

STRATEGIC INITIATIVES

To achieve our aim and goals ICAEW will pursue the following five Strategic Initiatives.



Provide members and students with world leading education & learning content for future success - we will ensure that our education and training programmes continually evolve to address emerging trends, such as sustainability reporting and assurance, ESG more broadly and AI. We will provide the knowledge today so that our members and member firms are prepared for the challenges and opportunities that will come tomorrow.



Understand member needs and provide appropriate personalised solutions - we will develop a deep understanding of the needs and preferences of our members and member firms. By leveraging data analytics and advanced digital tools, we will gain insight that will enable us to craft ever more personalised solutions for the needs of an increasingly diverse membership base. We want every membership experience to be the best of both worlds, a more personalised journey but one that benefits from the collective wisdom and convening power of over 210,000 members and students worldwide.



Lead conversations on issues that matter for the profession and business - we will take a proactive role in shaping and leading discussions on key issues, ensuring that chartered accountants remain at the forefront of relevant debates. By actively engaging with policymakers, thought leaders, and the wider business community, and doing so with a bolder voice, we will influence the direction of critical conversations on topics such as sustainability, governance, digital transformation, and emerging technologies.



Reinforce our role as an internationally recognised Institute through targeted presence and engagement - we will shape and expand our global footprint where appropriate by focusing on key international markets and engaging with influential international stakeholders. By leveraging the ICAEW brand we will forge robust partnerships with global institutions, capital markets, professional and regulatory bodies, and member networks, and we will solidify ICAEW's reputation as a leading voice in the global accountancy profession.



Helping members and member firms to maintain high professional standards and holding them to those standards - we will maintain the integrity of, and trust in, the profession by ensuring that our members and member firms adhere to the highest professional and ethical standards. This commitment includes reinforcing rigorous qualification requirements, promoting continuous professional development, and ensuring compliance with ethical guidelines and regulatory frameworks. By instilling a culture of accountability, we will support our members and member firms in upholding their responsibility to the public and to society, ensuring that ICAEW Chartered Accountants remain trusted leaders in business and contribute positively to the global economy.

