

BARRISTON'S PURPOSE

Barriston exists to make a positive impact in the lives of our clients, our people and our communities.

We believe that our long-term success as a firm is directly tied to the positive impact we have on those we serve. We fulfill this purpose by providing exceptional legal services, creating meaningful opportunities for our team members, contributing leadership and expertise to our communities, and pursuing innovation that improves the client experience and overall access to legal services.

Integration into Strategy and Operations

This purpose guides Barriston's strategic planning, decision-making and day-to-day operations. It informs how we serve our clients, develop our people, invest in our communities, and build a sustainable business for the future. Our key strategic priorities include:

- Delivering exceptional client service and trusted legal guidance
- Attracting, developing and retaining outstanding people
- Supporting and strengthening the communities in which we operate
- Investing in innovation and technology to improve service delivery and accessibility
- Building a responsible and sustainable business for the long term

People and Culture

Barriston recognizes that fulfilling its purpose requires an engaged, capable and supported team. We invest in our people through:

- Ongoing employee engagement surveys and feedback mechanisms
- Professional development, mentorship, and leadership opportunities
- Workplace practices that support flexibility, well-being, inclusion and retention
- Recognition and reward systems that reinforce our values and community involvement

Client Service and Innovation

Creating a positive difference for our clients is central to Barriston's purpose. We pursue this by:

- Delivering responsive, practical and client-centered legal services
- Building long-term relationships based on trust and exceptional service
- Leveraging technology, and process improvement to enhance efficiency and accessibility
- Continually improving the client experience through innovation and feedback loops

Community Impact

Supporting our communities is a core component of Barriston's purpose. We contribute through:

- Active leadership by lawyers and staff in Rotary Clubs and other service organizations
- Board, governance and volunteer roles with nonprofit and charitable organizations across our regions
- Delivery of free educational seminars and programs for businesses, individuals, and community groups
- A firm-wide culture that encourages and supports community involvement at all levels
- Ongoing investment in the communities we serve, including Barrie, Collingwood, Bracebridge, and Huntsville

Measurement and Accountability

Barriston measures its success not only through business performance, but also through the impact it creates for its stakeholders. We monitor and report on:

- Employee engagement, development and retention metrics
- Client feedback and satisfaction indicators
- Community involvement and volunteer participation tracked and communicated through the firm's Annual Impact Report
- Community involvement of lawyers rewarded through our firm bonus system

Barriston views community engagement and stakeholder impact not as separate initiatives, but as core components of how the firm delivers on its purpose and sustains long-term success.