

DEI: The Organizational Culture Killer

America faces a culture war, one that holds unique significance in the nation's history, as the hard-working, diligent, meritocracy that made the nation great is challenged by the victim mindset of the indoctrinated woke mob.


At the corporate level, this is being pushed through Diversity, Equity, and Inclusion (DEI) reeducation programs and company policies. The core goal of this movement is to level the playing field for all people... Sounds righteous? It's accomplished by tearing down those who have worked hard to achieve and lifting up others based on the color of their skin instead of the content of their character or the value of their work.

Many Americans fear the woke mob who seek to control speech, but there is hope. Many companies have recognized the need for healthy work cultures and are walking away from the woke nonsense of DEI.

In this briefing we will discuss the following:

- » DEI & The Woke Swamp
- » RedBalloon.work – Connecting to Constitutional Workplaces
- » The RedBalloon Solution

YOUR MISSION: Understand the dangers of DEI and the need for freedom in the workplace.

 **ATTENTION:** DEI policies are suffocating the American workforce and are lowering the productivity of our companies.



Ep. 7-267 (OSINT) Open-Sourced Intelligence Report. This briefing includes a conversation between Kevin Freeman and Andrew Crapuchettes. Andrew is a friend of the Economic War Room® and an American Patriot.

Andrew Crapuchettes is a pioneer in the labor market data and analytics industry, and he is the visionary founder and CEO of RedBalloon. Andrew has led many companies through successful exits since his earliest days as a Silicon Valley entrepreneur in 2001.



1. DEI & The Woke Swamp

It has now been 60 years since Dr. Martin Luther King Jr. gave his famous impassioned “I Have a Dream” speech. His vision was of an America where people of all colors and social classes could sit around the table and enjoy life together.

Dr. King would be heartbroken to watch America succeed in so many of the dreams he shared, only to throw them away for a new form of racial discrimination.

“The problem with CRT and the whole idea around what they call DEI today is you are putting people in categories that are inherently going after each other. Right? And so, it is basically saying regardless of your performance, regardless of your background, regardless of your education, we’re going to give you a promotion or we’re going to deny a promotion, we’re going to give you a job or deny a job because of those aspects rather than the meritocracy that made America great in the first place. And so, it pits every employee against each other. And so that, of course, is going to drive divisiveness in the workplace.” –Andrew Crapuchettes

Instead of inspiring people to work hard and achieve greatness as a team, with a little healthy competition, DEI makes the standards of the competition the color of a person’s skin. Companies should be rewarding employees or new hires based on their merit, not any aspect of their personhood they cannot control, like race.

Work ethic is a defining marker of a person’s character. This is exactly what Dr. King desired, for people to be judged by the content of their character, not the color of their skin.

When people are judged based on character, there is room for improvement and an equal opportunity to change and achieve. When people are judged based on race, there is no opportunity to change, and it is inherently unequal and divisive.

“Equity is an exclusionary thing. It’s saying, look, if you have worked really hard to get to here, we are going to have to drag you down to put you at the same level as someone who has not worked as hard. And that really hurts the workplace.”

–Andrew Crapuchettes

Along with the divisiveness of diversity hires and promotions, equity is used to exclude people. The purpose of Equity is to level the playing field... the problem is that when you level terrain you have to bulldoze the higher points down to fill in the ditches.

In the corporate world, this means promotions will pass people who have earned them by merit and will instead go to someone based on other criteria.

If promotions are based on anything other than merit and character, then it will disincentivize working hard to achieve. There would be no incentive to perform well in your role.

Only a fool would work hard to receive the exact same outcome as the person who puts in minimal effort.

“There are mountains of studies from left-leaning outlets showing that diversity training fails to change attitudes, doesn’t increase diversity, and isn’t helping companies meet CEO diversity goals. So, the bottom line is... that if we will take people based on their merits and capabilities, we can be successful. When we don’t, we violate everything, and we don’t even meet our goals.”–Kevin Freeman



The reality is, with all the effort put forth by the woke mob over the last few decades, DEI has not only caused companies to fail, it has also failed to complete its own goal of improving diversity.

2. DEI is inherently ineffective.

Andrew explained that “at Silicon Valley Bank... they went through weekly microaggression training... there were people in the credit department who knew that the bank was going to fail, but they knew that it would be considered a microaggression if they talked to anybody about it. And so, you lose all innovation if you can’t argue over things, if

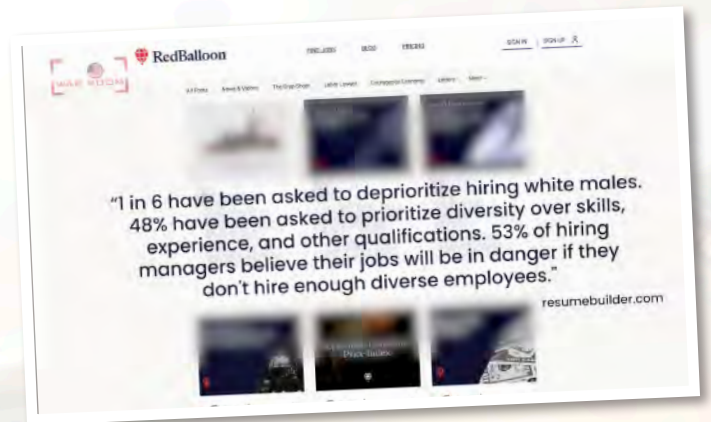
you can't discuss things, there is no innovation anymore. There's no identification of major problems for the business."

