



Highlights from 2015/2016 activity

ICAEW's business member strategy is determined and delivered by the business team and approved by the ICAEW Business Committee (IBC).

It has three elements:

1. Position ICAEW as a leading voice of business

Many members tell us that they can already access the technical and professional advice they need, and a significant number ask that we raise ICAEW's profile in business and political debates.

Member views underpin our participation in these debates. Through the [ICAEW Grant Thornton/Business Confidence Monitor](#) and the [ICAEW UK Economic Forecast](#), we capture the unique insight of business members in the UK. These reports are among the UK's foremost economic indicators, and the business team has presented the results each quarter in 2015 on TV, the BBC Radio 4 Today programme and at member events.

We also support the business community itself, particularly SMEs, and promote the importance of enterprise to the UK economy. This year we have responded to consultations such as the Work and Pensions Committee inquiry into pensions automatic enrolment and the Business, Innovation and Skills (BIS) Parliamentary Select Committee consultation into Access to Finance. We appeared twice before the BIS Select Committee in 2015, to give verbal evidence on exporting and productivity.

The business department manages the [Business Advice Service \(BAS\)](#) which offers a range of advice to smaller companies through traditional and social media. BAS has been extremely useful in raising the profile and promoting the work of ICAEW Chartered Accountants.

We have created a public policy strategy to position ICAEW as a leading voice of business, promote ethical standards and build public trust in business. We hope to involve as many of members as possible in shaping and delivering these objectives.

2. Promote and deliver member services

Member needs are matched to existing relevant ICAEW products and services and communicated accordingly. The business department and the IBC also explore ways of filling any significant gaps in the services offering that we identify.

The [Member mentoring](#) scheme was created in response to specific member demand. Younger members, particularly those who recently moved from practice to a business role in an SME, told us a mentor would help them make the most of their career. More experienced members want to give something back to the profession and mentoring offers them an opportunity to do that. We ran a successful pilot last year and we plan to increase the reach of this activity in 2016.

Another new initiative is the series of [job search podcasts](#), launched this year. We will produce more podcasts on a range of subject; if there is an area you think we should cover, please let us know.

3. Provide relevant content and thought leadership

The business department incorporates the **ICAEW Finance and Management Faculty**, available to members at additional cost, which offers comprehensive and accessible guidance and technical advice to enable you to develop your career.

ICAEW **thought leadership** is available without charge to all members. We take great pride in our thought leadership, it reinforces the quality of our qualification and positions ICAEW as a prominent business commentator: we publish reports on a range of topics, offering unique, thought provoking insight. Recent Finance Direction thought leadership publications, *Finance business partnering: a guide* and *Risk management: mindfulness and clumsy solutions*, published in 2015, provide fresh, engaging insight into what are universal challenges. Plans for 2016 in this area include looking into the role the CFO plays in strategy development.

The reports engage members in discussion and debate at conferences and events: they are excellent examples of how we can bring people together to share their experiences around a common topic.