

ICAEW STRATEGY 2020-2030



VISION

Our vision is that ICAEW Chartered Accountants enable a world of sustainable economies.

Our global community can and should be a force for good, achieving prosperity in ways which are responsible and resilient. Our members measure, advise and assure with expertise and integrity, enabling the conduct of business on a fair, transparent and accountable basis.

The next 10 years are critical - truly a decade of transformation. How we respond to the risks, trends and other powerful factors will largely decide the shape and role of ICAEW in 2030 - our 150th anniversary.



STRATEGIC FOUNDATIONS

Our approach to strategy is condensed into three core pillars of activity, which seek to fulfil the obligations of our Royal Charter:

1. Belonging and supporting

We support our 158,000 members across the world, personally and professionally. This includes through our Faculties, Communities and District Societies, as well as the Chartered Accountants Worldwide (CAW) network.

2. Education and training

We are committed to educating the chartered accountants of tomorrow, with a focus on building sustainable cohorts of future business and professional leaders. We work with universities, schools and other educational establishments to support recruitment activity for employers and our commitment to social mobility.

3. Reputation and influence

We contribute our expertise across business, professional and policymaking activity, on a wide variety of topics. Our work in upholding standards is also crucial to protecting the public and holding our members accountable.



STRATEGIC THEMES

Our high-level themes group together major new activities that we will undertake to achieve our key strategic outcomes.



Theme 1: Strengthen trust in ICAEW Chartered Accountants and the wider profession

In 2030, ICAEW Chartered Accountants will have a distinctive reputation for their integrity, expertise and commitment to the public interest. They will have earned and retained the confidence of enterprises, investors, regulators and governments and wider society, making them the most trusted sources of business advice.

We will contribute to fundamental reform of audit and corporate governance in the UK, sustain confidence in the continuing excellence of our members, and establish ICAEW Chartered Accountants as key partners in combatting economic crime.



Theme 2: Help to achieve the Sustainable Development Goals (SDGs)

In 2030, ICAEW will be acknowledged as having made a leading contribution to achieving the UN SDGs to end poverty, protect the planet and promote peace and prosperity around the world. We will have mobilised our own expertise and influence to address the challenges and enabled successful transformative action by governments.

We will help develop metrics and methodologies to achieve the SDGs, position our members as being in the vanguard of understanding the SDGs, and demonstrate leadership in our own conduct as a business and an employer.

Theme 3: Support the transformation of trade and the economy

By 2030, ICAEW will be recognised as having helped to reset the relationship between economies and the communities they serve, supporting businesses while ensuring they operate to the highest standards of transparency and responsibility, and with proper consideration for the interests of all stakeholders.

We will support a global economic recovery from COVID-19 which is consistent with achievement of the SDGs, work with tax authorities to reform taxation systems, and help achieve sustainable public finances.



Theme 4: Master technology and data

In 2030, in a world transformed by technological change, ICAEW Chartered Accountants will be more relevant than ever, due to a global reputation for understanding both the immediate effects and the wider potential of these changes, and for enabling economies, governments and businesses to adapt and thrive with confidence.

We will redefine the data skills expected of our members, equip them to be leaders in the exploitation of new technology and data, and ensure they are trained and equipped to deter and detect fraud and other cybercrime.

Theme 5: Strengthen the profession by attracting talent and building diversity

In 2030, significant and growing numbers of exceptional individuals from all backgrounds worldwide, will seek and retain membership of ICAEW. As access to the profession widens, our training will continue to demonstrate rigour, relevance and value to employers and members alike.

We will ensure that the profile of our members and students fairly reflects the societies it serves, support the personal and professional development of all members throughout their careers, and evolve the representative components of ICAEW Governance to ensure that it reflects the profile of the membership.

