- Change management. Commercial cannabis businesses operate in an environment that is continually evolving and changing due to internal and external risks. Examples include changes to laws and regulations, industry practices, technology, business strategy, and public perception. In order to maintain public safety and reduce public harm, it is extremely important that a commercial cannabis business stay ahead of any impactful changes and communicate those changes to management in a timely manner. An effective change management program will help the commercial cannabis business assess impact, focus on the most important issues, and mitigate risks. The risk officer formalizes control activities for identification of changes, communication to stakeholders, and issue management. Material changes should be brought to the risk steering committee for detailed oversight.