Our value creation model

Societal Key Key Societal Key Key value-adding outputs inputs and resources benefit outcomes consideration activities National offices supported A global network of Support and opportunities Creating global networks through by global headquarters a unrivalled customer-focused accountancy partnerships for members around the world A framework of Organisations in \rightarrow \rightarrow markets presence that bring value to our global and national all sectors that are global membership regulations for run efficiently and accountancy responsibly, that training, People High-performing people Investment in help grow economies qualifications **Employees** \rightarrow across our operations and internal training, education sustainably and member volunteers Meeting the global demand and talent management governance and supervision. safeguard the from employers for accountants interests of the public with a range of skills and strong Increasing demand and society Partners Professional, ethical Qualifying and regulating ethical compass for accountancy professional accountants to the same accountants with the skills **Employers** skills, driven by Learning providers high standards globally through required by any organisation appreciation of Accountancy and other bodies a flexible and accessible process globally sustainable Public Value economic growth. Widespread market Unrivalled global mobility Maintaining and developing \rightarrow and statutory recognition for our members an aspirational and appealing Talented people global brand across the globe Intellectual property seeking a rewarding and brands career A global programme of A distinctive contribution to the Generating globally relevant \rightarrow research and insights that development of accountancy and technical insight with public interest at its heart supports and enhances business thought and practice sustainable business practice across the world IT infrastructure Digitally-enabled developments Best-in-class products Customer satisfaction \rightarrow for an online, self-service world and services Financial capital Supporting the development Stronger and more A stronger global accountancy \rightarrow sustainable national of the profession through profession capacity-building projects professional bodies