

INSIGHTS + NEWS

Danielle Lederman Presented “Navigating Operational Challenges” at the Worcester Business Journal’s The Business of Cannabis Event

The *Worcester Business Journal*’s 5th annual cannabis forum featured discussions around business challenges and innovation among the region’s cannabis industry business leaders and service providers. Attendees gained a new perspective on the latest economic data, business opportunities, and lingering obscurities and risks that remain for cannabis industry participants, whether as a licensee, ancillary service provider or consumer. At the event, Danielle Lederman presented on the panel “Navigating Operational Challenges” for a discussion of the top operational challenges of running a successful cannabis business, as well as a review of some of the best business practices for today’s cannabis professional. Topics included:

- Internal efficiency and proper standard operating procedures to ensure structure and consistency in your business
- Managing employees – employment pitfalls and challenges – developing a strong foundational culture, safety and accountability
- Cash flow – using financials to budget, forecast cash flow, and create a plan to put away cash to survive long term (the best operators focus on continued growth and managing their spend/cash flow)
- Technology and insights to help retailers manage their businesses more efficiently