

When it comes to politics, even in America it seems we are often talking two different languages. We're in a war and we have enemies, foreign and domestic. As an Economic War Room patriot, you understand what China is doing. You understand what woke capitalism is. You understand how people are attacking your finances. It really is a battle, and we're working with you on new ways to fight this war. One of the most important things you can do when you're in a war is to be able to communicate effectively with those who are on your side.



Most people are ineffective communicators—up to 75% of the time! This is a critical flaw in our culture, but it can be fixed. People need to be heard and understood.

Communication is particularly important when speaking with your financial advisor. This week we invited world-class communications expert, Jason DeLaPorte into the Economic War Room®. He unpacks four key methods of better communication and how this can be applied in your life, your career, and with your financial advisor. Understanding this resource can be the difference between success and failure.

Jason DeLaPorte is a top communication expert. In fact, he works with the executive leadership at some of the biggest and best companies in the world. His communication tools can help you better understand yourself, how you filter information and receive it, and also how you share information.

Jason's work is a key component of our NSIC (National Security Investment Consultant Institute) training.



Your Mission: To develop your communications skills and increase your effectiveness in life.

- » To help you more effectively communicate.
- » To build a better framework for working with your financial advisor.
- » To effectively govern yourself in a way that not only opens up the lines of communication, but makes you more effective with those around you.

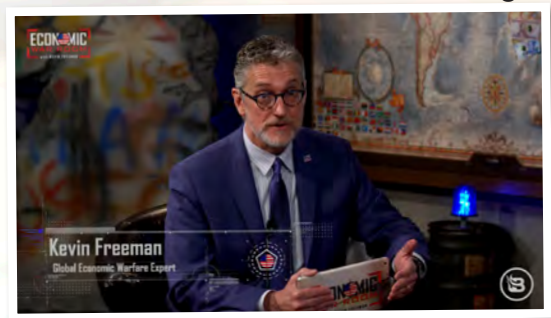
Ep. 4-132 (OSINT) Open-Sourced Intelligence Briefing. This includes quotes and summaries of conversations in the Economic War Room with Kevin Freeman and Jason DeLaPorte. Jason is He is one of the top communication experts in the world. In fact, he trains the biggest and best companies, pharma companies, defense companies. You name the industry. He trains the C-Suite and he trains some of the people down the line as well. His communication tools can help you better understand yourself and how you filter information and receive it, but also how you share information.

1. General Background: Growing up in a Family Focused on Development

Jason is CEO of DeLaPorte & Associates. Their goal is to **unlock the potential of people in organizations around the world.**

His father started the organization and realized he had a real passion for developing people, managers and leaders, truly helping people achieve their full potential.

"I've known you for a while. I appreciate what you do. I watch your interactions with other people and you really apply some very powerful skills. These are 'ninja level' skills. When you talk to people, it really is a wonder to behold." -Kevin Freeman



Lessons In History - How Jason DeLaPorte learned early on the power of versatility in the way you communicate:

When I was 12, I went through what is now the number-one communication course in the world. It's called social style and versatility. And so I got that training, that elite level training, as you call it, when I was going into sixth grade.

I can remember the day that my dad walked in and said, hey, you're going to come up to the office this next week and you're going to go through a training workshop.

I was kind of get nervous because I knew I was going to be with adults. And I said, what is this? And he said, I'm going to speak to you like a businessman. And so, I was, what, twelve years old thinking, 'This is awesome.' My dad had never spoken to me like a businessman.

He said, for your entire life, you've had one boss. And I wasn't connecting the dots. I said, I don't get it, Dad. He said, 'Who is your first-grade teacher?' I answered, 'Miss Sanders.' 'Who is your second-grade teacher?' It Was Miss Gosnell.

He explained that the next year in sixth grade, you're going to have seven bosses all in the same day. And they're all going to have different priorities. They're going to have different preferences. They're going to have different styles. **The ability to understand that they're all a little bit different, and the ability to adapt to those differences may be the difference between being successful in that environment or not.**

Most people have no idea what their social style is, let alone anyone else's.

If you think about in middle school, you have seven bosses. Each is different.

