



# Impact Report

2023-2024

Certified



Corporation

This company meets the  
highest standards of social  
and environmental impact

# Our Vision

To be Central Ontario's premiere law firm by creating positive and meaningful impact and redefining the law firm experience.

# Our Mission

We deliver peace of mind to our clients, co-workers and communities.







# Our Clients

We go the extra mile.

In 2023 we introduced our Client Mapping Project, where we began the process of personally interviewing our clients to find out more about their challenges, needs and desires for their law firm relationship. We continued to innovate by providing our cartoon explainer videos to our real estate clients (walking them through all of the steps in a purchase, sale or refinance transaction) and are working on further videos for other areas of law. We also began to develop client welcome packages, to be rolled out in 2024, as a way to make the initial client retainer process more user-friendly and informative. These are just some of the steps in our effort to redefine the law firm experience for our clients.

*"The staff at Barriston Law were great to work with. They are very knowledgeable and personable, and took us step by step through the entire process of selling our current home and buying the new one. They were patient as they walked us through the process and answered all of our questions and concerns. I would highly recommend them." - Barriston Client*



*"Words cannot express how grateful we are for the services provided by this firm at the Barrie location, in dealing with my partner's intestate estate following his sudden death. Our lawyer is outstanding re: his knowledge and experience, his efficiency, and his unconditional care and compassion." - Barriston Client*



# Our Team and a Culture of Teamwork



## We Drive and Encourage Growth, Talent and Leadership

Our team is at the very heart of what we do. We aim to foster an environment that values and rewards each person's dedication to our firm, providing them room for growth and advancement.

In 2023 we saw an overall growth of 5% in firm members. We also supported 8% of our employees in promotions and internal role changes. We continued to add to our internal training program, the Barriston Academy, a place where all firm members can grow both their hard and soft skills. We provided leadership, finance and speaker training to our leaders of tomorrow.

## We Pay a Living Wage

Barriston is proud to be a Living Wage Employer! This means that we are paying all of our full-time, part-time and contract employees the living wage rate for our region. This is not only an investment in our people but an investment in our community.





# Our People and a Culture of Teamwork

## We Measure Employee Engagement

Regular Employee Engagement Surveys help us measure & monitor current employee engagement levels, and identify driving factors and obstacles to engagement. It also gives our team an opportunity to voice their opinions, and gives us a benchmark for where we are now, helping us create goals for the future.

In 2023 the results of our engagement survey told us that our staff feel **safe, secure and respected at the firm**. Our people indicated they are proud of their work, enjoy their role, are very happy with the firm's flexibility, have good relationships with their colleagues, and are very satisfied with the firm and our culture. We scored an overall approval rating of 90%.

## Our Goal is Belonging

Our Social Committee plans events throughout the year for team members from all of our offices to attend. Whether it be a Halloween potluck, holiday party or an outdoor BBQ at a local venue, we create opportunities for relationship-building, engagement and belonging.





# Our Communities and a Culture of Giving Back & Making an Impact



## We Encourage and Foster Community Involvement

Barriston has always been dedicated to supporting the communities in which we live and work. After obtaining our Bcorp certification we continued our contributions with an emphasis on meaningful, measurable and strategic support. Our focus is on 4 main areas that we believe build strong communities: Arts & Culture, Health & Wellness, Building Business & Education and Community Building.

## We Measure Impact

At Barriston, we encourage and incentivize our team to donate their time and involve themselves with organizations that align with their values and make the world a better place. We celebrate time spent on community involvement, monthly, by listing everyone in our firm who is participating at a community level in some way, and we award draw prizes as a way to say thank you to our team.

In 2023 our team docketed a total of 1,088 hours of community involvement!

## We Provide Leadership

Barriston is proud to be Carbon Neutral under the Carbon Zero certification program for scope 1 and 2 emissions. Our offset funds go to the Niagara Escarpment Forest Carbon Project (NEFCP) which promotes and maintains forest cover and ecosystem function close to home. We love to share our experience with becoming Carbon Neutral with other businesses and encourage them to do the same.





Highlighting some of the  
community organizations  
our team supports.



# Our Future and a Culture of Innovation

## We Track and Reward Innovation

As a B Corp, it is important to stay on the cutting edge of innovation and good governance. At Barriston, we prioritize and reward time spent on innovation to promote out of the box thinking, efficiency and an even better client experience. We're always adding processes to help make the experience at Barriston quicker, easier and as clear as possible.

## We Search out New Ways of Working

In today's world, work takes place out of the office at increasing rates. Our move to a cloud based practice has allowed us to work and interact remotely, respond to clients more quickly and access information more easily. We continue to investigate new technologies and adopt new ways of working, in an effort to transform the legal experience for our clients and our team.





# BARRISTON

## LAW

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[Find out more about B Corps here.](#)