

LEANA GREENE

CEO of Kids in the House and Mother of Three





Parenting Trends Expert

The pulse on what parents are concerned about today.

ABOUT LEANA

Leana Greene is the founder and CEO of Kids in the House, the world's largest parenting video library, and the mother of three kids. She came to the U.S. From Sweden as a model. Despite struggling in school with dyslexia and learning disabilities, as an adult she became a successful entrepreneur and started her first multi million dollar company, Absolute Court Reporting in her early 20s.

After selling her company and having kids, she realized she wanted to make a difference by helping parents be better parents. Like so many other moms, Leana knew there were valuable parenting resources out there, but finding them took time and effort that few parents could spare. She saw a need to have this information easily accessible in one place.

Leana had a vision to help change the world by educating the parents of today's children, and started Kids in the House, the ultimate parenting resource. In the last four years she has interviewed 500 parenting experts for her video library, 9000 educational videos for parents and kids of all ages, and a parent-to-parent online community for sharing helpful tips. Her dream is to inspire, educate and entertain parents.





**LEANA CREATED THE WORLD'S
LARGEST PARENTING VIDEO LIBRARY**

CREATOR & DIRECTOR OF

#ENDBULLYING

A story about real kids who have been bullied and an effort to make change...

#EndBullying Received Over 1 Million Views On YouTube!

Endorsed by LA Times



Beyoncé shared a link
October 23

These children are so brave for speaking out and telling their personal stories of being bullied in order to help change the world.



Los Angeles Times

FRIDAY, OCT. 3, 2014

Back To School
Education Matters: Starting Fresh

Make your kid watch this anti-bullying video

By MICHAEL KOHLEN



Celebrity Mentions
Beyonce Knowles
Brooke Burke-Charvet
Jeff Probst
The Queen Latifah Show
Maria Shriver

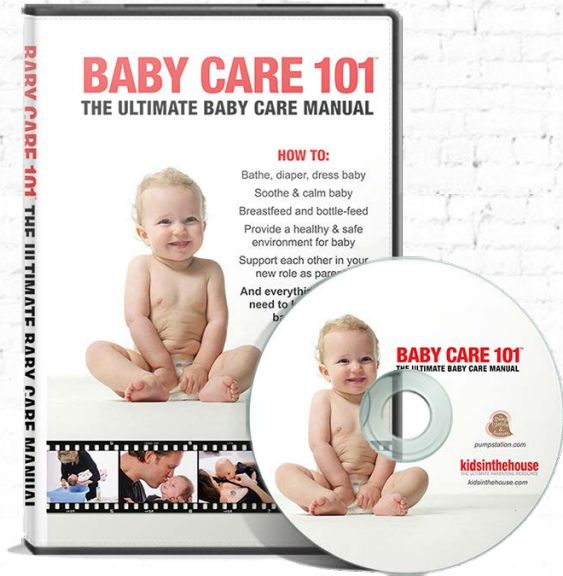
PRODUCER AND HOST OF kidsinthehouse TV

kidsinthehouse TV

THE TOP 10 MOST WATCHED PARENTING VIDEOS



PRODUCER AND DIRECTOR OF BABY CARE 101



TRENDED WITH
OVER 2 MILLION
TWEETS IN 1/2 HOUR!



“ Another super-practical piece of parenting advice...by the great team at The Pump Station & Nurture and Kids in the House!

Harvey Karp, MD Creator, DVD/book, "The Happiest Baby on the Block"



“ They say it takes a village to raise a child. As new parents, we're also lucky to have a virtual village that educates and inspires with Babycare101. These trusted experts share the best of time-tested wisdom with modern style. Finally, curated and easy guides sure to give you the peace of mind all new parents truly appreciate!

Christopher Gavigan & Jessica Alba



“ Finally a baby care and breastfeeding video showing the "how to's" with real babies, real parents and real techniques that work!

Ricki Lake & Abby Epstein

#BABY CARE 101 trended on Twitter!



See more tweets with [#BabyCare101](#)

LEANA'S DREAM TO INSPIRE, EDUCATE & ENTERTAIN PARENTS

Leana's goal was to create the ultimate parenting resource where parents everywhere could get quick, easy information from leading experts themselves. She wanted to provide this information in a fun and easy to understand format.

After many years of hard work and partnering with over 500 parenting experts and organizations from across the county, kidsinthehouse.com has accomplished:

9000+ videos



427,179+ likes

500+ experts



123,000+ followers



1,761,281+ views



1,876,841+ views

Reached over a million parents

IDEA



LEANA'S PARTNERS





RED TRICYCLE

“

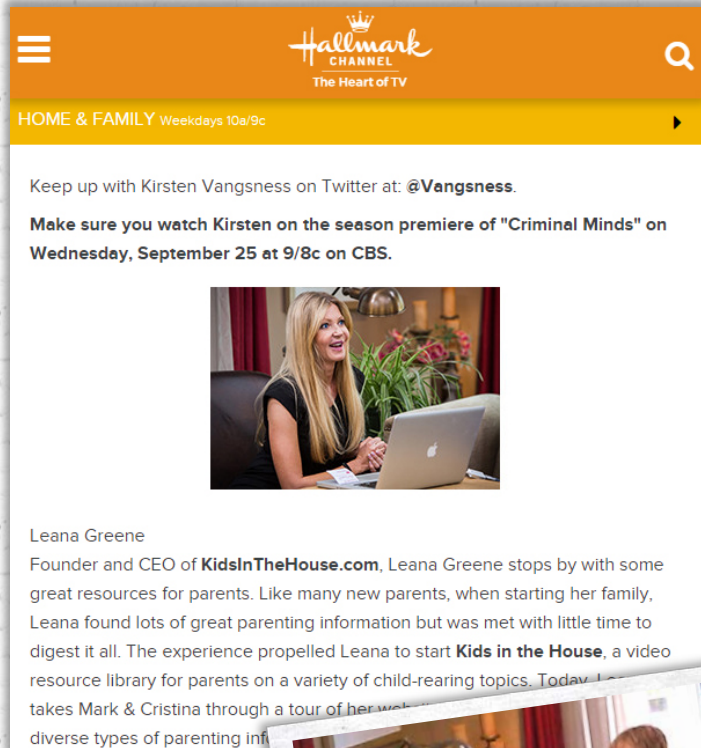
Kids in the House promotes their site as the ultimate parenting resource. We gotta admit that at first we were a bit skeptical. Ultimate parenting resource? Really? Well, we take it back. Kids in the House does indeed cover pretty much everything you would ever want to know about parenting from adoption choices to how to bond with your newborn to diagnosing a child with special needs and everything in between.

The best part? Kids in the House isn't just a slew of snore-worthy articles from unreliable sources. Their resources come in the form of high quality videos from professional experts and other parents who have experienced the same issues you're going through and survived to tell the tale.

