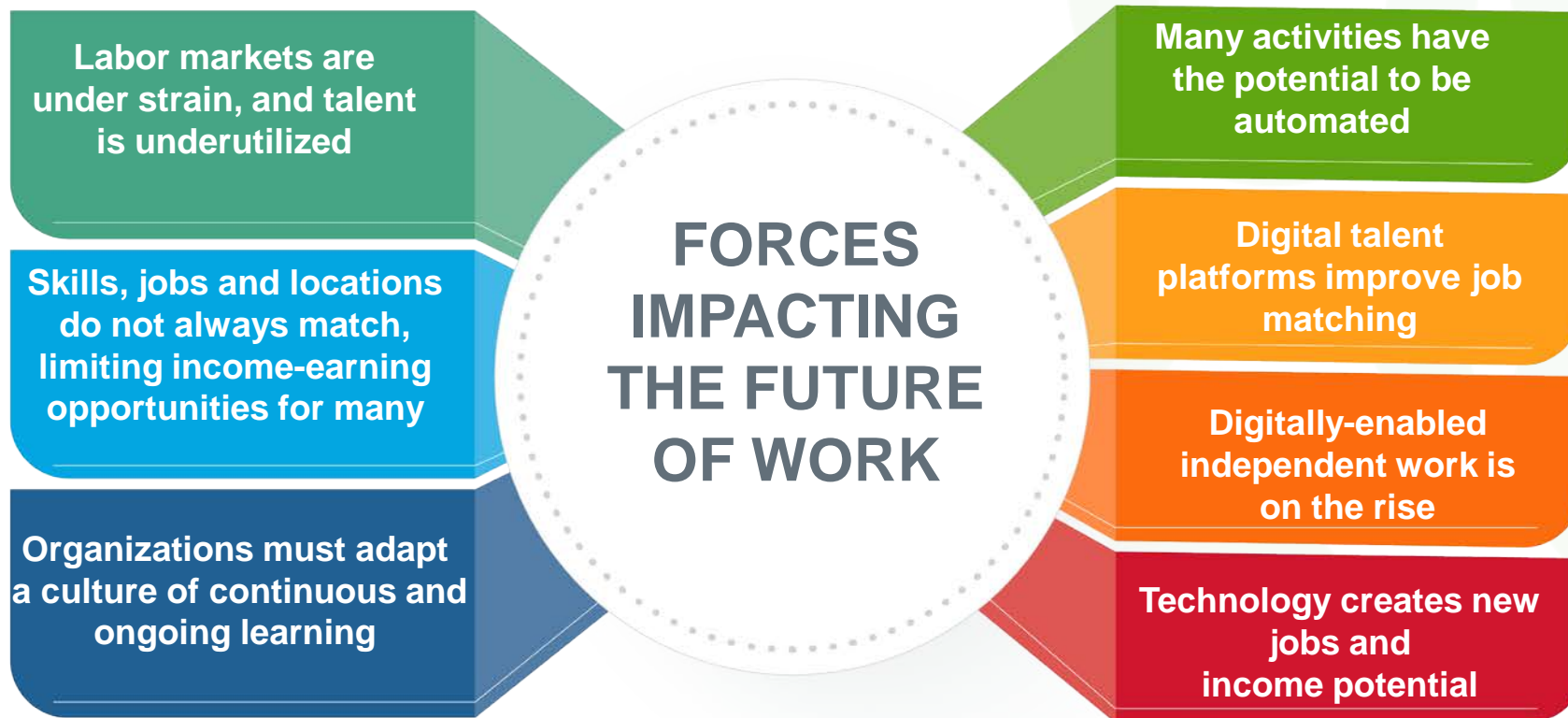# Moving ISACA Forward

**Tracey Dedrick, ISACA Board Chair**

August 2020

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# Move ISACA Forward

- Increased competition from non-profit AND for-profit companies

- Rapidly changing technology-related market place

- Sub-optimal geographic and gender diversity

**FORCES IMPACTING THE FUTURE OF WORK**

Labor markets are under strain, and talent is underutilized

Skills, jobs and locations do not always match, limiting income-earning opportunities for many

