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| **Critical Success Factor Area: Positioning** | | | |
| **CSF 1:** The role, remit and value proposition of Internal Audit is well understood and respected in XYZ thus enabling internal audit to successfully deliver on its mandate. | | | |
| Internal Audit department seeks to grow understanding and acceptance of the role and value of internal audit in XYZ | | | |
| **Initiatives**   * + Internal Audit to attend monthly management meetings for awareness of company business, to contribute and to advise on matters of risk, control, and governance.   Time Frame: March 2024   * + Develop and implement stakeholder management plan for key internal stakeholders.   Time Frame: September 2024   * + Develop an internal audit communication plan to keep management informed and educated on internal audit developments and good practices.   Time Frame: March 2025   * + Optimise integration with other risk and control monitoring functions.   Time Frame: June 2024   * + Involvement in key business initiatives (excellence projects etc.) to offer relevant insights and foresight.   Time Frame: June 2024 | SWOT Mapping | Weaknesses | Strengths |
| Opportunities | Threats |

Notes:

This tool shows how to map critical success factors (CSFs) to specific initiatives and elements of the SWOT analysis. By aligning initiatives with CSFs and the SWOT analysis, the internal audit team can ensure that their strategic actions are focused on addressing key challenges and opportunities.

This mapping exercise helps prioritize initiatives and allocate resources to the areas that will have the greatest impact on achieving the internal audit function's objectives.