”

Check out the rest of the article here: <http://redtri.com/just-launched-kids-in-the-house/>

LIVE APPEARANCES ON HOME & FAMILY WITH DR. DREW AND CO-HOSTING BUSINESS ROCKSTARS WITH KEN RUTOWSKI



The screenshot shows the Hallmark Channel website interface. At the top, the Hallmark Channel logo is displayed with the tagline "The Heart of TV". Below the logo, there is a navigation bar with "HOME & FAMILY Weekdays 10a/9c". The main content area features a promotional message: "Keep up with Kirsten Vangsness on Twitter at: @Vangsness. Make sure you watch Kirsten on the season premiere of 'Criminal Minds' on Wednesday, September 25 at 9/8c on CBS." Below the text is a small image of a woman with long blonde hair sitting at a desk with a laptop. Further down, there is a paragraph of text about Leana Greene, founder and CEO of KidsInTheHouse.com, mentioning her experience with parenting information and the creation of a video resource library.

Keep up with Kirsten Vangsness on Twitter at: [@Vangsness](#).
Make sure you watch Kirsten on the season premiere of "Criminal Minds" on Wednesday, September 25 at 9/8c on CBS.

Leana Greene
Founder and CEO of [KidsInTheHouse.com](#), Leana Greene stops by with some great resources for parents. Like many new parents, when starting her family, Leana found lots of great parenting information but was met with little time to digest it all. The experience propelled Leana to start **Kids in the House**, a video resource library for parents on a variety of child-rearing topics. Today, Leana takes Mark & Cristina through a tour of her website and shares diverse types of parenting info.



HER OWN WORDS AND STORY ON HUFFINGTON POST

October 9, 2015

HUFF POST PARENTS

(continue)

Edition: U.S. ▾



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THE BLOG

Featuring fresh takes and real-time analysis from HuffPost's signature lineup of contributors

HOT ON THE BL
Robert Reich
Chelsea Mani

KidsInTheHouse.com Become a fan
Educational website for parents

Overcoming the Shame of My Learning Disability

Posted: 03/05/2015 3:51 pm EST | Updated: 05/05/2015 5:59 am EDT

6.8k 1476 555 99 152
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By Leana Greene
CEO of KidsInTheHouse.com

I think I was 6 years old when I realized I was different. I tried harder than anyone else to please, but I could not spell words or learn how to put letters together to read.

How do you not to feel stupid when everyone else is learning something that you can't grasp at the same pace? The shame of not being able to read out loud without stuttering or misspelling something on the blackboard in front of the class was almost unbearable. The fear of being called on by the teacher was paralyzing and made me act out and have panic attacks. My math teacher berated me because she thought I was being careless when I accidentally reversed numbers. I spent countless hours with frustrated but well-meaning adults who wanted to help me



but just thought I wasn't trying hard enough. All of these experiences sent me the message that I was not good enough.

Being different as a child is not an easy thing, and it can scar your self-esteem for a lifetime. I think that the compounding effect is that you feel ashamed about it and so your anxiety about trying to do something makes having the disability even harder. While many people struggle with the diagnosis of a learning disability, I think parents of children with learning disabilities might have an even bigger challenge addressing the psychological effects of it.

As a parent it is important to really talk to your child and address what is happening. According to pediatric neuropsychologist at UCLA, Sandra Loo, PhD, the first step for any parent who has a child with learning difficulties is to get the right diagnosis. Getting an early diagnosis will help your child get the proper interventions and also accommodations like extra time in school. It's a good idea to get a complete evaluation because many children have more than one learning disability -- around 25 percent of children with Dyslexia also have ADHD. Another way of addressing what is happening is by discussing your own areas where you feel inadequate in order to make it easier for your child to share his or her problems. Sharing my struggles about my disability with my kids has encouraged them to share not only a good grade but also the inevitable challenges of trying to perform in school.

Most people with learning disabilities like Dyslexia have a hard time doing well in school, but they often are successful post-education. Dyslexia/ADD specialist and leader of Renaissance Mind learning facility, Angela Gonzales, MD, explains that often the traditional academic environment does not suit a non-traditional learner, but children with learning disabilities have a style of thinking that is a gift later on in life. She says, "These are highly visual, spatial, and conceptual learners that have the ability to distort perception and perceive it as reality. That's a problem in school, but in the real world, this style of thinking allows you to be a Lego builder extraordinaire. It allows you to be an artist. As you get older, it allows you to be the best architect, movie producer, musician, actor you can be." While parents need to have realistic expectations about what their child can accomplish in school, they also need make an effort to understand the different ways their child processes information and appreciate that their child who is struggling with academics is actually a gifted and capable individual with an incredible imagination. As Einstein said, "Imagination is more important than knowledge." Communicating this way of thinking with your child may take some of the pressure off and make school bearable.

Finding people who have faced the same struggles as your child may also be helpful in working through a disability. For me, it has been helpful recognizing that there are other Dyslexic entrepreneurs like Ingvar Kamprad, founder of Ikea, Paul Orfala, founder of Kinko's, David Neeleman, founder of JetBlue, Charles Schwab, Tommy Hilfiger, and Ben Foss of Intel. Having a role model is important, and if your child has the opportunity to know that there are other people out there facing the same challenges, he or she will feel less alone and know they can succeed.

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The
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Reiner



PRESS FEATURING LEANA



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Home > Articles > Startup Diaries: Launching an Interactive Parenting Platform

28 August 2015 by Guest Author

Leana Greene talks to The Next Women about launching Kids in the House, and working through her doubts.

Parenting isn't easy, especially if you are a working parent. It's important for you to have access to quick and easy information of the latest in parenting so that you can succeed at your most important job—raising your child.



Leana Greene



18 February, 2015

5 tips for the “Momtrepreneur”

By Leana Greene, an *Entrepreneur* contributor and founder and CEO of kidsinthehouse.com, the world's largest parenting video library.

Eliminate the Guilt

Simply put, there just isn't time for everything, and you have to stop feeling guilty about that. I learned early on that the work/life balance is a myth. It's not realistic to expect to create the perfect balance between being a CEO and a parent. There will be certain days when you just have to work extra, and there will be other days when you get to spend those extra hours with your kids. Do not feel guilty if every day isn't always a 50/50 split. Instead, make an effort to focus on your kids when you are with them and focus on the job when you are at work.

Talk to your kids about your business ups and downs

It's important to communicate both the positive and negative aspects of your business with your children. Opening up to your kids about your own struggles will create a stronger bond. I grew up with dyslexia, and because I have made an effort to share those challenges with my kids they are more likely to share any struggles they are having. I think you have to teach your kids how to get from A to B, including the fact that the journey isn't always easy. Your children will be more likely to open up and share their ups and down with you if you lead by example!

Make time for each of your kids individually

If you have more than one kid, make sure to carve out a chunk of time with each child individually each week. It's important for kids to feel seen and heard and bond with you

OS: app, Android, iOS, More



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THE BLOG

Overcoming the Shame of My Learning Disability

By Leana Greene, CEO of KidsInTheHouse.com



Leana Greene



PARENTING · PREGNANCY · ENTERTAINMENT · LIFESTYLE · BIRTH NAMES · EXPERTS · OPINIONS

Should I sleep in my teenage?

Is my baby really getting enough nutrients?

When you become a parent, there's an onslaught of questions or things to worry about. That's why *Kids in the House* is partnering with *Kids in the House*. With over 5,000 videos from over 500 leading parenting experts, *Kids in the House* is the world's largest parenting video library.

