

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.