



CUSTOMIZED learner experiences.

Absorb LMS Delivers Customizable Training
for the World's Largest Cannabis Company



INDUSTRY

Alternative Medicine

USE CASE

Employee Training,
External Training

CHALLENGE

Creating a learning environment for multiple brands while catering to different audiences.

SOLUTION

Absorb LMS

RESULTS

Training provided to multiple internal and external learner groups from multiple brand identities.

As the world's largest cannabis company, Canopy Growth has a mission to advance the world's perception of cannabis by focusing on research, product development and innovative production capabilities. It presents this through a variety of consumer-facing brands people trust.

Those brands play an important role in the cannabis market—where fierce competition combined with limited advertising opportunities mean that carving out an advantage is essential. Canopy Growth needed an LMS solution that would empower the company to carry their compelling branding through training and fuel their competitive edge.

What drove you to look for a new LMS solution?

Working with our previous LMS presented constant challenges and additional costs just to provide the basics required for our learners. We needed something that would be agile, cost-effective and modular—something that could handle our multiple brands and the continuous change we face in the cannabis industry.

What made you choose Absorb over other solutions you considered?

First off, we did a cost-benefit analysis. But beyond that, we found that the customizability of Absorb was fantastic—something that was required in our environment. It also needed to easily handle internal and external learners, since we train much more than just our own staff. Our ability to find creative solutions using the Absorb LMS platform for the different variables that occur in our company became incredibly beneficial.

How has Absorb improved learning at Canopy Growth?

We're constantly researching at Canopy Growth, and as we discover new breakthroughs, we're able to extend that to our learners. It also enables us to enroll external learners in multiple different provinces, including health care professionals, recreational budtenders and government agencies. With Absorb, we can share breaking information with all our learners from any of our brands.

How have your learners responded to Absorb LMS?

Absorb has had great feedback from our staff. They love that each of the brands has its own feel within the LMS and that they're engrossed in learning from start to finish. They feel like it's connected the Canopy Growth brand—that's made a huge difference.

What would you tell someone considering Absorb?

If you're looking for a platform that allows you to grow your culture and extend what you are as a business, then Absorb is what you want. We tried other learning management systems, and their "customization" consisted of a logo in the corner. There are multiple other systems out there that can host learning, but there's not very many that can host an entire brand culture in it.

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— Canopy Growth

See how Absorb can empower your organization

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