Each month, the experts at *Kids in the House* will offer videos to help you tackle your toughest parenting challenges — right here on *Babble!*

To kick things off, we caught up with the site's founder and mom of three, Leana Greene, to learn more about *Kids in the House* and how she's managed to help so many parents.



Leana Greene

What do you decide to start *Kids in the House*?

Every parent's main goal in life is to be a great parent. After I had kids, I realized that there were tons of parenting classes to take and books to read, but I already didn't have enough time. I wanted to create a resource where parents could find quick and easy video answers to their problems, and out of that idea *Kids in the House* was born. I wanted to bring parents everywhere expert information so that they might otherwise not have access to and equalize the access to top experts.

What do you wish you had known



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Top 3 Healthy Life Choices for Back To School

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From advice on picky eaters, to guidance on managing parental stress, and information on maternity leave, Kids in the House has parents covered from the first steps of family planning all the way to getting the kids off to college.

– *Maria Shriver, NBC*



Kids in the House is a great educational parenting site. It's like having a pediatrician, therapist, favorite author, and best friend living in your WiFi connection.

– *Brooke Burke-Charvet, TV Host & CEO of ModernMom.com*



A great new site for parents!

– *Geena Davis, Academy Award Winning Actor & Founder of Geena Davis Institute on Gender in Media*



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Enter for a chance to win Q's Race to the Top

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Parenting Experts at Your Fingertips

+2 Recommend this on Google

Leana Greene, CEO of Kids in the House, talks about producing 8000 parenting videos.



Q: What is Kids in the House

A: Kids in the House is an educational parenting resource with 8,000 videos from 450 top experts from all over the country as well as parents who have dealt with specific issues who have hard earned wisdom to share. Our videos cover everything from pregnancy to getting into college.

Q: How long did it take you to create this website

A: We filmed for three years before launching the site in June, 2013. We built our own state-of-the-art TV production studio in Santa Monica. Many of the experts

flew in from across the country to participate.

Q: Why did you create Kids in the House?

A: As a mom I wanted to read all of the parenting books; I wanted to be a great parent, but I was too tired after a full day of being a mom to three kids. I realized that only some people have access to seminars and small group discussions, and even those of us who do have access have a hard time finding the right expert. I had a vision of creating 8,000 videos that would cover every parenting topic and help parents get help exactly when they need it. It's like having 450 doctors available right when you need it. For example, you can watch a video answer at 3:00am when you are panicked about your daughter's dyslexia.

Q: Not all parents have the same views so how do you answer everyone's questions?

A: Sometimes, I think a parent needs to hear different views on a problem to be able to know what works for you and your family. For example, if your child is diagnosed with ADHD, it is good to hear the for and against viewpoints on putting your child on medication. This way you get many different perspectives before finding your own answer.

Q: How can moms access your videos? Is it free?

A: Yes, it's free! All you have to do is log in and create an account and watch videos. You can always create a playlist that you can share with a friend in need. For example, if your friend can't get their baby to sleep, you can send them 10 videos featuring different sleep experts, so they can get some rest!

Q: What is the parenting forum on your site:

A: The Parent-to-Parent section is our forum where parents can connect with other parents; discuss videos, ask questions and get support from other parents who might be going through a similar challenge. If your child is being bullied, you can connect with other parents who are facing the same thing.

Leana Green is CEO of www.kidsinthehouse.com

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Mom's. Mom's. Middle schoolers.
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babble
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PARENTING | PREGNANCY | ENTERTAINMENT | LIFESTYLE | BABY NAMES | CONTRIBUTORS



LEANA GREENE WITH HER CHILDREN / IMAGE SOURCE: LEANA GREENE

What made you decide to start Kids in the House?

Every parent's main goal in life is to be a great parent. After I had kids, I realized that there were tons of parenting classes to take and books to read, but I simply didn't have enough time. I wanted to create a resource where parents could find quick and easy video answers to their problems, and out of that idea Kids in the House was born. I wanted to bring parents everywhere expert information that they might otherwise not have access to and equalize the access to top experts.

What do you wish you had known before you became a mother?

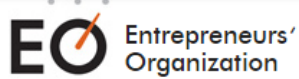
I wish I had known that my heart would forever be outside my body in a different place and that I would never, ever, ever stop worrying and that I would find the biggest joy of my life in parenting. I've never loved anything as much as my kids.

What is one topic that you find particularly challenging as a parent?

I think the most challenging thing I deal with is finding balance and feeling like I am enough as a parent, especially because I have more than one kid.

I feel like there is no such thing as finding the perfect work-life balance. When you're at work you will always feel guilty that you're not with your kids, and with your kids you will always feel guilty that you're not at work. It is more about managing my guilt and making an effort to divide my time as best I can between being a CEO and a mother of three. I think it's really important to get special alone time with each of my kids each week so that I can bond with them.

FEATURED IN ENTREPRENEURS' ORGANIZATION



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18 February, 2015

5 tips for the "Momtrepreneur"



By Leana Greene, an Overdrive contributor and founder and CEO of kidsinthehouse.com, the world's largest parenting video library.

Eliminate the Guilt!

Simply put, there just isn't time for everything, and you have to stop feeling guilty about that. I learned early on that the work/life balance is a myth. It's not realistic to expect to create the perfect balance between being a CEO and a parent. There will be certain days when

you just *have* to work extra, and there will be other days when you get to spend those extra hours with your kids. Do not feel guilty if every day isn't always a 50/50 split. Instead, make an effort to focus on your kids when you are with them and focus on the job when you are at work.

Talk to your kids about your business ups and downs

It's important to communicate both the positive and negative aspects of your business with your children. Opening up to your kids about your own struggles will create a stronger bond. I grew up with **dyslexia**, and because I have made an effort to share those challenges with my kids they are more likely to share any struggles they are having. I think you have to teach your kids how to get from A to B, including the fact that the journey isn't always easy. Your children will be more likely to open up and share their ups and down with you if you lead by example!

(continue)

Make time for each of your kids individually

If you have more than one kid, make sure to carve out a chunk of time with *each* child individually each week. It's important for kids to feel seen and heard and bond with you individually. This special time with your kid can be as small as 30 minutes of reading. Because time is so limited I think it's important to kind of "sell" your kids on activities. Taking your kids on errands like grocery shopping can be a way to get alone time with them while still getting things done. Even going to the tailor can be fun for your kid if you sell it properly as "mommy and me" time. Whatever the activity is, it will not only increase your bond with your child, but it will also give you a designated time when you can turn off work mode and just be a mom!

No phones during dinner

Everyone eats! With everything constantly in motion many working moms may not even get a chance to sit down for a meal. But even if you are grabbing a quick bite on the go try to make an effort for that meal to be "cell phone free zone". It's amazing what even 10 minutes of quiet time can do for you.

Know you're not alone!

Even if you are a single, working mom you can often feel alone, but it is important to know that you aren't. Every kid comes with a set up challenges and gifts so that means no parent is without challenges. Whether you have a baby or you have a teenager it's really valuable to speak to other parents and listen to experts. There are so many great resources out there for parents to who just need a little re-inspiration or emotional support. From mommy blogs to my very own parenting website, **Kids in the House**, there are resources out there that will help you remember that there are tons of people out there who are facing the same problems as you. You may not have time to join a group or club, but finding a book or website for inspiration can really help.

