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NaturaLawn® of America Earns Four Brandon Hall Excellence Awards for Employee Learning and Development

Awards recognize NaturaLawn's commitment to investing in employee training, knowledge and professional development.

Frederick, MD (October 13, 2026) – [NaturaLawn® of America](#), the leading provider of organic-based lawn care services, has received four Brandon Hall Excellence Awards recognizing the company's e-Learning training platform and its commitment to learning and development.

NaturaLawn received the following honors:

- **Silver Award** – Best Use of Video for Learning
- **Silver Award** – Best Use of Mobile Learning
- **Silver Award** – Best Learning Strategy
- **Bronze Award** – Best Competencies and Skill Development

The Brandon Hall Excellence Awards recognize organizations for outstanding achievements in learning, talent management and development.

For NaturaLawn, the recognition represents more than an achievement in training technology. It reflects the company's ongoing investment in its people and its belief that the quality of its service starts with the quality of its team.

"Invest in your people, and they'll invest in your customers," said Jesse Catron, Senior Vice President. "We believe in empowering our team, building a strong culture, and giving every person the training and opportunity to grow. When our people thrive, exceptional service follows, and so does our success."

NaturaLawn's e-Learning platform provides employees with accessible, engaging training designed to support their professional development and expand their knowledge of the company's business, services and lawn care approach. The platform also gives owners and managers resources to help train and develop their teams.



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Training with a Purpose

NaturaLawn views employee development as essential to delivering a consistent, high-quality customer experience. Its training program equips technicians with the knowledge and skills to better serve customers while providing employees with opportunities for continued learning and professional growth.

The four Brandon Hall awards recognize the teams and individuals behind the development and expansion of NaturaLawn's training program. The company plans to continue growing the program with additional e-Learning modules and professional development opportunities.

About NaturaLawn® of America

NaturaLawn® of America has been providing an environmentally-friendly approach to lawn care since 1987. NaturaLawn is a national lawn care franchise system with 100 licenses, servicing over 125,000 customers in 27 states and the District of Columbia. For more information, visit naturalawn.com.