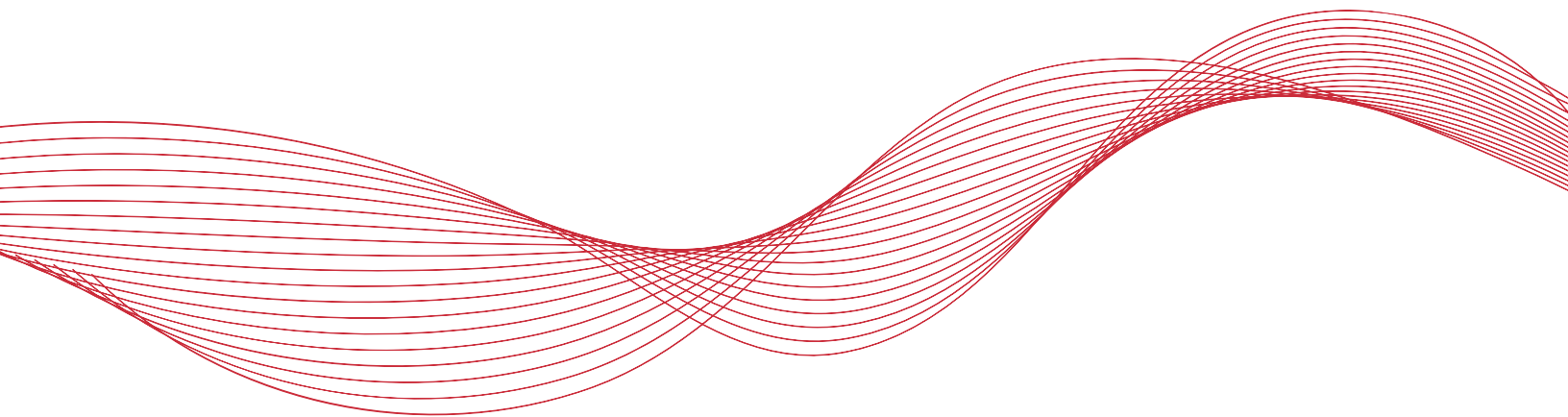


Li Costi

A Culture of Success

WITH GUI COSTIN

The Market Insights Podcast



A Culture of Success

In this episode of the *Market Insights Podcast*, Gui Costin, CEO of Dakota, shares insights into leadership, workplace culture, and the evolving nature of sales and technology in the investment industry. Gui recounts his career journey, beginning in 1997, and how his passion for simplifying complex investment stories became the cornerstone of his approach to sales.

Gui emphasizes the importance of creating a workplace that fosters trust, longevity, and institutional knowledge. He believes employees thrive when treated with respect, kindness, and clear expectations. Dakota's culture reflects this ethos, with no formal vacation or expense policies—a testament to Gui's philosophy of trusting employees as adults. This approach minimizes bureaucracy and fosters accountability, allowing the team to focus on meaningful work without unnecessary constraints.

In discussing the competitive nature of the investment industry, Gui highlights the role of cold outreach and high-quality CRM data in identifying opportunities. Dakota provides clients with accurate, updated contact information, empowering sales teams to focus on connecting with qualified leads. Gui also underscores the significance of regular check-ins and structured meetings to ensure team alignment and transparency, drawing a parallel to the precision of football huddles.

Generational differences in the workplace are another area Gui explores. He debunks stereotypes about Millennials and Gen Z, praising their adaptability and tech-savviness. He encourages leaders to embrace the learning habits of younger generations, such as leveraging digital tools like YouTube for self-education. Gui also reflects on the evolving role of technology, emphasizing the need for businesses to adapt quickly to stay competitive in an ever-changing landscape.

Leadership, for Gui, hinges on vulnerability and the ability to connect with employees on a human level. He advocates for leaders to be mindful of their words and actions, fostering an environment of psychological safety. Gui's leadership philosophy also extends to community outreach, which he describes as a cornerstone of Dakota's identity. Employees consistently value opportunities to give back, highlighting the unifying power of shared service.

Gui concludes with advice for aspiring leaders: prioritize kindness, focus on results, and maintain a customer-centric mindset. He expresses optimism about the opportunities available in America, calling it a uniquely supportive environment for entrepreneurship and innovation. Through his leadership and business practices, Gui underscores the value of treating people well while driving high performance.

