

MOTION LP

A Birch Hill Equity Partners Company

Presented by
Thecla Sweeney



MOTION™

Make life accessible.

Thecla E. Sweeney, Operating Partner

Thecla joined Birch Hill in 2004 when the group was still part of TD Capital. Thecla is Chair of the Boards of Mastermind Toys and Motion LP. and sits on the Board of FlexNetworks. Thecla has served on the Boards of ACE Bakery, Atria Networks LP, Secunda Canada, Sleep Country Canada Holdings Inc. and TSC Stores.

Prior to joining Birch Hill, Thecla worked at Porter Airlines in Business Development, was a consultant at Bain & Company and spent three years in the Chairman's Office of George Weston Limited.

Thecla received her MBA from the Richard Ivey School of Business, Western University where she graduated as an Ivey Scholar and her BA (Honours) from Western University.



Motion's Story

- Motion is the Canadian leader in providing mobility and accessibility solutions for clients.
- From its beginnings in Toronto in 1985, Motion (formerly Motion Specialities) has grown to a network of 40 locations in the Canadian provinces of Ontario, Saskatchewan, Alberta and British Columbia.
- Birch Hill Equity Partners acquired Motion in 2014 from Centric Health, which had previously acquired the network of mobility and accessibility sites -MEDlchair in 2011 and 2012.
- A new ERP was rolled out in 2017 to integrate the network of sites across Canada. The implementation was poorly handled, as was the communication of the company's strategic direction to its employees. In addition, the leadership team was forging ahead with other elements of transformation without an eye to cultural impact and without employee consultation.
- In March 2018, Birch Hill took an active role in the leadership of Motion.
- Phase 1 of the rebuilding effort began with visits to every location, and town hall meetings to solicit employee feedback along with weekly CEO letters to employees. This process provided a clearer understanding of the issues that employees were facing.
- Motion launched the first of 3 Denison surveys in the fall of 2018. In addition, Motion conducted the Denison Leadership 360 plus coaching for all leaders within the organization.