Leana Greene is the founder and CEO of kidsinthehouse.com, the world's largest parenting video library. With over 8000 videos, Kids in the House is a website that provides parenting advice for all parenting styles through educational videos featuring over 450 of the country's top parenting experts, including pediatricians, doctors, authors, celebrities and parents themselves. Leana, originally from Sweden, is an entrepreneur at heart and a mother of three. She started her first company, Absolute Court Reporting, in her early twenties and was also was active in the entertainment industry as a model, producer, and had five Billboard hits. She is the winner of two ABA Stevie Awards for best use of video and an Edison Award for Innovation.

FEATURED IN PLAZA MAGAZINE

“HOTTEST IN HOLLYWOOD

HETAST I HOLLYWOOD

ALDRIG TIDIGARE HAR SÅ MÅNGA TALANGFULLA SVENSKAR VARIT VERKSAMMA I L.A. PLAZA LISTAR DE 41 MEST SPÄNNANDE AKTÖRERNA I STADEN JUST NU.

TEXT EVA MAGNUSZEWSKA

ENTREPRENÖRER



Sofia Eng

GRUNDARE, TRU-BLOND PRODUCTIONS
Sofia driver det egna castingbolaget Tru-

blond Productions sedan januari i år. Hon har precis castat och filmat *Poloka Hollywoodruar* (som börjar visas i Polen i oktober), och börjar sedan jobba på sin sjunde säsong av *Scenska Hollywoodruar* (som i år har en ny fru, Åsa Vesterlund).



Viveca Jensen

GRUNDARE, PILOXING

Hon tränar några av L.A:s främsta kändisar och har grundat fitnessvarumärket

Piloxing, en kombinerad träningsform av pilates och boxning som för närvarande finns i över fyrtio länder och lanseras i Asien nu i november.



Leana Greene

GRUNDARE, KIDSIN-THEHOUSE.COM

Grundare av mångmiljonföretaget och

hemsidan kidsinthehouse.com – världens största filmbibliotek med över 8 000 utbildningsfilmer för föräldrar med barn i alla åldrar. Leana har tidigare varit del av Hollywoods underhållningsindustri som modell, sångare och producent.



Peter Sahlberg

GRUNDARE, SURFAKADEMIN

Medgrundare och ägare av Surfakademien

min tillsammans med kollegan Jens Holmer som trots sina "225 jobb- och resdagar per år till helt fantastiska platser världen över, längtar till den kanske mest fulländade platsen – södra Kalifornien – som är meckat för surfing".

PLAZZA
INTERIORS
FASHION
DESIGN

English Translation: "Founder of KidsintheHouse.com - the world's largest parenting tips video library with over 8,000 videos produced for parents with children of all ages. Leana has also been part of the Hollywood's entertainment industry as a model, singer and producer."

FEATURED IN SUCCESS MAGAZINE

SUCCESS Story



“ This “mompreneur” shares three ways to succeed in business and parenting.

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Startup Diaries: Launching an Interactive Parenting Platform

94

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31 August 2015 by Guest Author

STARTUP DIARIES

Leana Greene talks to The Next Women about launching Kids in the House, and working through her Dyslexia.

Parenting isn't easy, especially if you are a working parent. It's important for you to have access to quick and easy information of the latest in parenting so that you can succeed at your most important job—raising your child.



Leana Greene

In 2011 I found myself juggling being a CEO and a mother of three. I needed a resource to help me with all of my parenting questions, but I couldn't find it. There were books to read and lectures to attend, but I, like many parents out there, faced a lack of time. The idea came to me to start a company that provided short videos with expert parenting advice, which is the reason I founded Kids in the House. I wanted to be able to give parents everywhere access to the top pediatricians, doctors, authors, and parenting experts that they might otherwise not have access to.

In 2013, after spending three years producing videos featuring the most inspired minds in parenting, I launched the world's largest parenting video library. Whether it is Harvard's top ADHD expert, the leading expert on Empathy, or public figures and celebrities such as Jeff Probst sharing their personal parenting advice, Kids in the House has the information that will educate, inspire, and entertain parents. One of the

most important aspects of the website is that it provides left, right, and center points of view on parenting topics. I believe there is no one-size-fits-all solution to parenting, and I wanted parents everywhere to hear from experts who had diverse points of view.

In my journey to bring parents quality information and help them become better parents, I have worked through my own personal difficulties. Recently I opened up to Huffington Post about my Dyslexia and how I struggled with feeling different my whole life. As someone who struggled with a learning disability when I was younger and who still has a hard time with it today, I wanted to let other people know that learning differences don't have to hinder you from being successful. I am now a 3-time CEO, and I have found that telling others about my learning disability actually helps me in both my personal and professional life. A major way opening up about my difficulties with my children has had positive impact on my life is that it encourages my children to communicate their own problems. They are more likely to tell me about things they are having a hard time with in school because they are used to me sharing my struggles and letting them know that it is okay not to be perfect at everything.

As with any business, launching Kids in the House was a long process. It took years to find and interview the best experts in order to comprise the library of what is now 9000+ videos featuring over 450 experts. Furthermore, once the video library was created we faced the problem of how to host such an expansive resource and, more importantly, how to share it with the world.

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Guest Author

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A business founder has to consider so many variables—from programming to funding to website design—the list goes on. In fact, there were moments when it looked like it might not all come together. With the right amount of patience and focus on assembling a team of people who had the common goal of helping parents truly become better parents, we launched the website successfully.

One of the things I am most proud of about Kids in the House is that the website has expanded to be an interactive platform that inspires social change. This year we launched an #EndBullying PSA featuring seven kids from Los Angeles who have been severely bullied. We wanted to share the message that words can kill and inspire other people to end cyber bullying and all other forms of violence and hatred.

One of the greatest outcomes of releasing the PSA was that it caught the attention of major figures like Maria Shriver, Brooke Burke-Charvet, and even superstar, Beyoncé Knowles. Beyoncé shared the video to over 65 million Facebook fans saying, "These children are so brave for speaking out and telling their personal stories of being bullied in order to help change the world." When Beyoncé honored the kids in such a public way, she showed how the Internet and social media can be used for good, which is so important for our youth to see.



When I look back at all we have accomplished, I am constantly re-inspired. Kids in the house continues to grow and in the coming year we are focusing our efforts on long-form content and a subscription portion of the website that will allow parents to delve even deeper into parenting problems and solutions.

We also partnered with The Pump Station and Nurture produce our first ever DVD called *BabyCare101: The Ultimate BabyCare Manual*. The DVD, which features over 30 newborn babies, walks new parents through the essentials of caring for a newborn including breastfeeding, safety, and sleep. It is really a must-have for all new parents.