My English teacher was more amicable. I had a math and science teacher and he was analytical. As we imagine that math teacher, he was fantastic, but he was very different than me. Had I only used the skills that are comfortable for me, I probably would have never stretched myself to think about how to communicate to this person who has a very different language than I do.

It really kind of forced me to push myself, push my own comfort zone. I loved it and I became almost enthralled with the idea of how do I go to the next level?

The key learning was not just understanding myself but how to adapt my style to improve my relationships.

"Communication is one of those things I don't think you ever fully master. If you're really in a learning mode, you can always learn something. And I think right now for where we're at as a country, we really need to dial that back. And making it personal is in my opinion, super important." –Jason DeLaPorte

"It is important because there really are differing worldviews that we're facing. And one worldview is a global worldview that may be willing to trade liberty for security. But these are real people on the other side. They're human beings. There are people that we should care about and they want good things, too." –Kevin Freeman

2. A Look at Social Styles® and the Importance of Versatility

HOW TO GET STARTED, UNDERSTANDING SOCIAL STYLES

A. FIRST STEP – IS TO KNOW YOURSELF

"I think for where we're at right now is as a country, there's really four steps for mastery. The first part is about knowing yourself. You have to know yourself good, bad and indifferent."



Sun Tzu. *The Art of War*: Know yourself. You must know yourself and know your enemy. But you know yourself first.

When you talk about the fact that our country is in a very interesting place and we're kind of on two sides. Some people have unchangeable positions. In other cases, there may be a chance to have a real dialogue if you can better understand how to match your social style to others.

B. Once I know myself, **I HAVE TO DEVELOP SKILLS AND ABILITIES TO BE ABLE TO CONTROL MYSELF.**

We work with a lot of executives that know themselves really well but can't control themselves nearly as well. Just because I know myself doesn't mean I can control myself. Both of these are skills. These abilities you have to continually pursue and also keep yourself accountable regarding.

C. **UNDERSTANDING OTHERS** – Once I know myself and can control myself, now I can turn my attention to others. How do I know others? How do I understand others? What is their social style.

There are four main social styles, but within those social styles, there are sub quadrants. The main styles are:

- Driver
- Expressive
- Analytical
- Amiable



We're all a little bit of each of those.

These terms are similar to those used on a DISC or a Myers-Briggs analysis.

- There are probably 400-500 variations of the original research that was done by Merrill and Reed.
- Merrill and Reed were in this space, interpersonal effectiveness, kind of the Einstein's of the industry. And so social style, all the research, all of the validation, came from the 1960's and the birth of their research.
- All of Merrill and Reed's application now lies inside a social style and versatility.

That same research was taken by others and applied into different forms. So, DISC is one of those. Myers-Briggs is one of those, Insights is one as well. There's colors, animals, all these different angles. They're all good. If your interest is in personal development, I don't think that you can really go wrong by trying to develop yourself. And that's a big part.

The focus is on Versatility, the key differentiator

What is in this program is the **Versatility Component**. So what? So, I'm analytical. So what am I going to do with that?

Versatility focuses on: How do I adapt? How do I modify my behavior or my approach to be more effective?

If we only know ourselves, we're probably going to be ineffective about seventy five percent of the time that we're interacting with anyone other than ourselves.

- How do I adapt appropriately to a situation, so that I open up the lines of communication that I can effectively execute?
- **And what more do you have to learn beyond your own language/style?**

So, if you're going to know yourself, control yourself, know others, and then the step for mastery is how do I do something of value for others?

- If we're going to do something for others. Do they actually value it?
- If I'm putting a dollar into this pot, am I getting a five-dollar bill out, or if I'm putting a dollar in, am I get nothing out?

That takes a little bit of self-awareness, understanding what to do more of or less of, and it takes a lot of failure.

"Almost all of my successes in life have come on the backside of me failing miserably in a relationship or in a situation. But if you're always in the process of learning, then in you are open and coachable. The sky's the limit." –Jason DeLaPorte

D. Do Something of Value for Others

Remember it is the Golden Rule, "Do unto others as you would have them do unto you."

It is really not so much the Golden Rule, but Jason believes and teaches that there is a more powerful tool when it comes to communication. It is called the **Platinum Rule.**



The Platinum Rule: Treat others the way they want to be treated.