Building Motion's Company Culture

Flattened structure and de-centralization of functions

Shared goals

Listening

Transparency through frequent & quality communication

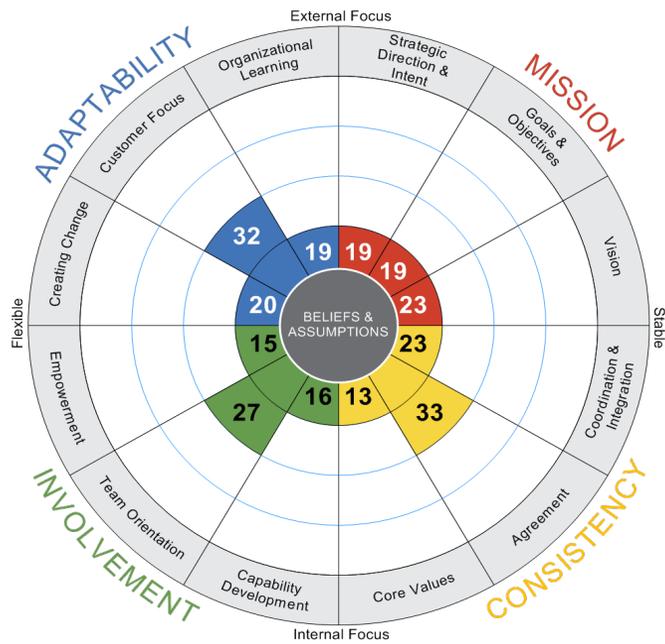
Trust-building

Prioritizing accountability at all levels

Promoting ownership of actions

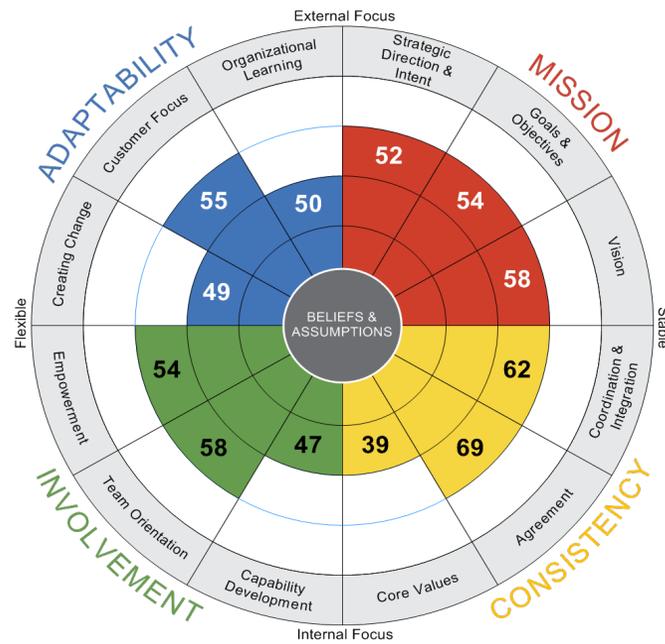
Motion's Cultural Transformation

Overall 2018



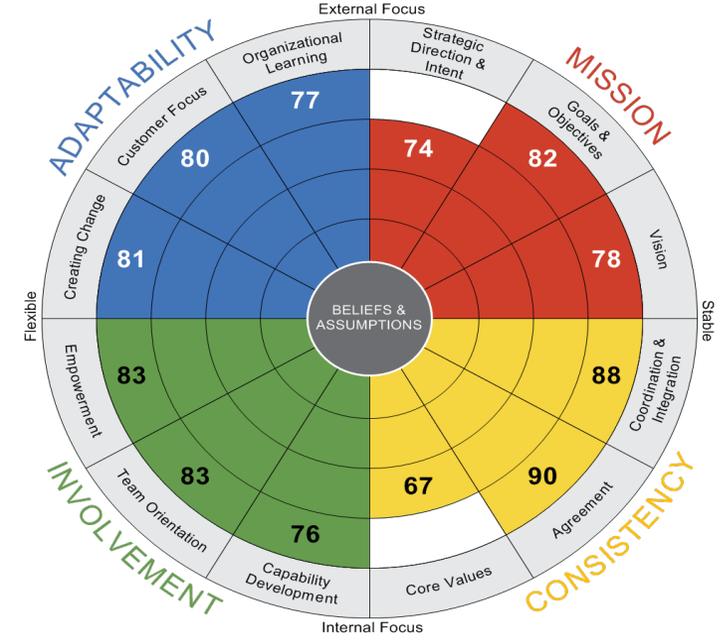
N = 521

Overall 2019



N = 568

Overall 2021



N = 516



Refreshing Motion's Brand

Bringing our Vision, Mission & Values to Life

- Monthly Town Hall meetings
- Quarterly Culture Awards
- Care Ambassadors Program
- Sales Advisory Committee
- Motion Moments
- Learning Portal
- Onboarding Program
- Workplace by Facebook

OUR Vision, Mission & Values.



Vision
— To make life accessible for everyone.

Mission
— As Canada's leader in mobility and accessibility, we improve the lives of our clients every day with solutions that we deliver professionally, consistently and with integrity.

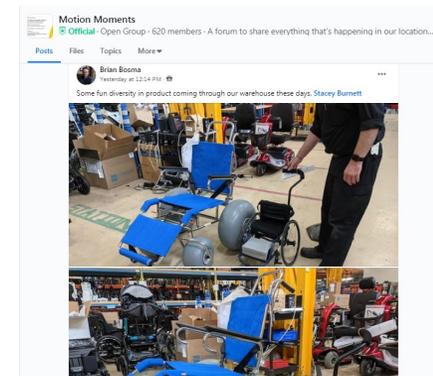
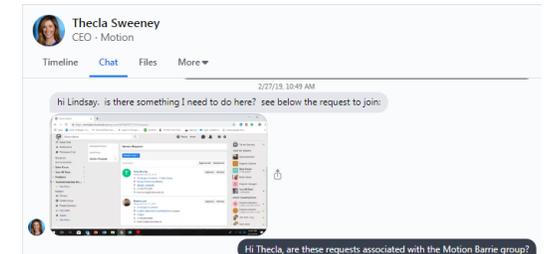
Values
— To make life accessible for our clients we will:

- Demonstrate that we care about and respect everyone we interact with
- Create a sense of community for our clients, partners & teammates
- Deliver exemplary solutions
- Cultivate a team of knowledgeable experts
- Communicate & collaborate with transparency at all times
- Own the outcomes of our actions

Connecting our Team Members

- Access to the latest company information and resources at both the departmental and national level
- Integrated chat function to minimize email noise
- Enhanced two-way communication
- Real-time responses
- Simplified day-to-day business activities
- People Directory & Org Chart

@Workplace



Culture's Impact on Client Experience

"They go above and beyond to ensure that my needs are met as soon as possible...From my wheelchairs, to my cushions, to my long list of medical supplies, Motion simply comes through, time and time again. An exemplary business with an exemplary staff."

