

Anna's Panorama (1) - Achievement

by Anna Karin
www.theannakarinn.com

LEANA GREENE

From dyslexia struggles to becoming a successful entrepreneur – A story of achievement.

Leana Greene is the founder and CEO of “Kids in the House”, the world’s largest parenting video library and an award-winning resource for topics ranging from pregnancy to college. Her inspiration for the beneficial media company was her three beautiful children, Teal (7), Blue (13), and Violet (16), who are the light of her life.

Leana was raised in Stockholm, Sweden, and later emigrated to the United States. She started her first venture “Absolute Court Reporting” in her early 20’s, which she built into the premier reporting company in Southern California with millions of dollars in revenue. She sold the company five years later to “Paulsen Court Reporting”.

Leana then got married, and developed a strong interest in parenting education after her children were born. She started reading parenting books and attended lectures, but as she was facing an increasing lack of time, she decided that

she wanted to create a resource where parents could get a variety of advice and points of view on every parenting topic.

After several years of hard work, and through wise partnering with over 450 parenting experts and organizations from across the county, kidsinthehouse.com was launched. The website now contains over 8,000 educational videos for parents of kids of all ages. It also includes parent-friendly features such as the ability to bookmark key videos, create video play lists to share with family and friends, and a parent to parent community for sharing helpful tips.

Leana is indeed an inspiration for many, and she is now happy to offer some advice to CVH Readers who want to start their own business.

Leana: First of all, 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. 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.



Five important things to do when you are getting started: 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 first hand. 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, and 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.

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. It’s therefore 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. But if you keep pushing it will come together. Believe in yourself and don’t give up!

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 honoured 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 missing answers and was able to get us to the point that we could launch the website. A business highlight was the day the website actually went live. Seeing all of my research and hard work materialize was an indescribable feeling. I think one of the most fulfilling projects so far was making the End Bullying Public Service Announcement (PSA), featuring kids in the Los Angeles area who have been severely bullied. Beyoncé posted the video to her Facebook, and it felt great to be able to honour all of the kids who shared their story with the world.

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.

Anna’s Panorama applauds Leana Greene for being such a good person, and for using her vast talents in a way that helps parents and children thrive.

www.kidsinthehouse.com

