)

The chief audit executive must discuss the proposed charter with the board and senior management to confirm that it accurately reflects their understanding and expectations of the internal audit function.

#### **Essential Conditions**

#### Board

- Discuss with the chief audit executive and senior management other topics that should be included in the internal audit charter to enable an effective internal audit function.
- Approve the internal audit charter.
- Review the internal audit charter with the chief audit executive to consider changes
  affecting the organization, such as the employment of a new chief audit executive or
  changes in the type, severity, and interdependencies of risks to the organization.

#### Senior Management

 Communicate with the board and chief audit executive about management's expectations that should be considered for inclusion in the internal audit charter.

#### Considerations for Implementation

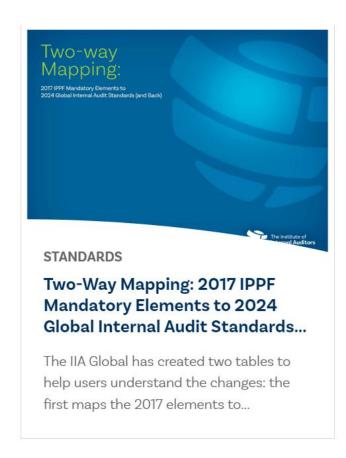
Key requirements for the internal audit charter are outlined in Standards 6.1 Internal Audit Mandate and 7.1 Organizational Independence.

The internal audit charter should describe administrative reporting responsibilities, such as the processes for:

- · Approving the internal audit function's human resources administration and budgets.
- · Approving the chief audit executive's expenses.
- Reviewing the chief audit executive's performance.

### Publicaties IIA Global: apply per IAF

- detailed mapping with requirements and considerationsGAP analysis







Source: www.iia.nl / www.theiia.org