



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.

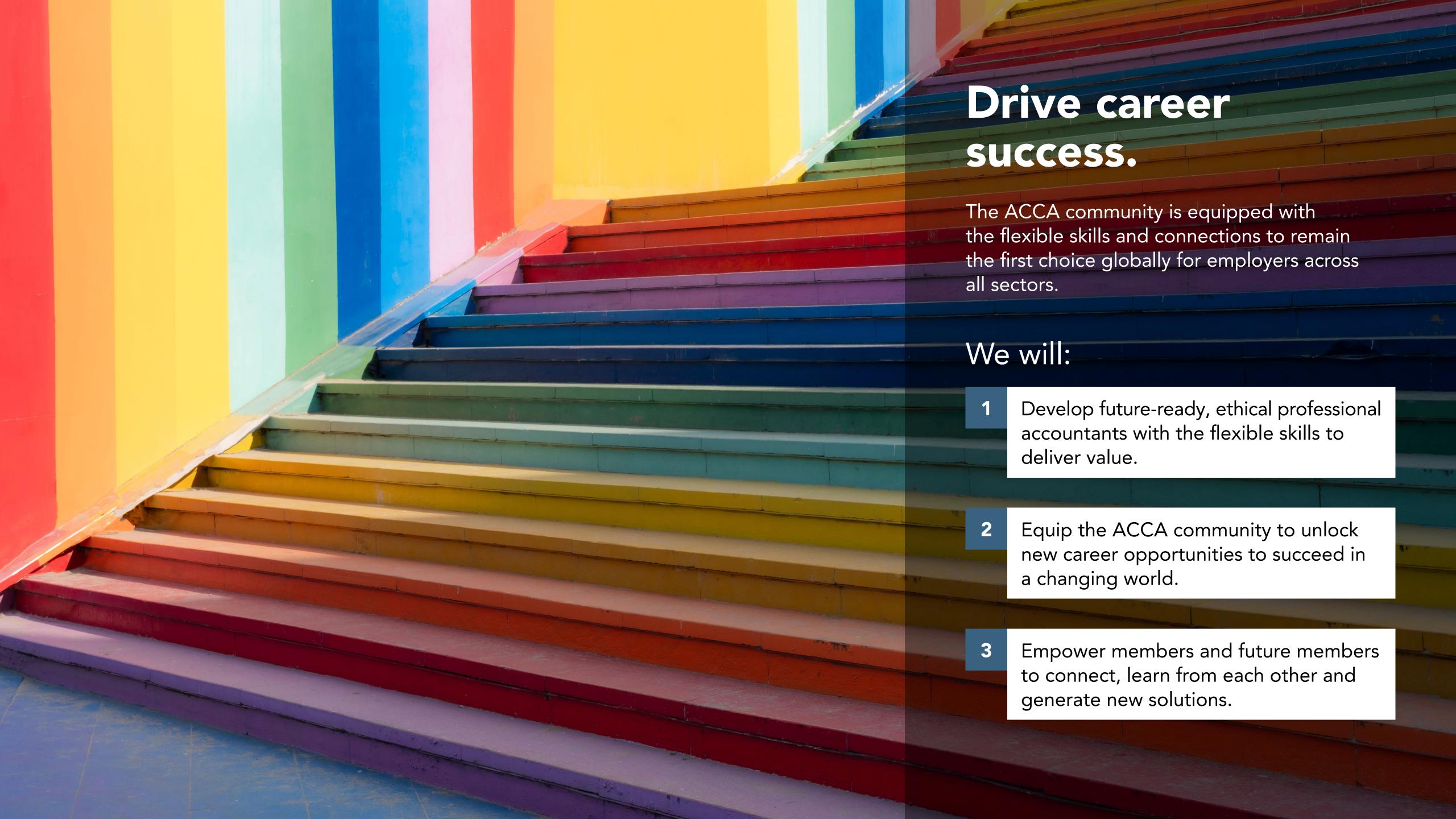


