

5 HARD TRUTHS ABOUT DEALING WITH THE CANNABIS INDUSTRY THAT APPLY TO ALMOST EVERYTHING ELSE



**“WHAT DIDN’T YOU DO TO BURY ME /
BUT YOU FORGOT THAT I WAS A SEED”**

- DINOS CHRISTIANOPOULOS
THE BODY AND THE WORMWOOD (1960-1993)





1

TECHNOLOGY WILL NOT SLOW DOWN FOR YOU

Accept the fact that things are not going back to whatever you consider to be the good old days. Technology is not a fad, and its impact on the cannabis industry is growing exponentially. Get the right team in place to help you stay ahead of the curve, or get left behind.



2

LURES ARE USUALLY ATTACHED TO HOOKS

Ego, greed, carelessness, fear, and ignorance are all paths to bad decision-making. You will be offered quick money and side hustles. You'll be tempted to try to step around part of the bookkeeping or compliance processes. Fight those feelings. Stay the course and get the support you need to do it right.



3

BIG NUMBERS ARE EVERYWHERE

Don't be seduced by easy industry estimates. Legal cannabis is a multi-billion dollar industry, but the economists and statisticians that provide pitch-decks around the world with such elegant information are not the people actually running the businesses or making the laws. Stay focused on your business, brand, position and structure.



4

THE TARGET IS MOVING AND CHANGING

It is what it is. You need to get comfortable with the fact that bureaucracy moves much slower than dreams or logic, and legislation and regulation in this industry is a work in progress at best. Get your systems and processes optimized so that you have the bandwidth to focus on making sure your business and brand are on track.



5

NOT EVERYONE IS BUILT LIKE YOU

There is so much allure, excitement and FOMO (fear of missing out) in this space that people often find it difficult to be realistic about what they can consistently contribute. That's just how it goes. Stay focused and get an agile, capable team in place that's dedicated to supporting your goals.



YOU SHOULD BE FOCUSED ON GROWTH

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BUSINESS OPERATIONS SUPPORT BY CANNBPO.**

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