Kids in the House has been featured in the press on major platforms such as NBC News, People Magazine, Dr. Drew, ABC, Care.com, and many more. We are also the winner of two Stevie Awards for Best Use of Video and an Edison Award for Innovation. I think the reason that the website has been so successful is because every parent can use help, and parents everywhere can really benefit from knowing that there are other people—other experts and parents—in their corner

My 5 takeaways from starting a business

1. There will always be moments when it looks like it won't happen, but if you keep pushing it will! Take time to look back at what you have accomplished because it will re-inspire you to move forward and to keep growing.
2. When starting a business pick something you truly care about because you will spend all of your time with the people in your business and you have to keep learning about it.
3. As an Entrepreneur you will always have too many things to do so make sure everything on your to-do list is prioritized in order to get you from A to B.
4. Reach out to people and ask for advice because you will be surprised how willing people are to give their input, help you, and make connections for you.
5. Go with your instinct. When you hire somebody or have to make an important decision you don't have to always know why you feel a certain way, but go with it.

FEATURED ON HUFFPOST BUSINESS

October 11, 2015

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Women in Business Q&A: Leana Greene, Founder and CEO, Kids in the House

Posted: 05/04/2015 4:53 am EDT | Updated: 05/04/2015 4:59 am EDT

Leana Greene is the founder and CEO of kidsinthehouse.com, the world's largest parenting video library. With over 8000 videos from the 450 top parenting experts, the website features parenting tips for all parenting styles. Leana, originally from Sweden, is an entrepreneur at heart and a mother of three. She started her first company, Absolute Court Reporting, in her early twenties and was also active in the entertainment industry as a model, producer, and had five Billboard hits. She is the winner of two ABA Stevie Awards for best use of video and an Edison Award for Innovation.

How has your life experience made you the leader you are today?

I have a learning disability--I'm dyslexic. I had a very hard time in school and in life when I was growing up, and I had to come up ways to compensate and learn to do things differently. I think dealing with a lot of obstacles early made me have more grit. As a leader it has enhanced my ability to recognize people's strengths and weakness and make the team more successful.

How has your previous employment experience aided your tenure at Kids in the House?

I feel like everything I have done before in my life was in preparation for Kids in the House, which is my vision and my passion in life. Most of my work life I have been an entrepreneur and self-starter. I had two other companies before Kids in the House. One thing I've learned from previous experience is it's important to pick a field that you are interested in because you will end up spending a lot of time in that industry, reading, and constantly learning more. Committing yourself to something is a lot easier if you are actually interested in it.

What have the highlights and challenges been during your tenure at Kids in the House?

A business highlight was the day the website actually went live. Seeing all of my research and hard work materialize was an indescribable feeling. But sometimes the highlights that touch you the most are the smaller things like receiving an email from a parent who has been profoundly helped by using the website. I think one of the biggest highlights was making the #EndBullying PSA, featuring kids in the LA area who have been severely bullied. Beyoncé posted the video to her Facebook, and it felt great to be able to honor all of the kids who shared their story with the world.

As far as challenges go, starting Kids in the House was an enormous undertaking and a daunting task. At one point we hired a company to build the website, but they were never able to make it work well enough for us to launch it with quality videos that honored the experts. We struggled in trying to find the right company or person who could make the website work technically since it involved 8000 videos. We finally found the right person who gave us the answers and was able to get us to the point that we could launch the website.

What advice can you offer to women who want to start their own business?

1) Find someone who does what you want to do really well and learn from him or her. This can involve working for someone or even paying to learn from that person firsthand. 2) Ask for advice. People are extremely generous if you ask for help. You would be surprised! 3) Take the time to hire the right people. The people who you hire are your most valuable resource. Take the time to check references, have them come in for a test, meet with lots of people. Your team is your most important asset. 4) Always follow your intuition. 5) Evaluate your "to do" list to see what is actually going to get you to your goal quickest. There will always be too many things to actually get done so you always have to keep in mind what is going to get you from A to B quicker.

What is the most important lesson you've learned by starting your own business?

I think it's really important to take the time to look back and see what you have accomplished because sometimes that will re-inspire you to push forward. I also think that you always have to remember that when trying to reach any goal there is always a point of darkness where you feel like it's not going to happen. But if you keep pushing it will come together. Another important thing that I have learned is that focusing on doing the right thing and being a good person is the best business decision because it will come back to you in your business. Being a good person is more important and will get you farther in life than being the "best" at anything.

How do you maintain a work/life balance?

I think the work/life balance is a myth that just increases a feeling of guilt because women think they should be able to achieve it, but it's impossible. Most women feel guilty about their work when they are with their kids, and guilty about their kids when they are at work. I think if we can give up the idea of the guilt and know that we will work a little too much one day but compensate for it with the kids another day then we can stop feeling guilty and stop the fantasy of work/life balance.

What do you think is the biggest issue for women in the workplace?

It's harder for working women to deal with the additional pressure of school involvement and childcare responsibilities and so they tend to not have the same career as their male counterpart. I also think that if we could allow for the possibility for working mothers to work part time while they have kids and allow them to be both mothers and have careers we could solve the problem of women dropping out from the work force to raise children and then having a hard time coming back. I think this is a win-win solution for companies because when you have people work part time they don't accomplish 50% of the work, they accomplish 75% because they manage their time productively.

FEATURED ON NBC NEWS

FEATURE > MARIA SHRIVER

MARIA SHRIVER

MAY 15 2014, 9:33 AM ET

Kids In The House Brings Parents Instant, Expert Advice



Leana Greene is a mom of three, a former model turned entrepreneur, and the brains behind the biggest video library of expert advice for parents on the web. It's called *Kids in the House* and its founder has a great deal to celebrate: not only is her site approaching its one year anniversary, but she just received a prestigious Edison Award (fellow honorees included Elon Musk) in recognition of her company's socially conscious innovation.

It took Greene three years to assemble the dizzying array of top-notch experts (450 and counting), and shoot the 8,000 plus videos at her state of the art production facility in Los Angeles. The result is a vast and comprehensive collection of impeccably curated expert advice that aims to answer parents' every question.



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Jan 01

Starter Series: Kids In The House

BY LEANA GREENE



The Mamalode Starter Series is an exciting opportunity for us to introduce you to some of the amazing people we get to meet. Starting something takes enormous amounts of work, faith, help and community. Every week we'll share another story of starting. So, community of Mamalode, read up, get inspired and check out these wonder-folk.

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QUOTABLE KIDS

"Me: 'What's the difference between boys and girls?' Zoe"



"Barnen blev en
läkande kraft
i mitt liv."

LEANA GREENE

Ålder: 46.

Familj: Maken **Brown Greene**, advokat, döttrarna **Violet**, 13, och **Blue**, 10, och sonen **Teal**, 4. Bor: Santa Monica, Los Angeles, och lägenhet i Stockholm.

Gör: Ägare och grundare av kidsinthehouse.com.

Bakgrund: Var tidigare modell, har också haft en sångkarriär med fem hits på Top 10 Billboard dance chart. Startat, drivit och sålt ett framgångsrikt bemanningsföretag.

"Jag lever mitt drömliv nu"

Den svenska modellen **Leana Greene** flyttade till Los Angeles, fick tre barn – och startade ett jättestor projekt på nätet för att hjälpa andra föräldrar. "Det är min mission i livet", säger eldsjelen Leana.

text Jennifer Jansch foto Emmet Malmström/Skarp agent

SVENSKA TREBARNSMAMMAN

Leana Greene hade kunnat leva glassarliv i Los Angeles. För snart nio år sedan sålde hon sin affärsverksamhet för "väldigt, väldigt mycket pengar" och hade därefter kunnat ägna dagarna åt shopping, luncher och massage som många andra kvinnor i Santa Monica gör. Men i stället för att soffa bestämde hon sig för att starta sajten kidsinthehouse.com och producera 7000 (!) videor med barnexperter som på ett par minuter ger sina bästa tips om olika dilemman som kan uppstå kring barn.