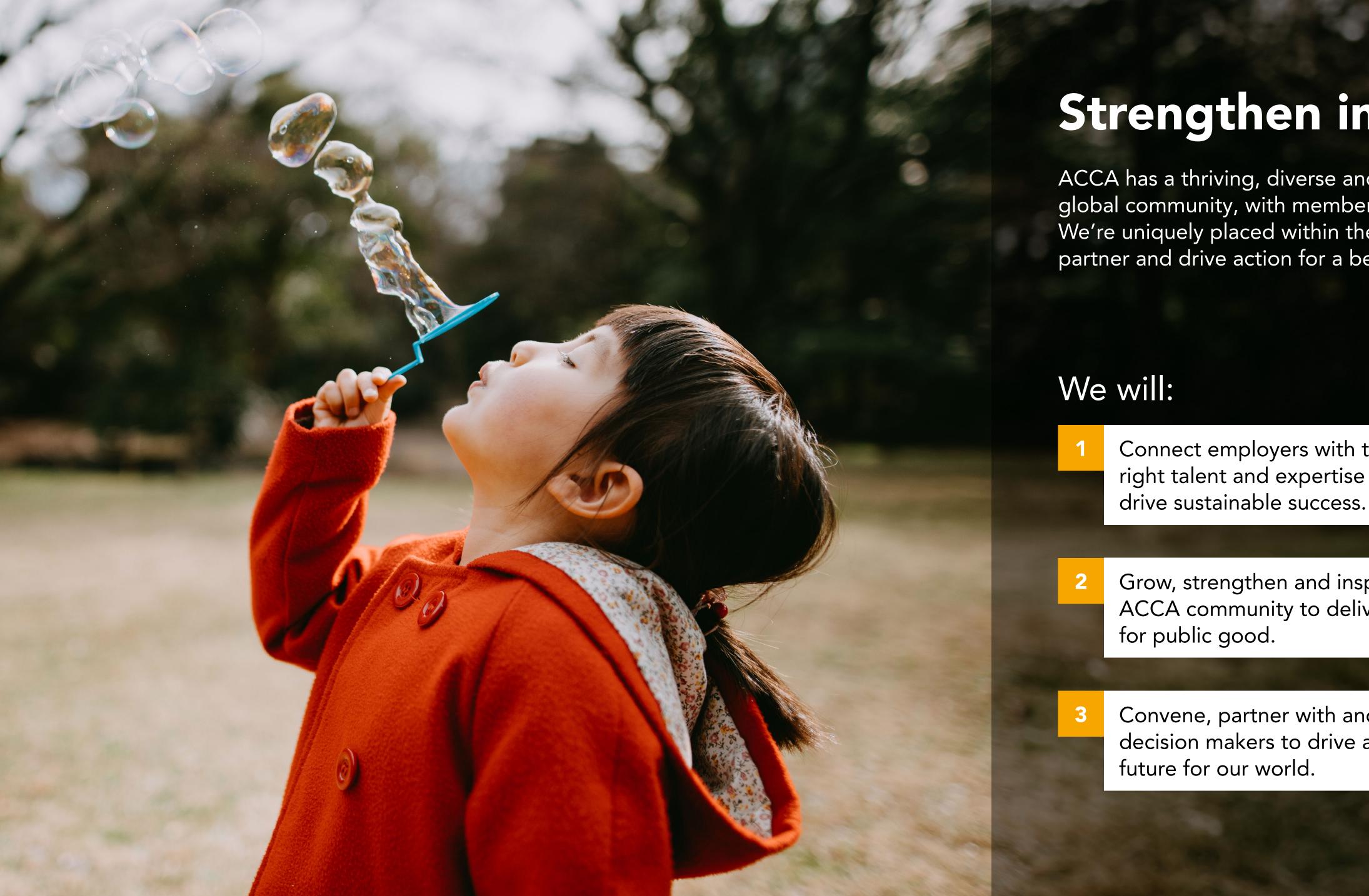
# Redefine the accountant.