– Jim W., Timmins, December 2019

"Your kindness, compassion and assistance really made a difference."

– Paul L., Chatham, April 2021

From the initial sales contact and appraisal, to the completed installation, every step of the process was professional, caring, and understanding of our unique needs. Motion personnel are most welcome in our home, always. Thank you very much!"

– Glenn S., Hamilton, January 2021

"Once again, the service department provided fantastic service...the friendly front office staff was second to none. But the Service department are true heroes... I am a proud and very happy customer of Motion and highly recommend them. Fantastic work and thank you."

– Jim, Victoria, September 2020

Their service to our family has been exceptional...Bryce has shown such great respect and compassion for [our] situation. Their service has far exceeded what we have experienced at other local homecare businesses."

– Susan P., Lethbridge, July 2019

Culture's Impact on our Employee Experience

Jan 12, 2021
75 views in last 30 days [?](#) Helpful (0)

Rewarding career

★★★★★ Former Employee - Warehouse Manager in Toronto, ON

Recommends
 Approves of CEO
 Positive Outlook

I worked at Motion full-time (1-2 years)

Pros

Great teams to be part of, lots of knowledgeable and compassionate associates who are in in for the greater good and truly make life accessible for everybody.

5.0
★★★★★

Great place to work

Office Assistant (Placement) (Former Employee) - Oshawa, ON - 24 January 2020

Awesome place, I would recommend any body get a job there and the people are so polite and the customers are great to get along with and its fast paced and oh so much fun

Dec 21, 2020
95 views in last 30 days [?](#) Helpful (0)

A company with a sustainable plan for the future.

★★★★★ Current Employee - Sales in Toronto, ON

Recommends
 Approves of CEO
 Positive Outlook

I have been working at Motion full-time (Less than a year)

Pros

Motion has done its very best to know the industry and how to be sustainable and successful therefore providing its clients a reliable healthcare service provider for years to come. it's back in the good books!



“
Motion is a visionary leader in our industry. Empathy and our caring culture help drive our success. We go above and beyond to provide our people and our customers with the best care.”



Greg Footz
Technician



“
At Motion, we're a caring group of people who come together to solve problems and enrich people's lives. We show up everyday with our best to help people.”

