



# The ACCA strategy



Think Ahead

# The ACCA strategy

## ACCA's ambition:

Lead the accountancy profession for a changed world.



The ACCA strategy sets out how we will secure a vibrant future for ACCA by fulfilling our purpose, remaining true to our values and realising our bold ambition.

### Purpose

We're a force for public good. We lead the global accountancy profession by creating opportunity.

### Values

#### Inclusion

We create opportunity for all. We remove artificial barriers, create connections and embrace diversity.

#### Integrity

We're ethical, honest and accountable and encourage the same from others. We act in the public interest and focus on long-term value.

#### Innovation

We think ahead. We explore new ideas, creating solutions that ensure our community and the wider profession is ready for today and tomorrow.



# Redefine the accountant.

This reflects what ACCA has always stood for: thinking ahead and pushing boundaries as we draw on our global perspective to shape the future for the accountancy profession.

We will:

- 1** Draw on ACCA's global presence, perspective and connections to define how the role of the accountant needs to change.
- 2** Create leading products that place ACCA members at the forefront of a highly trusted and dynamic profession.
- 3** Inspire and attract new talent to join ACCA's thriving and inclusive global community.



# Drive career success.

The ACCA community is equipped with the flexible skills and connections to remain the first choice globally for employers across all sectors.

We will:

- 1 Develop future-ready, ethical professional accountants with the flexible skills to deliver value.
- 2 Equip the ACCA community to unlock new career opportunities to succeed in a changing world.
- 3 Empower members and future members to connect, learn from each other and generate new solutions.



# Strengthen impact.

ACCA has a thriving, diverse and inclusive global community, with members at its heart. We're uniquely placed within the profession to partner and drive action for a better tomorrow.

## We will:

- 1** Connect employers with the right talent and expertise to drive sustainable success.
- 2** Grow, strengthen and inspire the ACCA community to deliver change for public good.
- 3** Convene, partner with and influence decision makers to drive a sustainable future for our world.



# Build sustainable value.

We're focused on the strategic capabilities we will build to deliver sustainable value to the ACCA community as it leads the global profession forward.

We will:

- 1 Deepen understanding of stakeholder and market needs to create the best customer experiences.
- 2 Reimagine how we offer skills and careers, drawing on innovative partnerships and new tech to deliver solutions.
- 3 Embed the flexibility and resilience needed to deliver outcomes sustainably.

# What success looks like

We'll track our progress in delivering the ACCA strategy through a balanced scorecard of strategic measures. And we'll share our progress with the world through our annual integrated report.

Strategic outcome or capability	Measure
Strategic ambition	Number of members
Redefine the accountant	Number of future members
Drive career success	Number of learners acquiring new skills through ACCA
Strengthen impact	Market share
	Overall satisfaction with ACCA
Build sustainable value	Sustainability: employee satisfaction
	Sustainability: in-year financial performance
	Sustainability: path to net zero



ACCA  
The Adelphi  
1/11 John Adam Street  
London WC2N 6AU  
United Kingdom

020 7059 5000

**accaglobal.com**

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