

# CANNACERTA

CANNABIS AWARENESS | WORKPLACE & COMMUNITY

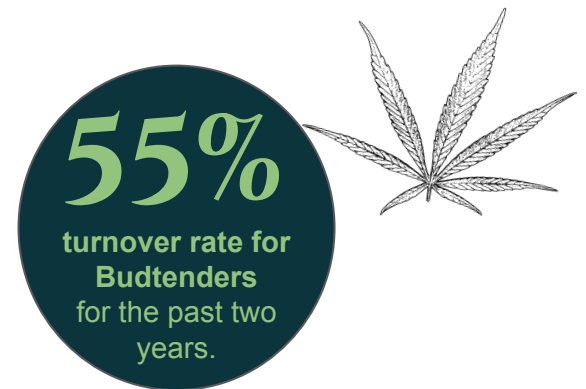
We aim to be a global industry standard for cannabis awareness training promoting responsible service, sale, and consumption in the workplace and community.

## problem

# GROWING TEAMS IN BUDDING INDUSTRY

As the workforce comes out of the weeds from the Great Resignation in 2021, businesses in the rapidly growing Cannabis industry must stay on top of evolving laws, and competition while entrusting their new brands with teams that are hard to keep.

New businesses Cannabis literally can not afford to



### BUSINESSES



need to build quality  
teams for new &  
growing Brands.

### INDIVIDUALS



lack job credentials  
in new competitive  
workforce.

### COMMUNITY



demands information  
and resources on  
evolving laws.

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# WORKFORCE AT A GLANCE - 2024

WAIT! Before you advertise your next job opportunity consider the true cost of building teams and workplace trends to take effective action that attracts and keeps quality talent. If **nearly 25% of newly hired budtenders quit in the first 30 days of their hire**, employers are likely to spend time and money building teams that have one foot out of the door.

## 3 COST FACTORS FOR NEW HIRES IN CANNABIS

Let's take a closer look at cost for new hires from recruitment to onboarding.



### Recruiting Cost

The cost to fill a vacancy averages \$4,000 within a 45 day period.<sup>1</sup> Consider



### Onboarding New Hires and Turnover

50% of hourly workers "jump ship" within the first 120 days.<sup>2</sup> and frankly have more options. onboarding cost included orientation, uniforms, IT, and paperwork etc.



### Cost for Mandatory Training

Most states mandate required training for employees  
Average training cost in 1.5 of new hires salary in addition to training on operations, employment laws and training

## BEFORE YOU ADVERTISE JOB OPPORTUNITY

- Consider Total Cost for new hires
- Require applicants to be Cannacertified (CCC)
- Checkout FREE Webinar on 5 Reason Employees Quit & Cannabis Workforce Solutions

# 360° GOOD FAITH BUSINESS

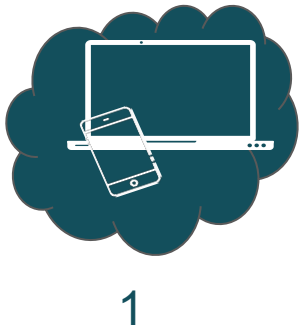
CANNACERTA, LLC’s Cannabis Awareness Training Program offers 360° Quality Assurance to all stakeholders by setting an universal standard for certificate holders in cannabis-related jobs aimed to ensuring a committed, knowledgeable and responsible workforce.

## CANNABIS INDUSTRY STAKEHOLDERS



# CANNABIS AWARENESS TRAINING

Hiring employees with higher credentials allows your business to save more time and money on weeding out knowledgeable candidates to join your team. CANNACERTA, LLC's **FAST TRACK 4.20-HOUR Cannabis Awareness Training** certifies employees and individuals seeking to join the industry in **server, seller, delivery and Manager roles**. Individuals or employees simply register **online** to take **self-paced** exams and receive a certificate upon completion. It's a Puff, Puff and Pass situation!



Go online and sign  
up for desired  
course. **ONLY \$60**

Complete Exam  
4.20-Hour training  
at your own pace.

Get  
**CANNACERTAFIED!**

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# benefits

CANNCERTAFIED applicants interested in cannabis-related employment are already trained on required fundamentals on cannabis history, laws, uses, effects, responsible handling, and workplace safety matters. Check out discounts for your first time order.

## Certificate Training

\$55.67

\$60 value, discounted for first time clients. 8.2% group rates. Taxes and fees not included.

## Job Advertising

\$85.88

For 12 months

\$1200.00 value, discounted for first time clients. Taxes and fees not included.

\$99.99

For 45 days

\$150.00 value, discounted for first time clients. Taxes and fees not included.

## REQUIRING CERTIFIED EMPLOYEES

**61% of employees quit due to lack of engagement.**

- ✓ Optimize Onboarding & Training
- ✓ Risk Mitigation for Penalties
- ✓ Reduced Litigation Exposure
- ✓ Compliant Operations
- ✓ Dedicated Customer Service
- ✓ Workplace Safety Reinforcement
- ✓ Learning Management Systems

**Get 10% on group rates. (of 3+)**

### Added Bonus

- ✓ FREE Sexual Harassment Training

## CANNACERTA JOB BOARD

**Gain exposure to serious and knowledgeable candidates.**



**Get a 20% discount on Job Advertisements if you include "CANNACERTAFIED applicants preferred".**

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# CANNACERTA

Women owned Minority-Owned Business



