

The impact of culture



"The impact of culture" video

Culture is the way a group of people does things.

A neighborhood has
a culture.

A business has its
own culture within
that.

The cannabis
industry has a
culture, too.

You can influence culture...
if you know how it shows up...
especially as a business leader.

Three ways culture shows up

Artifacts | Behavior | Values

Three ways that culture shows up



***“The impact of culture” video,
continued***

Artifacts

Business plan
Operations plan
Mission statement
Budget
Furnishings
Signage
Music
Dress code
Receipts

Behaviors

Opening on schedule
Greeting customers
Managers talking to employees
Employees talking to each other
Body language
Staff meetings

Values

Attitudes about the customer
How important is it to follow rules?
Feelings about being in charge
Feelings about being bossed around
Unspoken rules
Assumptions about punishment



Business culture worksheet

Introduction to the Cannabis Business Roadmap

Summary and Next Steps

Pause here to check in on what you know and your next steps.

- ☐ You can explain what it takes to think like an entrepreneur.
- ☐ You can develop a list of possible members of your business professional team.
- ☐ You can list risks involved in starting a cannabis retail store in Washington state.
- ☐ You can explain how culture shows up and how a business leader can influence it.



If you have questions about one of these areas, what is your plan to get it answered?

Next Steps

What are your next steps?

Here are some ideas for your next steps:

- ☐ Complete the Social Equity self-assessment.
- ☐ Complete the Entrepreneurship self-assessment
- ☐ Subscribe to newsletters and podcasts like the ones on the Stay Informed Tip Sheet. Then set up a regular time to read, listen, and watch them.
- ☐ Take a full-length Leadership self-assessment, such as CliftonStrengths for Leaders (<https://store.gallup.com/p/en-us/15310/cliftonstrengths-for-leaders?c=1>)
- ☐ Set up your business team and capture their contact info.
- ☐ Learn more about risk from Startup Washington (<https://mystartup365.com/resources/financial-literacy/risk-management/>).
- ☐ Use the Culture Checklist and Worksheet to capture your thoughts about culture and how you would like to influence it.