Organizations must adapt a culture of continuous and ongoing learning

Many activities have the potential to be automated

Digital talent platforms improve job matching

Digitally-enabled independent work is on the rise

Technology creates new jobs and income potential

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# Move ISACA Forward - The Board

- The purpose of a board is to:

  - Provide governance and oversight

  - Act as a resource to the CEO

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# Move ISACA Forward - Governance and Oversight

- Improving governance leads to more effective and efficient stewardship
  - Created a smaller board to improve efficiency and reduce expenses
  - Updated committee charters to reflect best practices
  - Approved new compensation practices to create better accountability
  - Improved financial and business transparency for better oversight and decisioning
  - Tightened up the Conflict of Interest Policy

- Creating and expanding committees to reflect best practices
  - Addition of technology oversight in creating Risk & Technology Committee
  - Compensation Committee remit expanded to include Talent Management

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# Move ISACA Forward - Resource to the CEO

- 2020 Board Search Objectives
  - Match board skills to strategic goals and objectives
  - Obtain a balance between management and deep membership experience
  - Maintain or improve diversity – 5/13 are women, 7 countries/regions represented
- The N&G Committee went looking for
  - Financial "Expert", not just audit skills (1)
  - C-Suite (4)
  - Government (1)
  - Education (1)
  - Technology (2)
  - Chief Marketing Officer (0)
- ISACA is subject to US business & accounting laws

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# Move ISACA Forward - Management

- Invest in talent
  - New CEO hired in April 2019
  - CEO hired new heads of Learning, Membership & Technology 2$^{nd}$ half 2019
  - Hired an Executive Director of the One in Tech Foundation
- Invest in skill sets
  - Firm-wide agile training
  - Instilled a "fail fast" mentality
- Invest in the culture
  - Unconscious Bias Training
  - New performance management regime
- Invest in information
  - Data based decision making
  - Starting AND stopping things that are not supported by the data

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# Move ISACA Forward - Technology

