



ACC Strategic Plan 3.0

A transformation compass for the future

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ACC STRATEGIC PLAN 3.0

The *North Star* is member/customer-centric, and everything is designed to meet and anticipate the needs of the members, including as those needs evolve.



ACC will provide its members with a seamless experience that anticipates and meets their needs for information, intelligence, professional development, and networking with their peers on a global basis.

SP 3.0 Pillar One

Seamless Experience

Strengthen the ACC membership experience at the chapter/local and global levels to achieve a seamless and consistently high-quality experience that is mutually supportive and strategically aligned.



SP 3.0 Pillar Two

Technology

Strengthen the use of technology as a key enabler for how ACC delivers member benefits, services, peer-to-peer connections, information, and programs.



SP 3.0 Pillar Three

Global Growth

Grow ACC globally prioritizing growth in countries with the highest probability of success and reasonable- to-low levels of geopolitical and operational risk, with an emphasis on smart partnering to raise awareness of ACC, and substantially increase the prospect database.



SP 3.0 Pillar Four

Communications & Engagement

Streamline and personalize communications and engagement with members so ACC messages are regarded by the member as relevant, high-value, and timely.



SP 3.0 Pillar Five

Advocacy

Advocate for the role of the in-house counsel and the in-house legal department.



**ACC
STRATEGIC
PLAN 3.0**

Chapter Impact

- **Assess strategic countries/markets for additional focus and investment**
- **Showcase virtual and face-to-face programming outside of service area boundaries**
- **Financial incentives(chapter grants/rebates) to support projects that advance SP 3.0.**
- **Data visualization reports that provide information on programming topic trends**
- **Easier access to opt in prospect data**
- **Strengthen service to niche groups that ACC HQ is challenged to serve (legal ops, paralegals and administrators, student organizations)**
- **Facilitation of self-governed, self-directed groups**
- **Delegate chapters and partners to address local language needs producing translated content as needed.**

ACC STRATEGIC PLAN 3.0

Members engage with ACC primarily to:

- a.) Access information, knowledge, and resources
- b.) Benefit from educational and professional development opportunities; and
- c.) Connect and network with peers and experts.

The ACC strategy is designed to meet member expectations across these three key drivers with a prioritized focus on the five strategic pillars.



THEMES

KEY OBJECTIVES

Pillar One Seamless Experience

Strengthen the ACC membership experience at the chapter/local and global levels to achieve a seamless and consistently high-quality experience that is mutually supportive and strategically aligned.

1. Provide education where, when, and how it is most accessible to the member, whether virtually or in-person, locally (chapter level), regionally, or globally. Include internally or externally developed content from approved partners.
2. Provide networking opportunities, whether in-person or virtually, that help members easily find valuable peer contacts locally, regionally, or globally.
3. Make it easy for members to find, access, rate, and share information that is timely, relevant, and responsive to their needs.
4. Maintain a content development approach whereby quality, vetted content is made available and distributed throughout the ACC eco-system.

Pillar Two Technology

Strengthen the use of technology as a key enabler for how ACC delivers member benefits, services, peer-to-peer connections, information, and programs.

1. Implement best-in-class technology tools that directly support a high quality, seamless user experience across all offerings, whether virtual, hybrid, in-person, or at the chapter level.
2. Invest in a sophisticated system that can inventory, catalogue, rate, and reference all forms of ACC content in order to improve the ability of members to find what they need easily and with a high degree of relevance on multiple devices and channels.
3. Adopt the necessary collaboration tools for in-house counsel and members to easily co-create high quality, valuable content.
4. Create a single-entry point for members to find the information they want, whether an article, presentation, education offering, or other legal resource.

Pillar Three Global Growth

Grow ACC globally prioritizing growth in countries with the highest probability of success and reasonable-to-low levels of geopolitical and operational risk, with an emphasis on smart partnering to raise awareness of ACC, and substantially increase the prospect database.

1. Develop a strong "virtual chapter" option to grow and serve widespread or large geographic regions, gaining critical mass.
2. Provide education and networking opportunities that are relevant and valuable to the target audience based on the participant's unique interests and context.
3. Work with partners, including national in-house counsel networks, on joint events, content creation, aggregation, and dissemination to raise the visibility of ACC, gain an understanding of the needs in a target region and to cultivate an audience for ACC offerings and membership.

Pillar Four Communications & Engagement

Streamline and personalize communications and engagement with members so ACC messages are regarded by the member as relevant, high-value, and timely.

1. Build and strengthen the capabilities of chapters to operate at a higher level and ensure chapters are better integrated at all levels of the ACC community.
2. Delegate chapters and partners to address local language needs and produce translated content.
3. Empower members to connect with one another to organize self-governed, self-directed groups based upon their unique interests and criteria.
4. Increase engagement of in-house counsel and members as thought leaders and subject matter experts to lead peer-to-peer discussions, identify trends, and create content.

Pillar Five Advocacy

Advocate for the role of the in-house counsel and the in-house legal department.

1. Develop and disseminate the research, data, information, and intelligence for fact-based advocacy initiatives that support and strengthen the role of the chief legal officer in the C-suite and boardroom, ensuring and enabling a "Seat at the Table."
2. Define, identify, and develop the necessary alliances as well as human and informational resources to conduct effective advocacy campaigns.
3. Empower and educate in-house counsel and legal operations teams to demonstrate and promote their value to internal and external stakeholders.
4. Strengthen processes and systems to enable early identification of issues that may impact the position of in-house counsel or the in-house legal department.

Thank you!

