

## **Section 2      Link to the Strategic Plan**

The Strategic Plan for 2011-2014 reaffirms the organization's vision, mission and values and identifies the outcomes the organization strives to influence. These outcomes, while not entirely within the control of IFAC or the accountancy profession, are the results IFAC seeks to influence on a broad scale. They also help define the strategies of the organization.

Four service areas have been defined in support of IFAC's mission and values. They are:

- Standards and Guidance
- Adoption and Implementation
- Quality and Development
- Representation of the Accountancy Profession

Service Area	Mission	Outcomes
Standards and Guidance Adoption and Implementation	▶ Contributing to the development, adoption, and implementation of high-quality international standards and guidance	▶ <ul style="list-style-type: none"> <li>• Confidence in international standards</li> <li>• Adoption of high-quality international standards</li> <li>• Effective implementation and enforcement of international standards</li> </ul>
Quality and Development	▶ Contributing to the development of strong professional accountancy organizations and accounting firms, and to high-quality practices by professional accountants  ▶ Promoting the value of professional accountants worldwide	▶ <ul style="list-style-type: none"> <li>• Strong professional accountancy organizations</li> <li>• Strong accounting firms</li> <li>• High-quality services by accounting firms and practitioners</li> <li>• High-quality financial management and reporting practices in all types of organization</li> <li>• Global recognition of professional accountants as business leaders and strategic partners in building long term sustainable organizational success</li> </ul>
Representation of the Accountancy Profession	▶ Speaking out on public interest issues where the accountancy profession's expertise is most relevant	▶ <ul style="list-style-type: none"> <li>• All of the above</li> </ul>