Leana växte upp i Mälardalen, Stockholm. Skoltiden var jobbig, och som 16-åring drog Leana till Paris för att prova på livet som modell i stället.

– Hur mina föräldrar kunde släppa i väg mig ensam till Paris övergär fortfarande mitt förstånd. Jag skulle aldrig släppa i väg min **Violet** ensam utomlands om tre år, säger Leana.

Modellandet tog henne till Los Angeles där hon blev kvar.

– Efter tio år som modell tröttnade jag och började leta efter en bra business där jag kunde investera pengarna jag sparat ihop. Till-

sammans med en affärspartner startade jag ett företag som sysslade med bemanning inom juridik, berättar Leana.

– Jag och min man **Brown**, som är advokat, träffades när jag försökte övertala honom att anlita oss. Vi blev ett par och levde lyckliga tillsammans i flera år utan barn. Jag var väl-

"BARNEN BLEV EN LÄKANDE KRAFT I MITT LIV"

digt fokuserad på min business och karriär och kände att jag lätt hade kunnat leva resten av livet så. Men **Brown** ville hemskt gärna ha ett barn så jag tänkte att okej då, ett barn får vi väl skaffa...

– Men när **Violet** kom ändrades allt för mig. Jag hade aldrig känt så mycket kärlek för någon. Jag blev en helt ny, bättre människa på alla sätt och barnen blev som en läkande kraft i mitt liv. När **Violet** var bebis hade jag fortfarande mitt företag. Jag tog med henne överallt, hon var en riktig Babybjörn-bebis.

Som nybliven mamma kände Leana att hon

ville veta allt om barn. Hon började läsa alla böcker hon kom över, gick på föreläsningar och lyssnade på experter. När barn nummer två, **Blue**, kom till världen tyckte Leana att det blev för mycket att vara egen företagare och sålde sin verksamhet som då hade 45 anställda. Med trean, **Teal**, började pusselbitarna falla på plats.

Under ett möte med sin mammagrupp fick Leana en aha-upplevelse – hon skulle skapa en sajt som förenklar livet för föräldrar genom att ge dem svar på alla deras barnfrågor. Hon satte målet högt: att hitta USAs främsta experter, filma deras tips och lägga ut dem gratis till alla föräldrar i hela världen. Sagt och gjort! Leana drog i gång sitt mastodontprojekt tillsammans med **Richard Ulvengren** på reklambyrån Traktor. Till lanseringen i januari hade de filmat 350 experter. Leana har gjort intervjuerna och regisserat varenda en.

– På något märkligt sätt känner jag att allt jag har gjort i livet har förberett mig för kidsinthehouse. Det är min mission i livet att göra tillvaron lite enklare för föräldrar. När man är mitt uppe i småbarnsåren orkar man ibland inte läsa en bok, man hinner inte. Jag har gjort det lätt för mammor genom att



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forts.

"Varje dag går jag hem med en ny bra idé"

istället låta experterna kortfattat ge sina bästa tips. De ger många olika lösningar på ett och samma problem, och var och en får bestämma själv vad som passar dem.

Det har tagit fyra år från idé till projektlansering. På kontoret, som också är en filmstudio, jobbar sju personer heltid. På ena väggen hänger bilder på experterna i ett enormt kollage.

– Varje dag går jag hem från jobbet med en ny bra idé som jag fått av någon expert. Bland de bästa tips jag har fått är att det är viktigt att prata om allting med barnen – om sex, om droger. Man ska ta sig tid att tala om vad ens värderingar är, säger Leana.

"MAMMA ÄR INGEN SUPERWOMAN"

– Och man måste ge barn självkänsla. De ska känna och veta att de är älskade, de behöver inte göra någonting för att fortjuna kärleken. Jag brukar säga till mina barn, att du är den enda jag alltid kommer älska oavsett vad du gör. Andra bra tips är att det barnen kan göra själva, ska de göra själva. Självförtroende kommer av att man klarar av saker på egen hand.

– Jag tror också att det är viktigt att visa barnen att man måste kämpa ibland. Det är inte alltid så lätt. Mamma är ingen superwoman. Ibland skojar mina barn med mig när jag kommer hem med en ny idé. "Har du lärt dig det här av en expert idag, mamma?" Men jag tror att de egentligen är väldigt stolta över mig.

Leana och Brown köpte sitt hus vid havet 1995, men när de flyttade in såg det inte alls ut som nu.

– Det hade det perfekta läget, men fy vad mörkt och deprimerande det var! Huset hade paneler i mörkt trä, typisk Tudorstil, med små fönster mot havet, säger Leana.

– Men vi såg potentialen. Dessutom var det roligt att huset redan hade svensk anknytning, han som byggde huset tog en gång **Greta Garbo** till Hollywood. Garbo tillbringade massor av tid i det här huset och det finns många bilder på henne från den tiden.

Leana och Brown byggde om hela huset, och satte in stora franska fönster mot trädgården som vetter mot havet. Huset känns svenskt med ljusa färger, breda plankgolv och svenska möbler – helt enligt Leanas smak. **m**



"Jag tror att mina barn är stolta över mig."



Familjen köpte huset för läget och har sedan renoverat det ljust och med svenska inslag.



Att få barn förändrade Leanas liv i grunden.



Här satt kanske självaste Greta Garbo en gång och drack sitt svenska kaffe.



"Barnen måste få känna och veta att de är älskade, oavsett vad de gör."

KIDS IN THE HOUSE
Här får föräldrar gratis tips av bland andra gynekologer, fertilitetsexperter, finansexperter, barnläkare, psykologer, en FBI-agent (ja, på riktigt!), ledande forskare från Harvard, Stanford och Yale, adoptionsexperter, drogexperter, lärare, författare av förädraböcker, åstörnings-specialister, idrottsutövare, sportpsykologer, amningsexperter och vanliga föräldrar som själva har gått igenom problem och hittat bra lösningar. Läs mer på kidsinthehouse.com.



Stora fönster mot trädgården och utsikten över havet.



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5 Tips for Aspiring Female Entrepreneurs with Learning Disabilities

Category: [Advice & Tips](#) Created on Monday, August 31 2015 | Written by Leana Greene



1. Focus on Showing Up

There's a great quote that says, "80% of success is just showing up." So many people don't succeed because they don't take the first step, which is simply getting started. Don't get hung up on being perfect or having the best business that exists, just focus on getting something out there. Even the smallest step forward is still a step forward.

2. Know your strengths and ask for advice

As a Dyslexic entrepreneur, I've had to find ways to use my differences to my advantage. If you are a different learner, really creative, great with numbers, or anything else then use those skills to get ahead. Also, don't be afraid to collaborate with people whose strengths are different than yours.

3. Go with your instinct

When you hire someone or have to make an important decision it is imperative that you go with your gut. You won't always have an exact reason why you feel a certain way, but you can't ignore that feeling. Trusting yourself is a key to your success.