- Catalyst for a sustained competitive advantage
- Hired new Chief of Technology in September 2019
- Implement new technology strategy with 3 goals: Modernize, Optimize, Innovate
- Externally visible
  - Built and continue to enhance the new ISACA and OIT websites
  - Supported the move to virtual engagement of members, continuing to work to improve web experience
  - Instituted Exam Fraud reporting mechanism
- Internally visible (at present)
  - Acquired and are installing a new Customer Management System
  - Acquired and are installing a new learning platform
  - Supported and enabled the move to 100% work from home after COVID outbreak
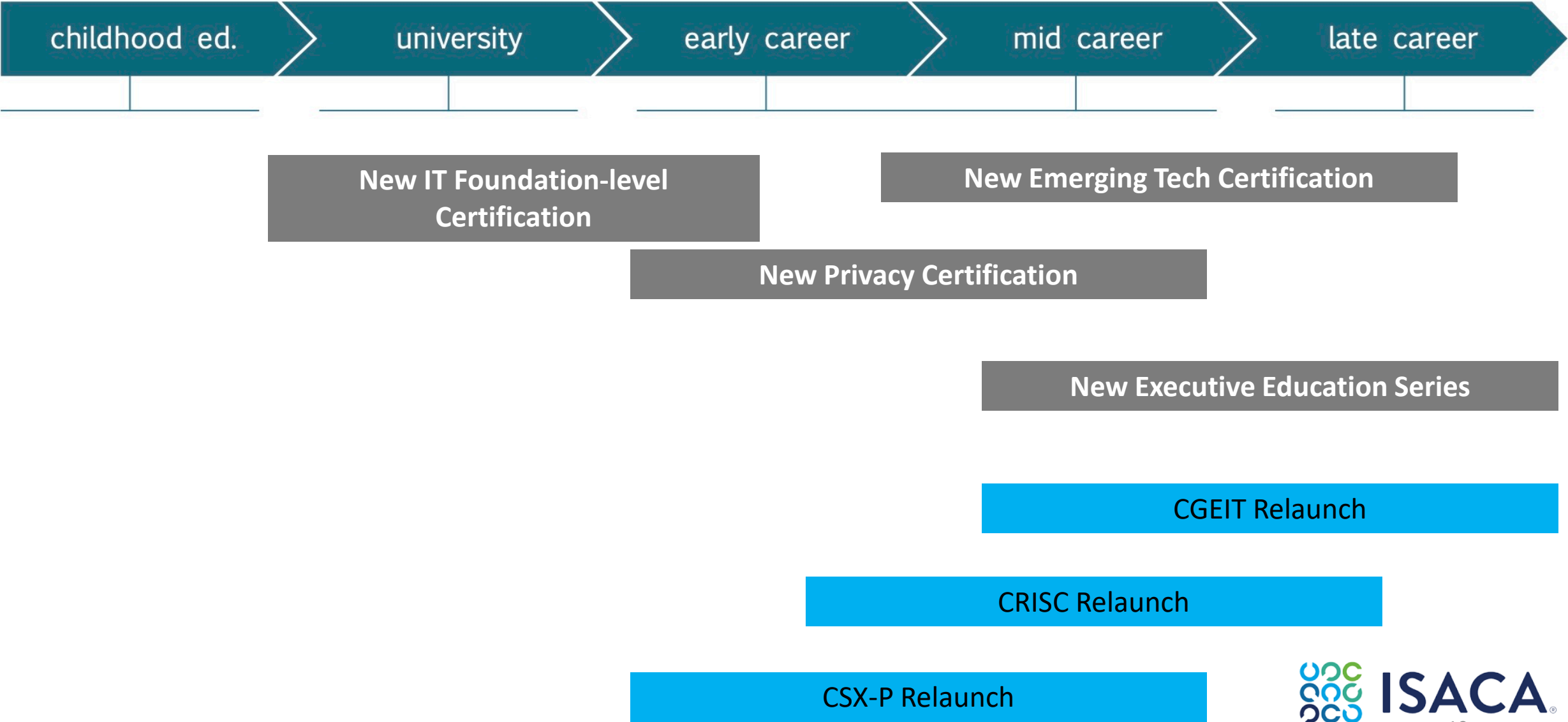
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# Move ISACA Forward - Membership

- Attract new membership, a younger generation and improve member experience

- New Head of Membership started in November 2019

- Performed research on membership with an expectation of a new strategy in 2020 and implementation beginning 2021

- Revamped the Awards Program & created the Hall of Fame

- Pivoted to virtual events due to COVID
  - NA CACS
  - GLS
  - GRC
  - Webinars

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# Move ISACA Forward - Learning

- Improve all aspects of learning including product offerings, delivery types and mechanisms with a view across the career spectrum

- New Chief Learning Officer started in June 2019

- Using data to determine new learning opportunities

  - Create new products to address changing technology landscape

  - Broaden offerings across career timelines

- Devising and implementing a strategy utilize partnerships on product and delivery

  - Can broaden membership as ancillary benefit

- Drive technology changes to support and deliver new learning strategies

- Tie content to strategy

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# Move ISACA Forward - Fill Career Gaps

childhood ed. → university → early career → mid career → late career

**New IT Foundation-level Certification**

**New Emerging Tech Certification**

**New Privacy Certification**

**New Executive Education Series**

CGEIT Relaunch

CRISC Relaunch

CSX-P Relaunch

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# Move ISACA Forward – Build New Certifications

- Certified Data Privacy Engineer

- ISACA launched a new program focused on privacy by design.

- The program focuses on the technical aspects required to ensure that personally identifiable information is kept confidential and managed appropriately

- Currently engaging with other associations to co-market the certification, starting with the Project Management Institute and their 500,000 members

- Enterprise is working their partner network to also develop new opportunities

- As of August, more than 7,000 CDPSEs have been certified!

*"Privacy is one of the biggest challenges faced by organizations today. To better educate the workforce and practitioners who serve in privacy, risk and compliance functions, this new program would be beneficial."*

**CDPSE**

**Certified Data Privacy Solutions Engineer.**

An ISACA® Certification

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# Move ISACA Forward – Build New Partnerships

- **ISACA and CSA** have formed a strategic partnership to collaborate closely on critical initiatives to transform the auditing and assurance of cloud computing.

