**Smile Policy.** Having an open-door policy is one thing but having an open door with a smile is the real deal. Leaders can say they have an open-door policy to encourage transparency, but no employee is going to saunter into a leader's office if they look uninviting—even if the door is open. It's not enough to work with an open door; leaders must invite the conversation to deliver true transparency. The best way to do that is with a smile when someone comes knocking.

As *a part of my series about how leaders can create a "fantastic work culture," I had the pleasure of interviewing Vic Keller. Vic Keller is a visionary leader bringing over 20 years of experience in establishing, growing and operationally optimizing both national and international companies. His innate entrepreneurial nature affords him the talents to convert strategic plans into tactical realities by guiding companies in establishing themselves as viable businesses. Vic has created, launched and managed several companies over the course of his career, the automotive industry-leading e-commerce platform NEXEMO being the latest. Most of his companies were successfully acquired by Berkshire Hathaway Inc. in 2015, where Vic assumed senior executive responsibilities for Berkshire Hathaway Automotive and oversaw several*