

HOW DO WOMEN DEFINE SUCCESS?



THE MEANING OF SUCCESS

Despite women in cannabis facing so many unique challenges, most study participants considered themselves to be successful.

But its what success meant to them that was most fascinating.

When we asked survey respondents if they wanted to share what success looks like in their minds, we received an overwhelming number of different answers - 973 in fact. And while many in our society equate the word success with financial prosperity, the women in cannabis see it as so much more. This may in part be due to the fact that men and women tend to determine what constitutes as success in different ways. But more than that, women in cannabis recognize that the mere existence of our industry is a feat in and of itself. From shifting the culture and influencing change, to overcoming challenges and doing what they love, succeeding in this space is worth far more than money.

This section showcases the abundance enjoyed by the women in cannabis and exactly what matters most in their lives. We think you'll be uplifted by the personal examples penned by study participants and may perhaps even be inspired to consider your own measures of success.



MEASURES OF SUCCESS

Despite the hurdles, barriers and inequalities, the vast majority - 86% of respondents - consider themselves successful!

We asked respondents to tell us how they define success for themselves. After [Nuance Coding](#) analyzed and quantified the content of the 973 definitions, it became clear that success for them is not just about money and profitability. It's about taking care of themselves, making a difference, personal growth, succeeding at work and happiness.



34%

Financial stability

- Living comfortably
- Thriving financially
- Enough to get by
- Expendable income



30%

Emotional/social wellbeing

- Being happy, having fun
- Feeling fulfilled, valued, proud, motivated
- Good relationships
- Being content, at peace



28%

Making an impact

- Educating others
- Shifting the culture
- Influencing change
- Giving back



24%

Meeting personal goals

- Overcoming challenges
- Personal work ethic
- Never giving up



23%

Doing what I love

- Being happy in my job
- Meaningful work



20%

Creating/operating a successful business

- Operating in the black
- Taking care of employees
- Creating something new

MEASURES OF SUCCESS

Our Industry Insiders have made it clear what matters to them.

Women tend to define “success” as a reflection of their personal achievements and relationships in their community. Many survey respondents indicated they felt successful in terms of their self-esteem and social impact in addition to financial success.

Financial Stability	34%
Emotional/Social Wellbeing	30%
Making an Impact	28%
Meeting Personal Goals/Challenges	24%
Doing What I Love	23%
Creating/Operating a Successful Business	20%
Building/Sharing Education & Skills	18%
Having a “Good” Life	12%
Freedom/Independence	12%
Positive Work Environment	10%
Building a Positive Reputation	9%
Curing with Cannabis	7%
Being in Good Health	7%
Being a Leader	6%
Promoting/Supporting Women & Minorities	5%
Helping Others Succeed in Business	5%
Having Opportunities	4%
Making Industry Connections	4%





MY DEFINITION OF SUCCESS...

Everyone around me eats too.

BUSINESS OWNER, ME

Living a life of adventure, passion and following my dreams.

Doing what's important to me, from raising kids, to running businesses I believe in, to living in beautiful places.

CEO, NV

Success to me is defined by being a go-giver and a go-getter. It's leaving a legacy of work that makes things better for economic development and industry growth for my people in New Mexico. On a larger scale success to me is health, family, abundance, and community.

FOUNDER & CEO, NM

Success is arriving after being knocked to the bottom by a former boss and his lack of integrity, by losing everything and getting back up only to prove failure is not an option and to be an inspiration to other women.

BRAND OWNER & DESIGNER, MO

My ideas pulling in a livable income.

ANCILLARY BUSINESS EMPLOYEE, WA





MY DEFINITION OF SUCCESS...

Success is a personal metric to me, am I putting my energy towards goals that improve my life or the life of others? Am I acting honorably and growing as an individual? Am I happy?

Answering yes to these questions signals success to me.

INVENTOR/CO-OWNER, OR

Being able to pay the bills, eat, and feel like my soul hasn't been sold to the devil in the meantime.

CONSULTANT, MA

Abundant in spirit, creativity, and community, rich in love, proudly, divinely embodied.

PART-TIME IN PLANT TOUCHING BUSINESS NY

Freedom to work for whom I please.

MARKETING DIRECTOR, CA



IN SUMMARY...


It is quite remarkable how, against all odds, the women in cannabis still consider themselves to be successful.

This comes despite seemingly endless hurdles and setbacks, showcasing an incredible amount of humility across the board.

The other incredibly inspiring trend we see among the women in cannabis is the fact that financial stability isn't the only measure of success. While everyone needs to be able to provide for themselves and their families, making a difference seems to matter most.

Evangelizing and advocating on behalf of the plant for the betterment of our communities and planet is something that motivates many survey respondents and offers a glimmer of hope that our industry is building built by people with integrity and virtue.

The women in cannabis may have many different definitions of success, but nearly all share a common thread: we all do better when we all do better.

 **How do you
define success
for yourself?**



REPORT CHAPTERS

Interested in learning more? Download additional results at womenincannabis.study/study-chapters.

Introduction

Methodology

Who are the Women Working in Cannabis?

Which Roles do they Play in the Industry?

Why Work in Cannabis?

What Relationship Do Women Have with Cannabis?

What are the Barriers to Success?

What Else Holds Women Back?

BIPOC Women in Cannabis

LGBTQIA+ in Cannabis

How do Women Define Success?

We Have the Data, Now What?

Leverage the Power of the Data

Profiles of Women in Cannabis

Contributors

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THANK YOU

WOMEN IN CANNABIS
a Living History

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