"Canna" Military Concept Help the Industry?

Implementing Strategies to Maximize Limited Resources in the Cannabis Industry

By Ashley Boucher

One concept that has been proven successful for the military is the use of Force Multipliers or tools that help you yield greater results with limited resources. Force multipliers, when applied correctly, work in synergy: the total effect is greater than the sum of the individual. If this sounds familiar, that is because it sounds a lot like the cannabinoid/terpene entourage effect. It is the same idea. So how can the industry apply this concept to succeed despite the many challenges and limited resources? Identify some of the challenges you may be facing in the industry, difficulty in hiring qualified staff; troubles sourcing from reputable suppliers; or deciding what equipment to purchase are common difficulties I often hear from those in the cannabis industry. Finding the right solutions will be challenging and will take time. If you are looking to implement the use of force multipliers to reduce bottlenecks in your productivity, you'll want to consider the following points.

Employees

- Education-Providing staff with training and education tools to properly perform their jobs is the top tool to set employees up for success, especially in an emerging industry. There is no standard for education in the cannabis industry so “qualified” staff doesn’t exactly exist. Providing education to your employees will set the condition and environment for success to occur.

- Optimize talent- If an employee is succeeding in a certain area- use that talent! Or if an employee has a unique background to fill gaps in the industry use it strategically. I once had an employee in the manufacturing lab that I managed who had an extensive background in military explosives, she had an understanding of safety practices around flammable solvents and processes we were using in extraction. When it was time to implement the fire brigade, she was a well qualified leader.

Advanced Equipment

- Automate tedious repetitive tasks, like trimming and packaging. This frees employees to perform higher level tasks requiring judgment, creativity, or innovation. As the industry grows, there are more options for automation in cannabis.

Improve Decision Making and Reduce Down Time

- It’s a force multiplier that allows your employees to react timely and efficiently to problems that are bound to arise.

- Connect decision makers to the right people so that they can make speedy and informed decisions. This is especially useful in compliance related changes that are constantly evolving.

- Provide detailed operating procedures and troubleshooting guides to ground floor employees that are responsible for the tasks day in and day out.

- Service contracts for equipment, routine maintenance schedules, and extra parts on site for equipment reduce downtime.

- Periodic reviews and continuous improvement of current methods will keep you informed about what works, what doesn’t work, and how to implement new strategies to increase efficiency and productivity.

Does it Make Sense?

- Implementing strategic force multipliers to reduce bottlenecks in a process (trimming, packaging, etc) need to be well matched to the needs in order to reduce expenses and increase productivity.

QCA is always here to help. Having a consultant and/or dedicated educator can help you navigate toward success.