

SOF EXPERIENCE & SKILL	RETAIL PERFORMANCE SKILL	CROSS-OVER CONCLUSION
<ul style="list-style-type: none"> Key Leader Engagement (KLE) U.S. Embassy & Country Team Engagement Negotiation, Mediation, & Strategic Communications 	<ul style="list-style-type: none"> Customer & B-2-B Engagement Wholesale Negotiation Investor & Stakeholder Engagement Governmental & Public Relations Conflict Resolution & Mitigation 	<p>Engaging with the local populace, partner forces, host nation governments, senior political & military officials, as well as the private sector & unified action partners enhances strategic communications & relationships focused on B2C, B2B, government, and the community.</p>
<ul style="list-style-type: none"> Tactical & Technical Training (Internal & External) Team Building Career & Professional Development 	<ul style="list-style-type: none"> Training Management (Staff & C-Suite) Organizational Culture & Team Building Talent Management & Leadership Development 	<p>Training Management & Leadership Development skills from the military, especially SOF “Operators”, are unmatched in the corporate environment.</p>
<ul style="list-style-type: none"> Shoot, Move, Communicate, Medicate, & Survive Competencies 	<ul style="list-style-type: none"> Operational Safety & Security Management 	<p>These skills are invaluable in providing a safe and secure environment for staff, patrons, product, & business assets.</p>
<ul style="list-style-type: none"> Composite Risk Management Mission Planning Unconventional / Irregular Warfare Support & Activities 	<ul style="list-style-type: none"> Business Development Operations & Workflow Management Strategic Planning Creativity & “Out-of-the-Box” Thinking 	<p>Understanding “risk vs reward”, lean & efficient operations, along with a detailed and measurable strategic glidepath are vital for long-term organizational viability and profitability.</p>
<ul style="list-style-type: none"> Foreign Humanitarian Assistance Foreign Assistance Activities Populace & Resource Control Activities Information Operations 	<ul style="list-style-type: none"> Project Management Emergency & Crisis Management Building Partner Capability & Capacity Customer Base Evaluation & Marketing 	<p>“Making mission happen” in high-stress, complex, & dynamic environments enables HCG to thrive in an ever-changing cannabis market landscape by providing unique and sometimes unconventional solutions to conventional problems.</p>
<ul style="list-style-type: none"> Inventory Control & Management <ul style="list-style-type: none"> Military Equipment, Arms, Ammunition, & Explosives General Military Regulations & Law of War 	<ul style="list-style-type: none"> “S-2-S” Compliance Regulatory Compliance & Adherence 	<p>HCG has years of experience managing equipment valued in excess of millions of dollars, all while adhering to strict military regulations and oversight just like the cannabis industry.</p>
<ul style="list-style-type: none"> Reconnaissance & Information Management Operational & Strategic Reporting Activities 	<ul style="list-style-type: none"> Understanding Data Analytics Making Data Driven Decisions Operational & Market Situational Awareness 	<p>Commanders need to make important decisions that could affect the outcome of a mission or lives on the battlefield. Your business livelihood depends on the same decision-making process at the executive level and should be informed by operational truths and solid data.</p>