

APPENDIX 3: CFA INSTITUTE PRIORITY STRATEGIC THEMES

The organization will identify priority strategic themes each year to guide focus and resource allocation. The themes will be publicly communicated to let our stakeholders know which areas influencing the investment industry we will explore. For example, they will inform the research projects of our Research, Advocacy, and Standards team or the development of learning offerings by Professional Learning. The themes for FY22 are:

THEME 1:

Strengthening the structural resilience of the capital markets, including:

- Ethical issues faced by the investment industry such as how advice is delivered to Generation X and Y and harmful but legal conduct.
- Issues related to the growth of private markets.
- The consideration of systemic risk issues such as whether money market funds should be regulated like bank Deposits, and Pensions and retirement matters.

THEME 2:

Developments in data analytics, technology, and automation, including:

- Ethical considerations in the use of Big and Alternative Data; Ethical considerations in the use of fintech by the investment industry such as how they employ investment algorithms.
- Matters related to financial market disclosures and market integrity issues; How regulators and policy makers are using regtech and supotech to improve market integrity.
- The tools and technologies available, how to integrate them into the investment process, and the benefits/challenges/opportunities of these technologies for investment success.

THEME 3:

New insights into the investment profession, both globally and locally, including individual and organizational behaviors related to:

- How the investment industry and regulators are using behavioral science, including any ethical considerations especially in connection with individual investors.
- How diversity and inclusion are being addressed, including challenges and how these are being overcome.

THEME 4:

Sustainability, including:

- A focus on the "S" (Sustainability) and "G" (Governance) of ESG-related matters; Climate-related issues.

