

Crisis Prevention Institute - Overview



Global leader in crisis prevention, nonviolent physical intervention, and dementia care training for K-12 education, healthcare, and corporate customers

Investment Overview

Initial Investment Date: November 2011

Realization Date: November 2016

Investment Thesis

- Strong value proposition via lower workers' comp costs and employee turnover, fewer incidents and reduced risk and litigation costs
- Differentiated offering as the overwhelming market share leader, with proprietary content and an unmatched service and delivery organization
- Recurring revenue and pricing power driven by strong retention rates across diverse customer base and high switching costs
- Significant growth potential from additional market penetration and cross-selling opportunities (advanced trainings and ancillary products) as well as new end-markets and geographies
- Regulatory and legal environment drives increasing demand for premium service offerings
- High cash flow business with positive cash flow characteristics

Investment Highlights and Company Accomplishments

- Enhanced go-to-market strategy drives organic volume growth
 - Continued increases in “facilities” and “participants” trained
- Restructured sales organization
 - Hired Chief Revenue Officer and doubled inside sales force
 - Established strategic sales team to drive penetration at key customers with customized solutions and offerings
 - Developed new incentives to incentivize sales across the product portfolio
- Expansion in the high growth dementia care market and geographic expansion internationally in the United Kingdom and Europe
- Enhanced senior management with the addition of a new CFO, head of international operations, head of inside sales and VP of research and development

