Strategy to 2025

**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.

**VISION TO 2025**

- **#1 in developing the accountancy profession the world needs**

ACCA’s strategy to 2025 sets out how we will secure a vibrant future for ACCA by fulfilling our purpose, remaining true to our values and realising our vision in the next five years.

- **Lead**
  Our proud, connected community delivers change for public good.

- **Create**
  Our unique knowledge enables us to shape the future and create long-term value.