# **©** FULL FUNNEL RPM Q4 2025 PLANNING SESSION - READY TO COMPLETE!

Jesse's Proprietary Visioneering Cascade: RPM  $\rightarrow$  AOM  $\rightarrow$  COI  $\rightarrow$  RPM  $\rightarrow$  High Five

Date: September 14, 2025

Session Type: Complete Q4 Planning & April 7, 2025 Legislative Testimony Preparation

Framework: "Remembering the Future" Visioneering Cascade Methodology

#### **III** CURRENT STATE ASSESSMENT - FILL IN THE BLANKS!

#### AOM (AREAS OF MASTERY) - YOUR HONEST SCORES RIGHT NOW

Rate each area 0-10 (where you are TODAY):

1. LEADERSHIP
Current Level NOW:/10
NEXT Level (calculated):/10
Key Challenge:
Primary Focus Q4:
2. OPERATIONS
Current Level NOW:/10
NEXT Level (calculated):/10
Key Challenge:
Primary Focus Q4:
3. MARKETING
Current Level NOW:/10
NEXT Level (calculated):/10
Key Challenge:
Primary Focus Q4:

#### 4. SALES

- Current Level NOW: \_\_\_\_/10
- NEXT Level (calculated): \_\_\_\_/10

Key Challenge:	<del></del>
Primary Focus Q4:	<del></del>
5. FINANCE	
Current Level NOW:/10	
NEXT Level (calculated):/10	
Key Challenge:	
Primary Focus Q4:	<del></del>
6. TECHNOLOGY	
Current Level NOW:/10	
<ul> <li>NEXT Level (calculated):/10</li> </ul>	
Key Challenge:	<del></del>
Primary Focus Q4:	<del></del>
7. CULTURE	
Current Level NOW:/10	
<ul> <li>NEXT Level (calculated):/10</li> </ul>	
Key Challenge:	<del></del>
Primary Focus Q4:	<del></del>
8. SOP (SYSTEMS/PROCESSES)	
Current Level NOW:/10	
<ul> <li>NEXT Level (calculated):/10</li> </ul>	
Key Challenge:	<del></del>
Primary Focus Q4:	<del></del>
<b>2025 PRIORITY MATRIX - YOUR</b>	TOP 3
Which 3 AOM categories are MOST CRITIC	CAL for:
April 7, 2025 Legislative Testimony Success:	
1 (AOM Category)	
2 (AOM Category)	
3 (AOM Category)	

\$100K+ Monthly	y Revenue Recovery:
1	(AOM Category)
2	(AOM Category)
3	(AOM Category)
Family Estate Re	esolution (Bear Yuba):
1	(AOM Category)
2	(AOM Category)
3	(AOM Category)
∳ RESOURC	E CAPACITY REALITY CHECK
Time Allocatio	n (Hours per week available):
RPM Plannir	ng & Review: hours/week
• Legislative 1	Testimony Prep: hours/week
• Business Cr	isis Resolution (Veriff): hours/week
Al Developm	nent (Liv Hana): hours/week
<ul> <li>Family Estat</li> </ul>	e Coordination: hours/week
• Content Cre	eation (HNC): hours/week
TOTAL AVAILAB	BLE: hours/week
Financial Reso	ources Available Q4:
<ul> <li>Technology</li> </ul>	Development Budget: \$
• Legislative/F	Policy Support Budget: \$
Al/Automati	on Development Budget: \$
• Family Estat	e Legal/Professional: \$
• Emergency/	Crisis Resolution Fund: \$
Human Resou	rces Available:
Who can you	u delegate to?
What tasks	can be automated?
Which family	y members will help with estate?
<ul> <li>What profes</li> </ul>	ssional services needed?

## **MASSIVE ACTION PRIORITIZATION CRITICAL PATH - Must be completed FIRST:** 1. 2. 3. **HIGH LEVERAGE - Impacts multiple categories:** 1. 2. 3. QUICK WINS - Can complete this month: 1. 2. 3. **WEEKLY RPM RHYTHM - YOUR PREFERENCE** When will you do weekly planning? Day of Week: \_\_\_\_\_ • Time: \_\_\_\_\_ AM/PM to \_\_\_\_\_ AM/PM Location: \_\_\_\_\_\_ • Duration: \_\_\_\_ hours What will you review weekly? ■ AOM progress scores (0-10 tracking) COI improvement metrics Legislative preparation progress Revenue recovery tracking ■ Family estate coordination status Al development milestones Crisis resolution updates

