IFAC seeks to achieve its mission in an effort to influence various economic and social outcomes. The following illustration provides an indication of the outcomes that IFAC seeks to influence or have an impact on through its services identified in the center circle. The illustration reflects a ripple effect of flow-on impacts; IFAC will have a more direct influence on the outcomes closer to the center.

The outcomes in the second circle will primarily impact the accountancy profession at an institutional level (e.g., professional accountancy organizations, regional organizations, accounting firms, standard setters, etc.).

The third circle reflects those outcomes that will have an impact on individuals within the accountancy profession and various groups outside the profession (e.g., the regulatory community). The level of influence by IFAC will be less direct for these outcomes.

The fourth circle reflects those community-wide outcomes over which IFAC and the accountancy profession generally only have indirect influence but have an interest in seeing achieved.
Sustainable Organizations and Financial Markets
Strong International Economies

- Enhanced levels of production of goods and services
- Improved economic decision-making in organizations
- Provision of high-quality performance information
- Stable and robust regulation that promotes growth and efficiency
- High-public confidence in the accountancy profession and its services
- Effective implementation and enforcement of international standards
- Enhanced credibility of and accessibility to financial and non-financial information
- Achieving social equity
- Improved legislation and regulation of professional liability
- Enhanced governmental accountability
- Strong professional accountancy organizations
- Strong ethical behaviors demonstrated by professional accountants
- Enhanced level of competence within the accountancy profession
- Strong legal frameworks
- Strong organizational governance and management structures
- Strong corporate behavior
- Reduced level of corruption
- Enhanced accountability
- Integrated social, economic and environmental reporting
- High-quality services by firms and practitioners
- Strong accounting firms
- Integrated organizational governance and management structures
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Key:

<table>
<thead>
<tr>
<th>Main Impact On</th>
<th>Influence</th>
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<tbody>
<tr>
<td>Profession/Institutions</td>
<td>More Direct</td>
</tr>
<tr>
<td>Individuals/Regulators</td>
<td>Less Direct</td>
</tr>
<tr>
<td>Community</td>
<td>Indirect</td>
</tr>
</tbody>
</table>
The table below illustrates the link between IFAC’s mission and those outcomes over which it has a more direct influence (i.e., the outcomes in the second circle).

<table>
<thead>
<tr>
<th>Mission</th>
<th>Outcomes</th>
</tr>
</thead>
</table>
| Contributing to the development, adoption, and implementation of high-quality international standards and guidance | **►** Confidence in international standards  
**►** Adoption of high-quality international standards  
**►** Effective implementation and enforcement of international standards |
| Contributing to the development of strong professional accountancy organizations and accounting firms, and to high-quality practices by professional accountants | **►** Strong professional accountancy organizations  
**►** Strong accounting firms  
**►** High-quality services by accounting firms and practitioners  
**►** High-quality financial management and reporting practices in all types of organization |
| Promoting the value of professional accountants worldwide | **►** Global recognition of professional accountants as business leaders and strategic partners in building long term sustainable organizational success |
| Speaking out on public interest issues where the accountancy profession’s expertise is most relevant | **►** All of the above |