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:

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





## 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.

- Connect employers with the right talent and expertise to
- Grow, strengthen and inspire the ACCA community to deliver change
- Convene, partner with and influence decision makers to drive a sustainable

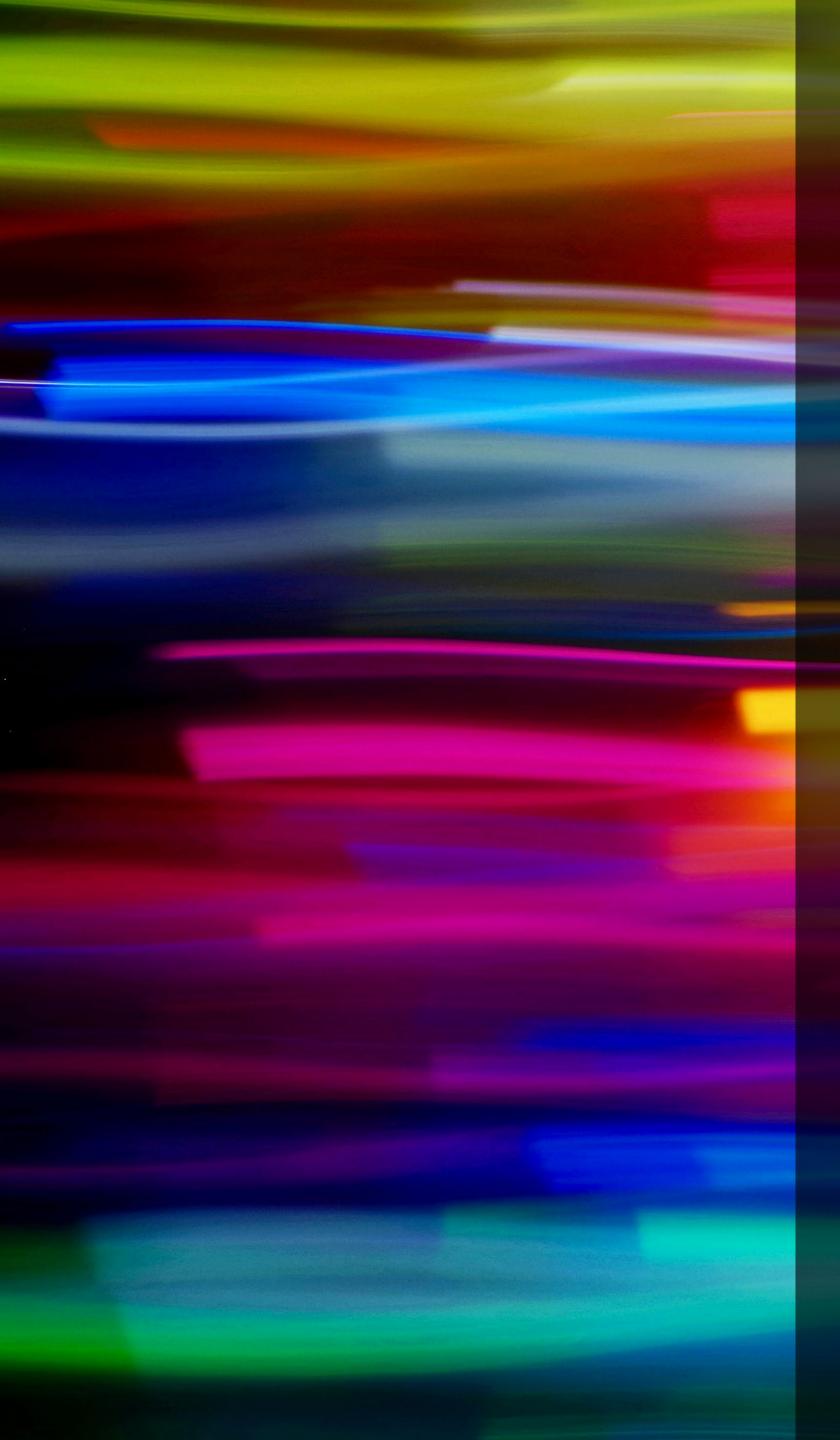


# Build sustainable value.

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:

- Deepen understanding of stakeholder and market needs to create the best customer experiences.
- Reimagine how we offer skills and careers, drawing on innovative partnerships and new tech to deliver solutions.
- 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:<br>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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