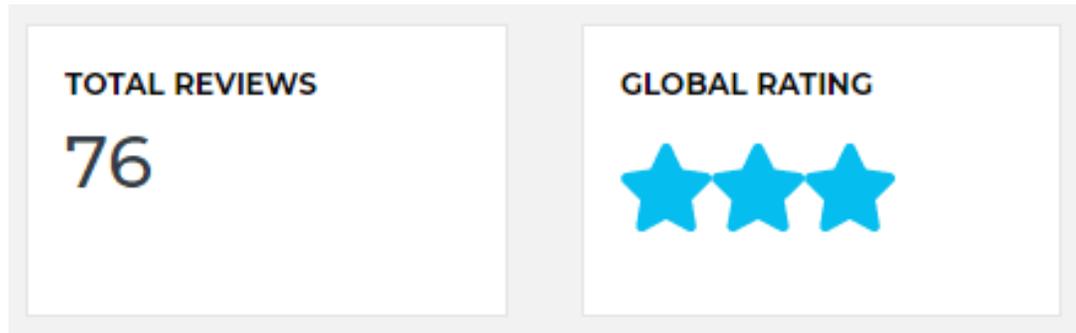


Claudette Meriano
Customer Service Representative

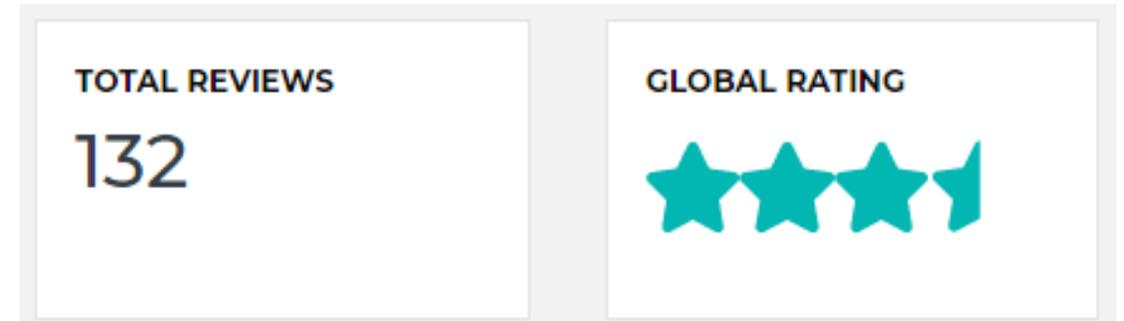


Culture's Impact on our Google Global Rating

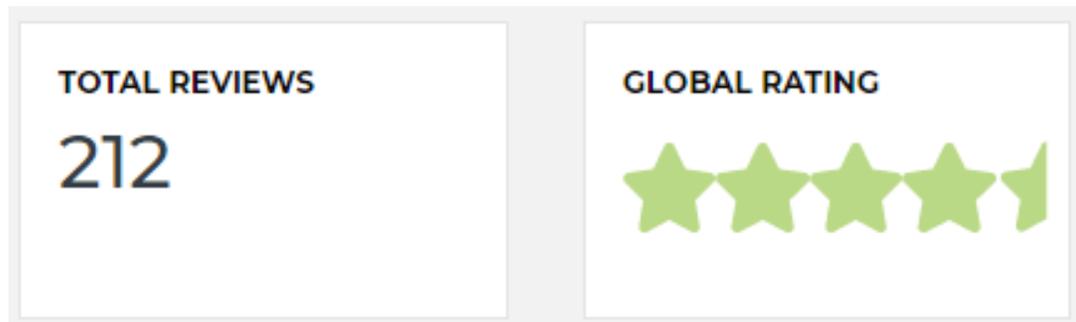
2018



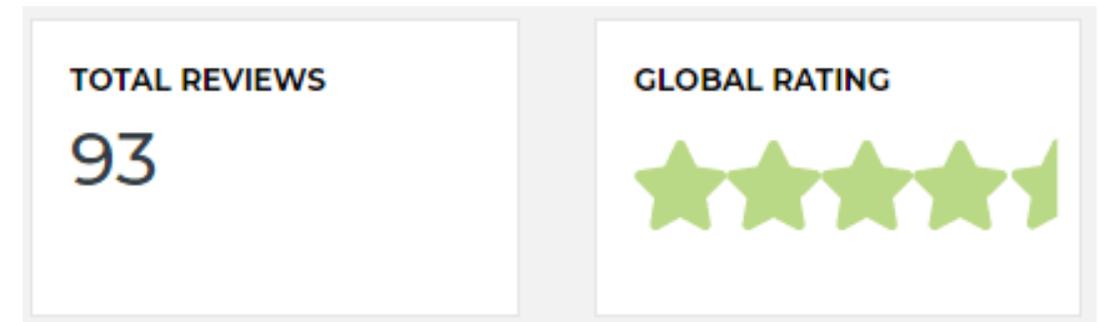
2019



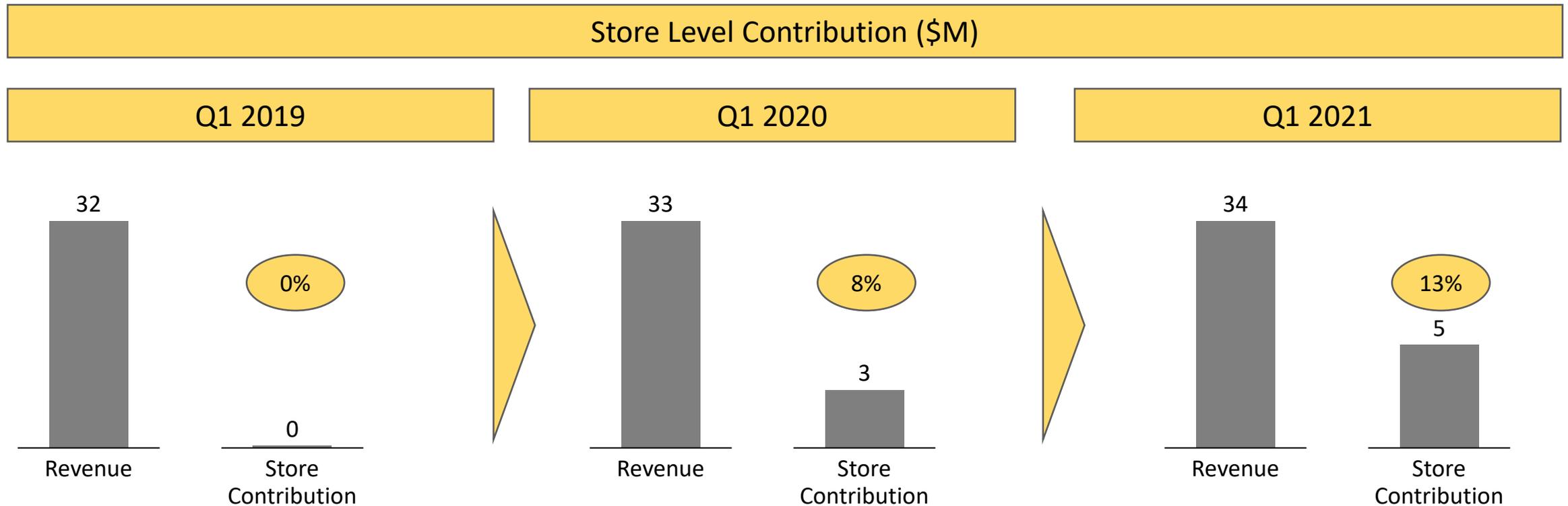
2020



2021 YTD



Significant expansion in site level profitability

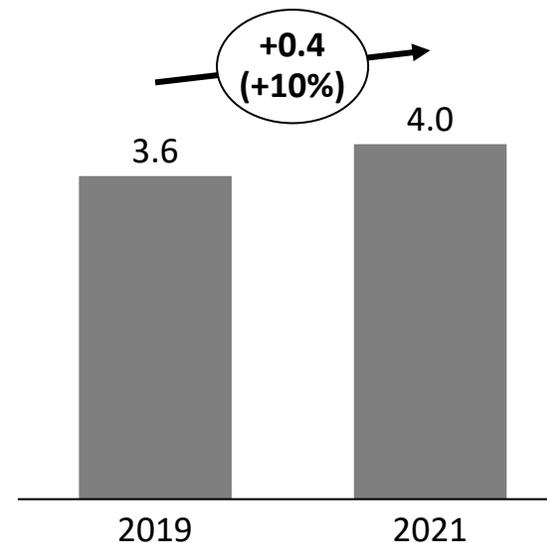


Key Market Case Study

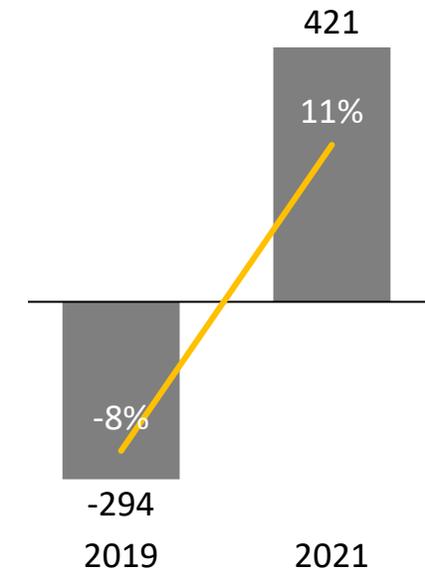
Key Activities

- Split largest location into three geographic units
- Realigned sales and service territories
- Invested in managerial talent across functions and locations
- Enhanced operating hours
- Increased cadence of communication
- Invested in client-facing areas
- Co-located key leadership team members in location

Revenue



Contribution



VIDEO –
**Make life
accessible**

