

FROM  
THE GREEN  
NOTEBOOK

THE PODCAST

Available on these platforms:

*“There's nothing wrong with needing to be liked...It's the need to be liked by everyone that's the problem.”*

**KEVIN KRUSE**  
Entrepreneur, Author, & CEO of LEADx

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The CEO of LEADx and author of *Great Leaders Have No Rules*, Kevin Kruse discusses contrarian leadership principles that many leaders overlook. Kevin and Joe talk about the downsides of having an open door policy, the problem with leaders wanting to be liked, and the pitfalls of leaders valuing being bullet proof over being vulnerable. They also discuss why standards are more important for rules and other ideas leaders can incorporate to build a strong culture in their organizations.

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## About Kevin (@Kruse)

Kevin currently serves as Founder & CEO of [LEADx](#), an online learning platform that provides free leadership development for millions of people around the world. Kevin lives with his three children in Pennsylvania.

Kevin is also the author of several books including the *NY Times* bestseller, [We: How to Increase Performance and Profits Through Full Engagement](#), [Employee Engagement 2.0](#), and [15 Secrets Successful People Know About Time Management](#) and [Great Leaders Have No Rules: Contrarian Leadership Principles to Transform Your Team and Business](#). He is a *Forbes* Leadership columnist and was named to the Trust Across America Top Thought Leader in Trust.

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