



WEBINAR

5 Expert Approved Tips to Streamline Dispensary Operations with Eleanor Lynch, Kurt Isenberger, and Ray Riley

Webinar Preview & Audio Available at:

<https://www.mediajel.com/webinars/5-expert-approved-tips-to-streamline-dispensary-operations/>

Today's Guests

Eleanor Lynch: Eleanor is the COO, of Kiaro, a publicly-traded cannabis retailer headquartered in Vancouver, BC.

Kurt Isenberger: Kurt is the learning and development manager and influential in retail operations at Lume, the largest vertically integrated single state operator in the US.

Ray Riley: Chief Executive Officer, Progress Retail, a retail employee experience platform transforming the way store teams are trained, execute initiatives, and delight customers.



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Ray Riley on the State of the Industry and Progress Retail's Mission

"A lot of the things you're used to having some of the great things from Progress reach up, for example, that you know you get exposed to over time, learning management platforms point of sales."

There were a lot of companies that weren't in the game, yet, for various reasons, around regulations and legalization in other jurisdictions so I'd say that's probably the biggest challenge if you're coming from outside the industry and are used to a lot of service options.

But things have certainly proliferated; they've changed a lot in the last four years."

"You've got your point of sale HR payroll scheduling sometimes that can be three tools in one, or three tools on their own, a tool for training, maybe a second tool for product knowledge which I know we're going to talk about later.

You know, a tool for communications tasks and then there's email. It's just insane so we expect teams to deliver, you know, an exceptional customer experience and restore the latest development teams, but, you know there's never going to be one APP for all this stuff but for us, you know we replaced anywhere from three to five tools in one with Progress Retail."

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Kurt Isenberger on Challenges We're Facing As An Industry

"You know I know Ray and I have had this conversation many a time and I continue to have a lot of be at the store level or with the executives that you know there's there's the piece where we want to legitimize it and I think also still play pay homage to the culture that's come from the past.

Also, at the same time, you know how do we create this space that's really open to everyone so we've been extremely focused obviously from a product knowledge standpoint, with the products that we carry. You know, to is essentially what cannabis is and what it can do.

But then also know how does that come back to how we interact with customers and the consumers?"

Ray Riley on Employee Turnover Before and After Progress Retail

"Yeah and I think you know getting back to that, those two themes of empowerment enablement. We're running a new case study, right now, but our retail partners in the first implementation will decrease their employee turnover between 28% and 79% in the first year of implementation. We're not a silver bullet, we like to say that this is really a combination of the right tools, the right learning and, of course, you know committed execution on the part of our retail partners."

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Eleanor Lynch on How to Streamline Internal Communication

"The issue of stigma can't be underestimated when you're dealing in the cannabis space, and so, making it a comfortable place for patrons because most of our employees that work with us or TEAM members, we call them cannabis consultants.

They love the planet and they're super comfortable with the planet and most of them use the plant, some of them are close to the plant in other ways, and so there, they have to learn how to create that comfortable environment for somebody that's new to enjoy cannabis.

What I love about tools like Progress Retail and working with Terry and Ray is certainly the ability to as Ray said optimize and bring people together on the journey and have them understand the different levels of where people are at and allow that to be consistent across the chain, because that's The other issue we have across retail is as technology and tools have exploded."

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Eleanor Lynch on Managing Execution of Changes in Policy as a Company

“You know there's an expectation for immediate information digestion within internal teams and you have to be really careful about that, because that expectation leads to confusion and over information. I mean that's a big problem in our world today is like just too much information.”

You know people that sit in executive seats really need to think about turning a ship, as it gets bigger and takes a lot more effort and a lot more thoughtful action as you're scaling your business.”

Kurt Isenberger on Streamlining Communication Across Stores

“You gotta keep it simple, right? There's like so much stuff that you could easily just get in front of your store teams, your Bud tenders or luminaries as we like to refer to them at Lume, and it could just add a lot to their plate, and also create a lot of confusion.”

So, I think it's extremely important, like, how do you simplify the message that also still has the biggest impact? We like to emphasize the partnership at the leadership level within our locations, along with the employees and how does that partnership in that relationship really work in synergy with each other to help the development.”

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Kurt Isenberger on Implementing Change Across Stores

"It definitely looks a little bit different now than I'll say even a year ago when we're only at 13 retail locations. To a certain extent, I feel, what you kind of have to do, especially starting out, for example, we've tapped folks that work directly in the retail industry in terms of leadership.

Sometimes we'll have these cross functional teams and have someone on like our OPS excellence team kind of partner with that From that standpoint to come together, because the one thing that we've uncovered since i've been in this industry, Apple then Loom, is you know we, we need to hear the voice of those closest to the action or you know value their opinions and ideas. We have to listen to our people.

Also, resources, like Progress Retail, Linkedin Learning, and more are great resources for us to use as we scale and grow, even starting out as a small, local shop, it's important to use."



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