



- **ACC has 29,000 members in more than 75 countries, employed by over 10,000 organizations.**
- **ACC's FY2013 – 2018 Strategic Plan, approved February 2012 by ACC's Board of Directors, charts the direction for ACC's growth and continued success over the next five years and will serve as the blueprint for achieving ACC's mission and solidifying its vision.**

- **What does this mean for members?**

ACC members will benefit from the increased focus on meeting the needs of the association's diverse membership.

- **ACC Mission\*:**

*ACC is a global bar association that promotes the common professional and business interests of in-house counsel who work for corporations, associations and other private-sector organizations through information, education, networking opportunities and advocacy initiatives.*

\* While this Strategic Plan does not represent radical change in direction or focus, it does clarify how ACC will build upon its strong foundation to advance its mission as a global bar association, the directional path ACC chartered more than a decade ago.

- **ACC Vision**

*ACC aims to be the premier global bar association serving the diversified needs of in-house counsel by:*

- *Anticipating and understanding the needs of the in-house bar*
- *Helping members deliver services to their corporate clients efficiently and promote the value of in-house services*
- *Influencing the practice of law as it affects the in-house bar*
- *Delivering a mix of relevant, timely services, including information, education, networking and advocacy*

- **ACC's Strategic Plan, which will serve as the basis for all ACC initiatives, revolves around three themes designed to maximize member value:**

## Theme 1

Combine and focus resources to streamline the exchange of information

## Theme 2

Optimize services and experiences to retain and engage members

## Theme 3

Position ACC for continued relevance and impact as the voice of the in-house bar

## KEY STRATEGIES

Combine and focus resources to streamline the exchange of information

1 Create and provide easy access to relevant, high-quality, and timely resources and information

2 Create opportunities for chapters and committees to share resources and best practices to more efficiently serve members' needs

Optimize services and experiences to retain and engage members

3 Create meaningful connections between members that contribute to their professional success

4 Identify and pursue strategic alliances to deliver services to members and represent their interests

5 Strengthen the position and capabilities of in-house counsel as business professionals

Position ACC for continued relevance and impact as the voice of the in-house bar

6 Develop targeted offerings to increase Large Law CLO participation and engagement

7 Evolve internationally to maintain ACC market leadership

8 Understand, monitor, and act upon the needs of the next generation of in-house counsel

9 Be the voice of the in-house bar