Next week's Massive Action priorities

SUCCESS METRICS - HOW WILL	YOU MEASURE?	
Weekly Success Indicators:		
1.		
2.		
3.		
Monthly Milestone Markers:		
1.		
2.		
3.		
April 7, 2025 Readiness Criteria:		
1.		
2.		
3.		
<b>⚠</b> RISK FACTORS & MITIGATION		
What could derail your Q4 plan?		
1. Risk:	Mitigation:	
2. Risk:	Mitigation:	
3. Risk:	Mitigation:	
Family/Estate Considerations		
Family/Estate Considerations:		
<ul><li>Bear Yuba deadline pressures:</li><li>Sibling coordination challenges:</li></ul>		
Mother's care requirements:		
Timeline conflicts with business:		

#### **VISION VALIDATION - LEVEL 10 OUTCOMES**

#### By April 7, 2025, what does SUCCESS look like?

	•	•		
	ACIIC	I A TIVA	Lactim	anı.
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Outcome:	
• Impact:	
<b>Business Empire:</b>	
<ul><li>R&amp;D Division: _</li></ul>	

• HNC Division: \_\_\_\_\_

HERB Division: \_\_\_\_\_\_\_\_\_

#### **Family Estate:**

- Bear Yuba Resolution: \_\_\_\_\_\_
- Family Coordination:

#### Personal Leadership:

- Industry Position:
- Policy Influence: \_\_\_\_\_\_\_
- Legacy Impact: \_\_\_\_\_\_

### **HIGH FIVE VALIDATION - FINAL REALITY CHECK**

#### **FINGER 1: RPM ALIGNMENT**

- Are all your Massive Actions aligned with Results & Purpose? YES/NO
- Any conflicting priorities identified? YES/NO
- Resource allocation makes sense? YES/NO

#### **FINGER 2: AOM MASTERY**

- Do you have realistic progression paths 0→NOW→NEXT→10? YES/NO
- Are improvement plans achievable in Q4 timeframe? YES/NO

• Critical capabilities covered? YES/NO

#### **FINGER 3: COI IMPROVEMENT**

- Do improvement plans directly address weaknesses? YES/NO
- Measurable outcomes defined? YES/NO
- Timeline realistic for legislative deadline? YES/NO

#### **FINGER 4: EXECUTION FEASIBILITY**

- Can you actually execute with available resources? YES/NO
- Timeline accounts for family/estate obligations? YES/NO
- Backup plans for critical dependencies? YES/NO

#### **FINGER 5: MEASUREMENT SYSTEMS**

- Success metrics clearly defined? YES/NO
- Weekly review process established? YES/NO
- Progress tracking systems operational? YES/NO

MMEDIATE NEXT AC	TIONS - POST-SESSI	ON	
THIS WEEK (September 14	-21, 2025):		
1.			
2.			
3.			
NEXT WEEK (September 2	1-28, 2025):		
1.			
2.			
3.			
END OF SEPTEMBER:			
1.			
2.			
3.			

## JESSE - FILL THESE BLANKS AND WE'LL COMPLETE YOUR FULL FUNNEL Q4 2025 PLANNING SESSION!

This is your complete "Remembering the Future" Visioneering Cascade methodology applied to ALL your account data with zero assumptions and zero truncation - exactly as you've developed and refined it.

#### AGENT SWARM OPTIMIZATION - YOUR CANNABIS CHARACTER TEAM

#### Specialized Roles for Q4 2025 Execution:

- LIV HANA (Orchestrator Agent)
- RPM Planning Sessions: Schedules and coordinates your weekly planning
- Cross-Division Sync: Ensures R&D, HNC, OPS, HERB alignment
- "The coordination is already in motion..."

#### CAPTAIN CANNABIS (Archivist Agent)

- Legislative Research: Validates policy data and compliance schemas
- DSHS #690 Compliance: Ensures regulatory integrity and documentation
- "The science doesn't lie if you know how to read it..."

#### MAJOR QUALITY (Redactor Agent)

- Family Estate Privacy: Applies DLP policies for sensitive family information
- Business Intelligence Security: Protects competitive advantage data
- "Standards aren't suggestions..."

#### MAJOR GROWTH (Indexer Agent)

- Conservative Messaging: Builds search indexes for 30-60 demographic targeting
- SEO & Content Optimization: Maximizes High Noon Cartoon reach
- "Everything's content if you frame it right..."

#### **Solution Solution Solution**

- Revenue Recovery Dashboard: Tracks Veriff integration and \$100K+ recovery
- Square POS Analytics: Materializes financial performance views
- "The numbers tell the real story..."

### MAJOR FUNNY (Librarian Agent)

- HNC Content Management: Exposes creative tools and viral content systems
- Truth Through Humor: Provides satirical policy messaging capabilities
- "Truth hits different when it's funny..."
- MCP TIMING STRATEGIC DECISION:
- **S** ARCHITECT RECOMMENDATION: MCP AFTER INGESTION **S** DO INGESTION FIRST: Build dragnet → Establish storage → Implement governance

Ready to go DEEPER and complete this planning session together?