- The first initiative will combine forces to bring to market the Certificate of Cloud Auditing Knowledge (CCAK).

- ISACA has joined CSA as an equal partner to deliver the CCAK portfolio, giving IT, audit and information security professionals the opportunity to obtain the credential and raise the baseline of cloud assurance knowledge across the industry.

- The CCAK, scheduled for completion in Q4 2020, is the first credential for industry professionals that demonstrates expertise in the essential principles of auditing cloud computing systems.

# Move ISACA Forward – Fill Career Gaps & Partnerships



**ISACA Chicago Chapter**

Provides Instructors, Mentors and Scholarships

**ONE IN TECH** — An ISACA Foundation

Fund cohorts and create resources to find employment

**CITY COLLEGES of CHICAGO** — Education that Works

Provides Facilities and Students

**ISACA**

Provides content and curriculum

# Move ISACA Forward - Performance-Based IT Product Suite (2021)

## IT foundation-level (Name coming soon) (Courses/Certificate Exam)

- IT Basics
- Cybersecurity Fundamentals
- Networks and Infrastructure
- Data Science
- Software and Development

IT foundation-level certification awarded upon passing of all 5 certificate exams

## Emerging Tech* (Courses/Certificate Exams)

- Artificial Intelligence
- Cloud Computing
- Internet of Things
- Blockchain

Emerging Tech Certification awarded upon passing of all 4 certificate exams.

* Product names have not been finalized and should be considered placeholders only

- **Course Components Include:**
- Hands-On Labs
- Case Studies
- Teacher Notes and Presentations
- Study Guides
- Exams
- Student Membership
- Online self-paced courses

- *Items in yellow are unique differentiators that ISACA can provide that have high value across all markets*

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# Move ISACA Forward - One in Tech Foundation



**ONE IN TECH**
**YOUNG LEADERS IN TECH**

**Preparing the next generation to be healthy digital citizens**

Young Leaders In Tech will provide under-resourced children with the knowledge and skills to help them avoid online risks, maximize online opportunities, and exercise their full rights in the digital world.
Initiatives within this program include:

➢ **CyberSleuths**
➢ **Relevant-IT**



**ONE IN TECH**
**SheLeadsTech**

**Building avenues to achieve a workforce free of gender-bias**

SheLeadsTech empowers women, a highly underrepresented percentage in the tech workforce, to not only enter into tech careers, but to stay in the field, serving in leadership roles and achieving their highest potential.



**ONE IN TECH**
**WeLeadTech**

**Creating pathways for a racially and culturally diverse workforce**

WeLeadTech empowers groups who, due to racial, cultural bias, or exclusion, are under-served in the tech industry, barred from opportunities to build leadership skills, find and be mentors, gain career guidance, and achieve certifications.

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# Move ISACA Forward - Our Future in Focus

**We are a Learning Company.**

We are good at **validating expertise** in the form of certifications. We **assess and evaluate** teams and organizational effectiveness against respected frameworks.

We help people get ready for these high stakes assessments by providing learning resources, training opportunities and continuing education opportunities to **keep their skills fresh, relevant and valuable**.

We think adult and professional learning, from pre-service throughout one's career, is **the future of learning**.

**We are an Engaged Community.**

Our status as a membership organization offers us a **unique global reach to technology practitioners** and experts to ensure our learning and assessments are world class.

We have a **global footprint** to reach technology professionals everywhere.

We know that we need to re-think what 'membership' means to **reach the next generation**, engage with them at work to make them **more effective for their companies**, and reach **other professions** that we should be serving.

**We are a Digital Innovation Company.**

In order to excel at Learning and Community, with individuals and with companies, we must **protect our Intellectual Property (IP)** and control access by building one ISACA digital platform. This allows us to operate at the center of an **ecosystem**

We must have a **sense of urgency** and focus to achieve this, and therefore we will partner and integrate, instead of build ourselves. And be willing to partner or license instead of own the entire value chain.

**ISACA**