

# Cultivating Harmony: Nurturing People and Plants

## **Root & Bloom Overcame Challenges in 2023 with Teamwork, Leading to Top Spot in Best Cannabis Companies to Work For–Cultivation Program**

Toward the end of 2023, Root & Bloom, a cannabis cultivation company in Salisbury, Massachusetts, faced challenges due to the high demands on its staff. Despite being new to the state’s adult-use market and celebrating only its first year of sales, the company struggled to keep up with the workload generated by record yields from its 20,000-square-foot canopy and weekly harvest schedule.

CEO Tom Regan and other leaders noticed the strain on the team and took action. They began working alongside cultivation technicians, spending hours trimming flowers to help alleviate the workload. Soon, the entire administrative staff joined in, engaging in what Regan describes as “spontaneous collaboration.” This effort continued for two months until new hires could be brought in to support the team.

This period of adversity coincided with Root & Bloom’s application for the Best Cannabis Companies to Work For program. Despite their concerns, the company received overwhelmingly positive feedback from the anonymous employee engagement survey, ultimately securing the top spot in the Best Cannabis Company to Work For – Cultivation rankings.

Regan attributes their success to leadership by example, emphasizing the importance of supporting the team during difficult times. This experience not only helped Root & Bloom overcome immediate challenges but also fostered a more resilient workplace culture.

William Windham, vice president of cultivation, highlights the company’s philosophy of “growing people, not plants,” emphasizing the importance of providing learning and growth opportunities for the team.

Root & Bloom invests in its employees’ professional development, with 18 leaders enrolled in a 10-week leadership training course. The company also prioritizes diversity and provides health benefits, paid holidays, and opportunities for advancement.

Regan, Windham, and Chief Operating Officer Kyle Teixeira emphasize the importance of setting expectations, promoting a healthy work-life balance, and fostering a culture of support and appreciation.

Despite the challenges they faced, Root & Bloom’s commitment to its employees has not only helped them overcome obstacles but also cultivated a strong sense of unity and pride among the team.

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