



Key Note Address

## IOD’s Foresight & ACCA Partnership

### Ms. Helen Brand OBE

Chief Executive  
Association of Chartered Certified Accountants (ACCA)

Since 1991, the awards have been recognised around the world for the part they play in driving excellence in corporate practice and behaviour. Clearly, the high reputation of the IOD and the rigour of the process are key factors behind their immense success. But I believe they have deservedly flourished for two other important reasons: firstly, they focus on the entire company rather than individual achievement, recognising that it is everyone within a corporate’s ecosystem that drives best practices; and secondly, because they have such a strong focus on corporate responsibility in all its many forms.

In this, they clearly signal the important role the corporate community globally plays in creating a better, fairer and more sustainable society.

In an era where we face unprecedented global challenges, the Golden Peacock Awards play an invaluable role in encouraging companies to strive to be their best selves, and create value for all their stakeholders.

And, in doing so, IOD is a leader in global corporate excellence. As the

global body for professional accountants, ACCA’s overriding objective is to deliver value to business and society, developing and supporting professional accountants across 179 countries, and working in the public interest. That such a respected and influential organisation as the IOD champions and rewards these values, is a cause for celebration- and I’m therefore delighted to with you all this evening.

It only remains for me to thank IOD again for their foresight in creating the golden peacock awards and to say how much ACCA values the partnership we enjoy with IOD- something that I know will only grow and deepen in the years ahead, because of the common values we share. ■

Excerpts from the speech delivered by  
**Ms. Helen Brand OBE**  
Chief Executive, ACCA