



Strategy to **2025**

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Think Ahead

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.

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.

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in developing the
accountancy
profession the
world needs

VISION TO 2025

STRATEGY FRAMEWORK TO 2025

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.



Lead



Lead:

Our proud, connected community delivers change for public good.

To deliver this strategic outcome, our ambitions focus on two key elements: business and society and community.

*ACCA's ability to lead a trusted, inclusive global profession depends on the value we create through our community for **business and society**.*

*And the ACCA **community** is much more than a network: it's inclusive, open and global, with ACCA members at its heart.*

Create



Create:

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

To deliver this strategic outcome, our ambitions focus on two key elements: knowledge and value.

*We think ahead, defining the way forward by drawing on the collective **knowledge** of our community, and ensuring that knowledge is shared.*

*And we maximise this knowledge to create innovative solutions that keep the profession relevant and deliver **value** to the world.*

The value we'll deliver

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

Our purpose sets out the value we seek to create for the world. We've also identified the value we'll deliver for a number of our key stakeholders. We'll add to these as we enter the new strategy.

Members

We support members' career success by using our global voice to build the forward-thinking and ethical reputation of ACCA. Our cutting-edge insights and continuous learning keep them ahead and our global community opens doors to new opportunities including connections with fellow professionals, employers and forward thinkers.

Future members

We open doors to an exciting range of career opportunities through in-demand qualifications which give our future members a competitive edge. We help them succeed by connecting them to each other and to our wider global community that includes influential and supportive employers, educators, mentors, members and forward thinkers.

Employers

We partner with organisations, helping them access and grow the finance talent they need to succeed through our trusted forward-looking qualifications and continuous learning. Our cutting-edge business and technical insights keep them ahead and our global community opens doors to new opportunities including connections with ACCA professionals, new talent, potential partners and forward thinkers.

Educators

We enhance business opportunity for educators through our in-demand qualifications. We help them succeed, encouraging and recognising quality, and co-create innovative solutions with them for today and tomorrow. We open doors to new opportunities through our community, including connections with employers, future members, forward thinkers and other educators.

Governments and regulators

We openly share our expertise, bringing a global perspective to national challenges to assist governments and regulators in developing policies that build strong thriving societies. Our relevant qualifications develop future-ready people with the capabilities vital to economic growth. We help them prepare for the future, by connecting them to our technical and policy insights and community of policy makers, business leaders and forward thinkers.

Continuous learners

We offer continuous learners the opportunity to enhance their employability through our flexible, in-demand qualifications and learning solutions that develop future-ready skills. And we increase their prospects by connecting them to career support and our global community that includes educators and forward thinkers.

Employees

We offer the opportunity to be part of a dynamic organisation that makes a difference to societies around the world. We nurture forward thinkers who live our values and embrace the diverse perspectives of our global community, working together to create exciting solutions. We invest in our people, helping them grow, and reward them for their role in delivering our vision.

International organisations

We're driven by our vision to build the accountancy profession the world needs. We recognise how financial skills and capabilities create trust, boost economic development and improve living standards. We bring a global perspective, extensive expertise in developing qualifications, and experience of shaping and implementing international standards. We work with nations and international organisations to create, sustainable, long-term solutions that develop the profession.

The (general) public

Our qualifications develop forward thinking professionals with the financial and business skills essential for the creation of sustainable economies and thriving societies. Every day, ACCA trained people support individuals, businesses and organisations in making good decisions and doing the right thing. We build public trust by creating an inclusive profession with people from all backgrounds, bound by a code of ethics and committed to updating their skills to meet ever-changing needs.



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