And so really understanding the platinum rule kind of abandons your own agenda. It forces you to leave your own agenda at the door. How does my attention and focus become about you? And I think that's missing in our society. But it's transformational when it happens, because when it does, it's magical.



We have a values problem in America –

When people abandon their own selfish pursuits and really work on getting across the aisle, getting beyond the issues, coming to commonality around similar values, that's when real change happens. But it can't happen if you're living stuck and hoping that the world is going to adapt to you.

KEY LEARNING:

"We're all wired different now. I would argue that we're all wired perfectly. There's no accident to how people are wired, right? We're all unique. We are all wired absolutely differently. But **there is no mistake in our wiring.**"

Now, here's where I don't say we're all perfect. We all have pieces of ourselves we need to leave in the car and not bring into work. Or we need to leave in the car and not bring into our home. There's parts of me that I should probably not bring into a meeting. But how do I find my sweet spot without really knowing myself? I must learn where I can flourish and how can govern myself in a way that not only opens up the lines of communication but makes me more effective with those around me." –Jason DeLaPorte

3. As a Client, letting your values be known is important to finding the right Financial Advisor for you.

Performance history is not enough when it comes to choosing an advisor. It is important, but being able to align on values and knowing how to communicate that to your advisor is key to a successful relationship and your portfolio.

There are a lot of dynamics in the world that you can interact with regarding your investments. With the world, you can be prepared for problems that are coming. In the Economic War Room, we regularly talk about how you need an advisor to stand with you to help you really navigate the complexities that we must face.

A. How can a client, an Economic War Room® viewer, interact with their financial advisor? What should they be looking for in their communication process?

Well, I think it's important if I put myself in the shoes of someone who would be looking for an advisor. I have done that a couple of times, and the key is to choose someone who has credibility and who is going to get results.

But that is not enough:

Financial advisors should have a common approach. They need to have similar values. If I'm really thinking about an advisor that's going to make a long-term difference for me, what I'm really going to look for (what I would advise someone to be looking for), especially in today's world, is someone who has shared values. If you can't be aligned on shared values, the results are never going to be enough.

"As a client, I think part of what people are taking stock in through this challenging time is: Who are you? Who are you at your core? What are you about? What are your beliefs? What are your morals? What are your values? What are you for? And what are you against?" -Jason DeLaPorte

Clients really have two choices:

1. You can ask your advisor to be willing to invest and learn your values.
2. Or, you can find another advisor who will.

It's pretty much that simple.

"Let me see if I can break this down into practicality. So, let's say you've got a client maybe my age, and they find an advisor and he's made a ton of money on pot stocks, on marijuana. I don't care what money he's made. That's not a business I personally want to be in. Or, the advisor has invested in gambling stocks or a whole host of other things I don't want. I don't care what the bottom line is, if it means I'm selling my soul. And I think that's what you're saying. Performance is not enough." –Kevin Freeman

B. It is all about a reaction to the symptomatic issues. Problems arise when there is a disagreement in core values.

- So, if I don't value the same thing that you do, you are for evil and I am for good. At least that's how people think.
- We're going to end up fighting about a bunch of stuff on the surface but we're never going to be on the same page.
- Of course, it's impossible for me to choose an advisor that has the same core values as me if I don't even know my own core values.

So first, I would figure out what you're about? What are you for and what are you against? Who are you?

"What the NSIC is doing is so valuable. You're aligning like-minded people who can come and say it's a free world, but you cannot be for this or for this with my money. So, you're taking a stand and really kind of coming along side of folks that have similar beliefs and values. And that's invaluable right now when you're trying to figure out what's real and what's not real. You're cutting through some of the minutia to say you can guarantee that this kind of person who is NSIC certified is going to be a values-based financial advisor." –Jason DeLaPorte



4. As it relates to investments, there are two sets of values in the markets today.

A. Wall Street is pushing ESG: environmental, social justice and governance. And they all sound good. But when you dig into them, you realize it is a pretty progressive/ leftist agenda.

B. The other is Liberty, Security, and Values. We found a majority really want these values as it relates to their investments

→ McLaughlin and Associates, one of the top pollsters in the world asked what people really want as it relates to their investments. And they found that we want liberty, security and values.

