

# Why participate when I can get compensation data from other places?

**Other data isn't CANNABIS data.**

Cannabis businesses are finding they need an advantage to survive and thrive in an industry that has made more new hires than nearly any other in the past few years. The industry is complex, unique, and innovative. Cannabis professionals bring expertise and competition from agriculture, retail, consumer packaged goods, pharma, and third-party logistics (to name just a few). **Few other businesses have such a mix of innovators, scientists, farmers, salespeople, technology experts, and government relations positions.** None have the same federal and state-level restrictions that require independent operations and distribution.

Compensation is usually a company's largest expense. Paying efficiently is a critical factor in budgeting, staff motivation, risk, compliance concerns, and more. Having access to current and accurate compensation data is the first step to a strong foundation for growth. Your participation in the Cannabis Compensation Survey is the first step in the process.

Compensation best practices recommend using multiple sources for determining pay data as a best practice. At FutureSense, we often use two or three data sets to augment the Cannabis Compensation Survey data.

**Every mature industry uses industry-specific pay data to win the war for talent! This has been a challenge for cannabis industry. With the Cannabis Compensation Survey results, companies can pay their people confidently and attract talent in a hyper-competitive market.**

## We believe in data privacy. Who gets to see my company's information?

**Your data will always be kept confidential and anonymous. No one sees any of the details except a small group of cannabis-related professionals at FutureSense.**

- Your data will be anonymous. We do not link specific company data with company names.
- We do not collect names or any other personal identifiers that can link pay to specific executives or employees.

- Final reports are based on job titles, position levels, and accessible based on company size and location.
- Jobs are only included if there is a minimum acceptable number of reporting companies with that position.

## **Does my company qualify?**

- Participating companies **must have at least ten employees**
- Participating companies **must have home offices in the US or Canada**
- Participating companies must focus at least 50% of their business efforts on the cannabis market
- Participating companies will include both public and private companies.

## **How much time and effort will this take, and how much does it cost to receive the results?**

**We have made the process easy and straightforward.**

- The process takes an average of only 30-60 minutes.
- You will fill out a brief MS Excel questionnaire.
- You submit data directly to FutureSense via a secure file transfer. We will organize and submit it.
- We can also work with you to determine a method that will take as little time and effort as possible.

**IT'S FREE in 2022 for participating companies.**

## **What do I get for participating?**

**You get a report that shows you a range of how much each legally reportable position is paid based on market practices. The survey provides information on the amounts of pay for each role at multiple levels.**