

# [Podcast Episode 101 - Difficult Lessons that Shaped a Successful Future - Startup, Funding, and Culture Lessons with Cody Barbo](#)

Cody Barbo is the co-founder of Trust and Will. Cody brings a heartfelt discussion to the podcast about hard lessons learned through difficult early startup experiences that shaped how he build Trust and Will. The conversation includes a broad set of lessons for every startup founder that shows how to set yourself up for success and building a successful culture as you grow your team.

Bonus code for DiscoPosse Podcast listeners! When you got to [TrustAndWill.com](https://TrustAndWill.com) and use the code DISCOPOSSE at checkout then you get a 10% discount on the purchase. Big thanks to Cody for such a great conversation and make sure that you use the discount code for yourself to let the Trust and Will team know you're a listener!

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