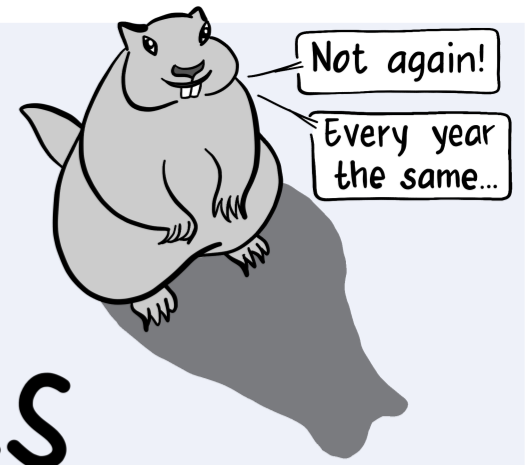


Escaping "Groundhog Day": The Transformative Possibilities of Reconceptualizing Audit



AUDIT = BUILDING TRUST
NOT RESTORING IT!

Let the Auditor be an **Ecosystem Engineer**



THINK AUDIT FIRST,
ACCOUNTING SECOND

Auditing could be (ready for) **everything!**

FOCUS ON WHAT
AUDIT CAN BECOME,
ON IT'S PURPOSE

Holystic
INSTEAD OF
HOLE-FIXING

WOW, THINKING
DIFFERENTLY IS
INSPIRING!

TO HELP COMPANIES
ESTABLISH & MAINTAIN
DESERVED CONFIDENCE

IS THIS A "FREE
PROFESSION?"

IT DOESN'T
FEEL LIKE IT!

Auditors
let's
Innovate!

YAY, THE
AUDITOR
IS HERE!

compliance

company

BUT AUDIT
IS AUDIT,
RIGHT?

IS A MOBILE PHONE STILL
A MOBILE PHONE?

be creative
with the
concept of
audit



Christopher
Humphry

"the gap"