4. Get inspired...then re-inspired!

Follow your passion when you start a business. Whatever you choose will become the focal point of your life, relationships, and conversations. After you choose your business and get going there will be moments when it feels like it won't work out. During these times it's important to look back on the steps you've taken and the reason you started in the first place. This will re-inspire you to keep pushing forward.

5. Find people who compliment your strengths and weaknesses

People with learning disabilities struggle in school, but in life you can surround yourself with people who can help minimize your challenges and be able to focus on your strengths. Find creative to work around your differences.

Leana Greene, is the founder and CEO of Kidsinthehouse.com, the world's largest parenting video library, and the mother of three. As a 3-time CEO with Dyslexia, Leana provides these tips to aspiring female entrepreneurs with learning differences.



main menu →

+ Home

+ News

+ Blog

+ Articles / Online Magazine

+ Articles

+ Education

+ Profiles

+ Work

+ Finance

+ Advice & Tips

+ Submit An Article

+ Online Magazine

+ Career Opportunities

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29 Sep 2015

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DARLING

the art of being a woman

BY LEANA GREENE / THE ACHIEVER / JUNE 22, 2015

THRIVING IN THE WORKPLACE WITH A LEARNING DISABILITY

“T*he privilege of a lifetime is being who you are.*” – Joseph Campbell

As a child I realized that I was not able to learn to read like other kids. This realization came with instant shame and was magnified by public humiliation of trying to spell a word on the blackboard in front of the class and well-meaning adults who would over-focus on trying to “fix” my problem. The natural progression of shame is a need to hide.

If you, too, have dealt with a learning disability, how do you not carry this childhood sense of inadequacy to an interview with a prospective employer or, later on, actually into the work force?

Many books and studies show that a learning disability like Dyslexia can be an advantage in the work place because a non-neurotypical learner might bring a different perspective to a problem or even a business. Fifty percent of billionaires are Dyslexic, but it’s still something most people would not advertise in a job interview. Although a lot of famous entrepreneurs have gone public with their learning disabilities, the stigma is still there amongst people searching for employment. And, although most people don’t have learning disabilities, many of us can still be overly concerned with our weaknesses instead of focusing on our strengths. Really being who you are is the key to success and feeling good about yourself.

“80% of success is just showing up.” This is a famous quote from Woody Allen and later used by Bill Clinton. Don’t get overly focused on perfection. Just focus on getting something out there. Focus on showing up.

Here are three ideas for being successful with a learning disability:

1. Find practical solutions to your problems.

My email signature says, “Please excuse any spelling mistake. I am Dyslexic.” This shows people that when I make spelling errors or when my email is lacking accuracy, it’s not a function of me not caring. If you have a learning disability you can also try doing “trades” with a co-workers. Have them check your spelling, and in return give them creative ideas or concepts that will help them. Being honest about your strengths and weaknesses and utilizing your talents will help you work collaboratively and move your team forward quicker.

2. Know your strengths.

Even though people with learning disabilities may traditionally have had a harder time in school, we can often be successful in the workplace. Being Dyslexic, I have found that I have a much more creative approach to problem solving and I see patterns that allow me to get from point A to B a lot more quickly. If you have a learning disability, find out what you’re good at and embrace it. Discovering your difference *and* your strength will be your key to success.

“ Don’t get overly focused on perfection. Just focus on getting something out there. Focus on showing up. ”



FEATURED IN LIONESSE MAGAZINE



5 Tips For The CEO And Mom

Posted on February 18, 2015 by Lioness Staff

1. Allow extra time to avoid "crunch time"

Every working parent understands how difficult it can be to keep it all together. One minute you're on time to take three kids to school at 7:30 AM, and the next minute one of your kids spills his breakfast on himself, the other one can't find her homework, and suddenly you are late to work. The best way for the morning to start off well is to have a little extra time. This can be as simple as getting up 30 minutes earlier to allow extra time for all of those little mishaps that are bound to happen. It also allows for a better start in the morning because if you're stressing and you're late you are bound to lose patience. The more patience you have, the better mom you are.



2. It's all in the preparation

You can save a lot of time by keeping organized. Activities such as going out to buy a Halloween costume for your child can be time consuming and often get left to the last minute. But if you pre-order that costume online and make picking it out a fun activity with your child you not only get the first pick but you also save tons of time later on.

Planning out purchases and activities is a sure way to save time and avoid stress!

3. Give up the perfection

I interview experts all day for my parenting website, [Kids in the House](#), but I'm constantly humbled by my kids. I remember being at an event with my son a few years ago. He wanted a cookie, and after I told him he couldn't have a second one he threw the biggest tantrum I'd ever seen. I remember another parent coming over to me and jokingly saying, "How's the parenting site going?" In that moment I remember thinking to myself, "Wow, because I started a parenting company a lot of people expect me to have everything figured out for myself!" But the reality is—what parent truly has it all figured out? There is no way to be a perfect parent, all you can do is the best you can at any given moment and try to get as much help and support as you can.

4. Quality over Quantity

One thing that I have found to be really important is making an effort to spend a little time each week with each of my kids individually. This can be anything from picking up my son after school and getting a snack together to reading a book with one of my daughters for a half an hour. Even activities like going to the grocery store can be fun if you sell your kid on the fact that you are going to have designated "mommy and me" time. I think it's important for working parents to carve out a little time, no matter how limited, for each child so he or she feels seen and heard.

5. Balance is a myth

It's all about giving up the guilt. I myself have struggled with the [work/life balance](#) and felt the guilt of not being enough for everyone. I think my trick to being happy and successful in both business and motherhood is to eliminate that feeling of guilt about not having enough time. I do my best to focus on my kids when I am with them and to focus on my work when I am at the office. It will never be an exact even split of time, and I've just learned to accept that I cannot be in two places at once, and I can't hold myself to such an impossible expectation.



Leana Greene is the founder and CEO of [kidsinthehouse.com](#), the world's largest parenting video library. With over 8000 videos, Kids in the House is a website that provides parenting advice for all parenting styles through educational videos featuring over 450 of the country's top parenting experts, including pediatricians, doctors, authors, celebrities and parents themselves. Leana, originally from Sweden, is an entrepreneur at heart and a mother of three. She started her first company, Absolute Court Reporting, in her early twenties and was also active in the entertainment industry as a model, producer, and had five Billboard hits. She is the winner of two ABA Stevie Awards for best use of video and an Edison Award for Innovation.

FEATURED ON MOTHERING.COM

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The Home for Natural Family Living

Kids in the House: the New Video Resource for Families

by Melanie Mayo-Laakso on September 26, 2013

LeanaPhotoWall[1].jpg

SHARE COMMENTS (2)

Thank you to Jessica Williams for contributing this post.



While driving down Sunset Blvd. in Hollywood, California, native Swede, Leana Greene, had a vision. Billboards promoting cooking shows surrounded her and she thought, "Why isn't there a show dedicated to teaching people how to cook up a good family?" A working mother of three, Leana was passionate about self-educating through parent lectures. Her children's schools hosted the nation's best experts to explain the latest trends in education, cutting edge child psychology, and new research about our children's neurological development. Leana recognized how lucky she was to live in a metropolis that offered these symposiums.

