

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.

