

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.



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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