→ Money Management Institute did another poll. What are your top values? They listed all of them out. Far and away the two top were: My Country, which we call patriotism, and My Family.



CASE STUDY: A financial planner that does not understand or align with your values.

Imagine walking into a financial planner's office and sharing what you are worried about. Then they advisor says to just forget about your concerns and get on their plan. This is what you should do because it's statistically the right answer. How would you feel if they wouldn't even listen to your concerns? How would you react to that?

Well, that relationship probably wouldn't work very well. You probably wouldn't feel very heard. Jason's advice is for folks to:

- Be overly transparent. I would say here's what is important to me and I would line it all out and if it aligns, great, if it doesn't keep moving. You have many choices today.
- Finding the fruit from relationship selection is the absolute most important thing in identifying the right advisor. So, shop around until you find someone with whom, when you have that conversation, it just works. It just fits. They get you. You get them.



Why we developed the NSIC training for Financial Advisors

We will work with any advisor that's willing to learn, and we'll train them not only in understanding social styles and versatility, but also in an understanding of LSV and ESG and the China threat and all of that. We will also teach understanding clients and what the clients need and want.

"The key is really being hinged on integrity and knowing what you stand for, and who you are. I don't think we can do too much self-seeking to really kind of figure out what our core values are. And finding an advisor who exemplifies those things is only going to translate into higher success for you. And in more alignment in what happens around the next turn that may be financially lucrative." –Jason DeLaPorte

"It may be scary, but if you have an advisor who you're aligned with, you can get through anything together."

America is literally in an economic war; the weapon is money and many of us share traditional Christian values.

- Jesus said, "If you're not faithful with unrighteous mammon, who will ever trust you with true riches?"
- Our challenge in the Economic War Room is we get a lot of information. We learn about what China is doing, and we've dealt with the Thrift Savings Plan and how we were funding the Chinese military.
- We also know about "woke" corporations and now they've decided to cancel anything "unwoke." And you'll hear the horror stories of Coca-Cola training internally saying, "Be less white." And then, they tell you, "Don't appropriate another culture." In other words, "Sit down and shut up if you're white." That is not helping bring racial harmony.
- And how do we deal with that? The left has weaponized your money to attack your values.

If you are a client, if you're one of our viewers, you need to give us your financial advisor's name at <https://www.economicwarroom.com/advisor>. If you're an advisor, have one of your clients nominate you.



Why Should You Care?

- We are in an Economic War and communication skills are critical.
- As you seek a financial advisor, or with your current advisor, you understand the importance of working with someone who understands you and your values.
- Optimized communications and versatility are the key to weaponizing money effectively.
- You want to be able to more effectively communicate regarding the benefits of LSV investing compared to the globalist ESG agenda that is being pushed.

Action Steps: What Investors can do to support their values:

1. Learn more about how to weaponize your money. Let's keep America exceptional with our giving, spending, and investing. Nominate your financial advisor for Economic War Room training at <https://www.economicwarroom.com/advisor>.
2. Call your financial advisor and make the point that you want them to help you weaponize your money to save America. Encourage them to attend the NSIC advisor training.
3. HELP ALL AMERICANS WAKE UP to the weaponization of money and be part of saving America. **Send this battle plan to friends and your financial advisor and ask them to sign up for our weekly Economic Battle Plan™ updates at www.economicwarroom.com. Be sure to catch the data and footnotes below for more documentation. We want you to have access to key information to make intelligent decisions.**



ECONOMIC BATTLE PLAN™

THE PLATINUM RULE CHANGES THE GAME **4.132**

CLEARED FOR RELEASE 04/01/2021 (ECONOMIC BATTLE PLAN™ POINTS: 87)

In the **Economic War Room®**, we encourage Americans to be the “small ships that make the difference.” You cannot solely rely on the government or the president to solve America’s problems. You have to make a difference. It is up to you to help take our country back and create a voice for economic liberty. [The small ships are based on Churchill’s Operation Dynamo that rescued the British Expeditionary Forces in the Miracle of Dunkirk.