Seeing the experts' faces and hearing their voices helped her understand their concepts on a whole new level, and it renewed her inspiration to be the best parent she could be. Prompted by the synergy of the billboards, her experience, and recognizing the collective need for help in life's most daunting task, Leana met with a colleague who specialized in commercial filming and asked him to help her create the ideal production studio to film experts and bring this information to parents across the globe!

The result is the groundbreaking KidsInTheHouse.com with more than 8000 1-2 minute videos from over 450 experts. Never before have such an esteemed list of professionals shared one platform and delivered answers to parents' questions one video at a time.



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10 Things You Might Not Know About Breastfeeding



Many Moms May Have Been Taught to Breastfeed Incorrectly: Surprising New Research



What Attachment Parenting is Not

The psychologists, psychiatrists, pediatricians, educators, lawyers, scientists, and best-selling authors answer questions from conception through college. The videos discuss temperament, discipline, emotional intelligence, learning differences, breastfeeding, co-sleeping, birth, pregnancy and include special needs, adoption, divorce, bullying, and more!

Along with triple board certified pediatricians from Harvard, Stanford researchers, and Children's Hospitals' neuropsychologists, Leana felt it was also of value to hear from parents who had lived through challenges and had wisdom to share. Recognizing the way parents reach out to each other through forums and chat rooms for comfort and support, Kids in the House filmed interviews with over 100 parents who share their experiential wisdom. The parents aren't interviewed in an exploitative manner; instead, they share what they wish they knew when they first received a diagnosis for their child, which methods were most effective and what advice didn't work for them.

As a viewer, you can experience a private tutorial with one expert, diving deep into their material and watching up to 45 videos from one expert. Alternatively, you can tackle a single topic such as Autism, dyslexia, teenage substance abuse or sibling rivalry, and create a playlist with several videos from different experts and parents.

Mothering fans will be especially thrilled to recognize some of your favorite *Mothering Ask The Experts* and *All Things Mothering* contributors, including Dr. Laura Markham, Dr. Jay Gordon, and Marcy Axness. It is so rewarding to actually see and hear the voice behind the pen that you know and love.

One viewer recently wrote in to Kids in the House: "One of my best friends has cancer. Melanoma. And the treatment she was doing isn't working, so now it is more surgery and chemotherapy and we are all freaked out. She reached out to me for help with finding information for her son and for information that might help her husband. I looked up cancer on Kids in the House and saw all of the videos listed ... I mean, SERIOUSLY! Do you realize how amazing that is?! She won't have to hold a book. She can hit pause if she needs to. She can just close her eyes and listen."

News > Business & Finance > Industry

KidsintheHouse: Solutions to Your Parenting Problems One Video Away Log In

See also [Industry](#)



July 25, 2013

It's no big secret that we live in a fast-paced world, and for parents, it can feel even faster. Between working, making sure our kids get to school on time, and then to soccer practice or dance recital, we sometimes skip the big stuff, including problems we may not have the answers to. Some of the most important things we should consider, may get pushed aside in our hectic, demanding schedules. We risk overlooking crucial things that help define our child's character. This is where [KidsintheHouse.com](#) comes in, a website of parenting resources that devoted three years interviewing world-renowned parenting experts and getting their advice on video to use as a go-to reference for parents who need answers now.

KidsintheHouse.com is about understanding. If straight parents have a gay child, for instance, they can watch a video and get expert advice from [gay parents](#). This is a wonderful concept about going beyond what we ourselves may know and feel, and experience someone else's story. Not only that, but through video, we get a real sense of the person we are seeking guidance from – their facial expressions, their tone, their energy. There is always



Jeff Rivera
Entertainment Industry Examiner
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WATCH: Words of Advice from LGBT Parents



A new website of videos is a resource for LGBT parents while helping straight parents learn how to support their LGBT kids.

BY SUNNIVIE BRYDUM
JULY 23 2013 4:00 AM EDT

172 SHARES



"Parenting is not easy, even if you are a superhero," proclaims the opening video at [KidsInTheHouse.com](#). Parenting arguably is even less easy for LGBT parents, who must provide all the same love and support for their families that straight parents do, without many of the critical legal protections and benefits a state-recognized partnership affords.

That's why Kids In The House, which bills itself as "the ultimate parenting resource," recently launched a channel specifically for LGBT parents and parents who have LGBT children. Featuring two-minute-long, accessible videos from gay and straight parents, psychological

experts, celebrities, and other professionals in the childcare and family health industries, Kids In The House's "Must-See LGBTQ Playlist" covers all the bases — from wondering if a child is born gay, to navigating the question of who is the "real" mom in a family headed by a lesbian couple, to explaining the importance of parents supporting a transgender child — Kids In The House aims to be the definitive resource for parents and those who are soon-to-be parents.



Founder Leana Greene (pictured right), a straight mother of three and Swedish native, caught up with *The Advocate* to talk about the inspiration behind the queer-centric channel on her parent-focused site. After the interview, click through to the following pages to watch some of *The Advocate's* favorite video selections.

***The Advocate:* What inspired you to launch this project?**

Leana Greene: My children were the inspiration for launching Kids in the House. I wanted to be a great parent, but it's really hard to find the energy to read all the great parenting books while trying to be a parent at the same time. I wanted to help parents find a quick and easy way to access great, credible information in two minutes or less, exactly when you need it.

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Kids in the House: The Ultimate Parenting Resource

2013/04/20 | [Erin Lem](#)

Shares 27



Are you a first time mom, worrying about what to feed your picky toddler? Or, maybe your preschooler is suddenly exhibiting signs of separation anxiety, which, let's be honest, is merely feeding your own anxiety. Whether you are thinking of having kids or are already on number three, you'll want to bookmark this website for parents, Kids in the House.

Kids in the House promotes their site as the ultimate parenting resource. We gotta admit that at first we were a bit skeptical. Ultimate parenting resource? Really? Well, we take it back. Kids in the House does indeed cover pretty much everything you would ever want to know about parenting from adoption choices to how to bond with your newborn to diagnosing a child with special needs and everything in between.

From the Web



**Playing Dress Up:
D.C.'s Coolest
Costume Shops**



**Yee Haw! Make a
Hat for Your
Little Cowpoke**

Promoted Links by Taboola

Dana Entin, RN, MN, PNP
Parent Educator



Throwing a Tantrum

[kidsinthehouse.com](#)

The best part? Kids in the House isn't just a slew of snore-worthy articles from unreliable sources. Their resources come in the form of high quality videos from professional experts and other parents who have experienced the same issues you're going through and survived to tell the tale. Hear from Christine Carter, Happiness Expert at UC Berkeley, Psychologist and Author Madeleine Levine, and Bill Horn of "The Guncles", to name a just a few.

Each video is informative, succinct (after all, who has time to watch a 15 minute interview?), and will speak to you in a way that you understand. We were highly impressed by the content and how each expert addresses some pretty serious stuff in a way that we could relate to.



We're definitely celebrating the launch of this super cool, much needed resource because as much as we like to ask our pediatrician's advice, buy books, bookmark dozens of websites, and ask our friends for their opinion, we love that all this information is in one convenient place.