

OUR STRATEGY TO 2015 >

ACCA'S CURRENT STRATEGY WAS APPROVED BY COUNCIL IN 2009. IT SETS OUT A VISION TO 2015, WHICH IS THAT ACCA WILL BE UNIVERSALLY RECOGNISED BY EMPLOYERS IN ALL SECTORS AS THE LEADING GLOBAL PROFESSIONAL ACCOUNTANCY BODY IN REPUTATION, INFLUENCE AND SIZE.

Strategy map

ACCA's strategy map shows the 12 strategic outcomes ACCA needs to deliver to achieve its strategy to 2015. These outcomes impact on and are affected by each other. The map therefore shows the relationships between the outcomes through four perspectives:

- > the **governance perspective**, asking what Council wants
- > the **members' perspective**, asking what will make members invest time and money in the ACCA Qualification
- > the **process perspective**, asking what ACCA must excel at in order to meet the expectations of its key stakeholders

- > the **innovation perspective**, asking what ACCA must learn and develop to continue creating value for its stakeholders.

To enrich the strategy map further, the outcomes are linked by strategic themes. In the 2015 strategy creation process, the need for ACCA to focus on innovation and stakeholder engagement was highlighted. These two themes, along with accountability and integrity, frame the strategy to 2015. In this way, the strategy explicitly delivers to ACCA's core values of accountability, integrity and innovation, with the remaining core values of opportunity and diversity being integral to the strategic outcome of the recruitment and retention of our membership base.



ACCA AIMS TO BE UNIVERSALLY RECOGNISED BY EMPLOYERS IN ALL SECTORS AS THE LEADING GLOBAL PROFESSIONAL ACCOUNTANCY BODY IN REPUTATION, INFLUENCE AND SIZE.