We need more Economic Patriots on the team! Consider what you can do now to help strengthen America or even help someone in need. Keep in touch with your congressional representatives. Choose from the list or set your own goals:

- ✓ Get others to sign up on our website (<https://www.economicwarroom.com>) and review our free weekly **Economic Battle Plans™**. Each of these will address critical solutions to the threats highlighted in this briefing.
- ✓ At our **Economic War Room®** website, sign up to TheBlaze for our complete weekly shows. Please use our code (**ECON**) from that link for a discount and FREE trial.
- ✓ Follow, like, comment, and share on **FB** and **Twitter**. Look for short video segments on **FB** and **Rumble**, and make sure. We recognize these tools may be compromised at times, but if they are not filtered, they are the major platforms available to reach out to the public. [Know that alternatives to the social platforms listed above are under EWR consideration.]
- ✓ Check out XOTV (<https://xotv.me/channels/233-economic-war-room>), a new free speech video platform that Economic War Room is proud to partner with. Access is FREE but consider making a donation to EWR on that website to help with Economic War Room’s research and production costs.
- ✓ You are welcome to share this battle plan and our short video segments with friends on **FB** or **YouTube**. We set up the Economic War Room® to be your resource for information, preparation, and mobilization.
- ✓ Do this now! Have a financial action plan based on multiple geopolitical scenarios developed now. Advanced preparation is key. Trying to figure what to do when an economic event happens is usually too late.



Shareable Quote:

“Most people are ineffective with their communication about seventy-five percent of the time when they’re interacting with anyone other than themselves.”

**–Jason DeLaPorte
CEO - DeLaPorte & Associates, Inc.**

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The EWR Collection Deck – From Kevin Freeman

(List of resources and external links for more information)

Quick Access Links

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[Understanding Social Styles®](#)

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Our XOTV Channel <https://xotv.me/channels/233-economic-war-room>

Link to all Economic Battle Plans™ <https://www.economicwarroom.com/battlePlans™>

Episodes and Economic Battle Plans™ from Prior Shows with Application to this Topic:

[] 03/25/21, EP131, Death of Shareholder Capitalism, Justin Danhof, [Download Economic Battle Plan™](#)

[] 03/18/21, EP130, Word for Warriors, Sam Sorbo, [Download Economic Battle Plan™](#)

[] 03/11/21, EP129, Woke Capital, Stephen Soukup, [Download Economic Battle Plan™](#)

[] 11/12/20, EP113, Dave Brat and Ryan Helfenbein, [Download Economic Battle Plan™](#)

[] 10/08/20, EP108, Investor Values Poll, John McLaughlin, [Download Economic Battle Plan™](#)

[] 08/13/20, EP100, Patriotic Investing, Gen. Steven Kwast, [Download Economic Battle Plan™](#)

[] 07/09/20, EP95, LSV Investing, Dave Brat, [Download Economic Battle Plan™](#)

[] 03/26/20, EP80 The \$40 Trillion Monster – ESG, [Download Economic Battle Plan™](#)



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- [] <https://www.delaporte.com/>
- [] <http://www.delaporte.com/about-us/>
- <http://www.delaporte.com/our-clients/>
- <http://www.delaporte.com/what-we-do/>
- <http://www.delaporte.com/testimonial/>

Understanding Social Styles®

- [] The Four Social Styles
<https://www.thinkadvisor.com/2013/05/13/the-4-social-styles/>

Conflict Management 102
<https://legadima.co.za/conflict-management-social-styles/>

When Interpersonal Skills Take Off, Results Soar
<https://global.wilsonlearning.com/resources/interpersonal-skills-take-off/>

4 Key Customer Social Styles and How to Tackle Them
<https://www.ameyo.com/blog/4-key-customer-social-styles-and-how-to-tackle-them>

- [] Knowing me, knowing you: the Social Styles theory
https://pharmafield.co.uk/in_depth/knowning-me-knowing-you-the-social-styles-theory/

Do you need to influence someone? Get on the same page
<https://www.managementcentre.co.uk/insights/social-styles/>

- [] Tailor Your Conversations With The Social Style Model
<https://www.multiview.com/resources/blog/tailor-conversations-social-style-model/>

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