It is quite simple, if people do not feel safe being honest with themselves and others at work there will be major issues for the firm.

Not only that but having a diverse-looking staff is irrelevant if they all sound the same and never speak their mind.

Diversity of thought is essential for healthy problem-solving as it helps to challenge new ideas and fine-tune them.

Without diversity of thought, new ideas are nearly impossible.



Attention: DEI is not only bad for your employees, but it is also bad for business as it is inherently Divisive, Exclusionary, and Ineffective.

3. RedBalloon.work – Connecting to Constitutional Workplaces

The realities of DEI became clear to Andrew after multiple experiences of being removed from the role of CEO due to the fact that he was unapologetically a Christian and conservative CEO.

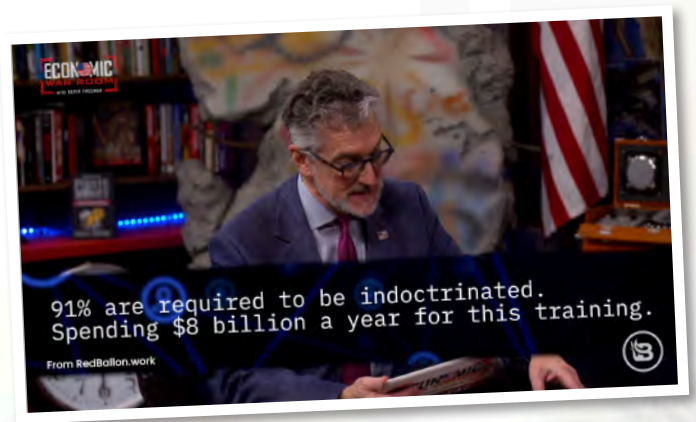
His performance was always excellent as the companies saw annual growth, but the boards of these firms could not get past his political and religious affiliations.

Realizing that what was happening to him would happen to other Americans who would not be in the same financial position as himself.

This is what inspired him to found RedBalloon.work.

"RedBalloon.work, It's not a ".com." It's a ".work." Because we think work is actually good for the soul. It's redeeming. And ".com" sounded a little bit too much like communism to me. And we don't want communism. So we chose RedBalloon.work. We are the nation's leading pro-freedom job board. You can call it an anti-woke job

board or pro-freedom. I like to focus on pro-freedom, so we focus on taking great companies who have signed a pledge that they think the Constitution matters and that they're going to protect the freedom of their current and future employees. And we've connected those employers with great employees who believe that what made America great in the first place was hard work, respecting each other, and not whining about every little thing in the office." – Andrew Crapuchettes



The purpose of this platform is to connect hard-working Americans with firms that refuse to cave to woke nonsense and will instead adhere to the Constitution of the United States of America and the values that made American industry great.

Andrew explains that "if you want to participate in this freedom economy where you get the best kind of employees, you've got to sign this pledge."

Thousands of companies have already started using RedBalloon.work because it gives them access to hardworking Americans, largely Christian and conservative, who just want to show up and do their job.

⚠ Attention: RedBalloon.work provides firms with access to the best kind of employees, those who want to work hard and be free.

4. The RedBalloon Solution

Over the last few years, RedBalloon.work has grown quickly as more and more Americans are burned by the current culture of work in a woke world.

There are incredible testimonies of the impact they are able to have on American culture, one family at a time.

"I had a lady in Texas who wrote me and said, 'I just want you to know you saved my marriage because my husband was working at a job where he was swimming in this woke water all day long.' And it affects your worldview. A lot of that DEI training is really

a liturgy designed to push a worldview, in a certain direction. And so he's living in that, and you can't help but bring that stuff home. Well, he now works for a company that he found through Red Balloon. He's free at work. And she said, 'our marriage is better. Our kids are plugged in. We're going to church again.' Your vocation is such an important part of who you are. And if you can be free at work, you're going to have an opportunity to be free in all these other aspects of your life." –Andrew Crapuchettes



Freedom is contagious. As Americans begin to experience freedom in their workplaces it will open them up to be free in every other aspect of their lives.

A free American is an American who will be willing to stand up to tyranny.

Our nation can be saved by shifting culture one family at a time, one job at a time.

Many small businesses in America are looking for great employees but they face all sorts of legal challenges. They want people who would fit into their culture, but asking the right questions can be tricky.

For this reason, RedBalloon provides multiple options for companies.

“For small businesses in America, hiring is terrifying because if you go into that interview process, if you ask the wrong questions, you might get a lawsuit, right? But if you don't ask those questions, you might get a bad culture fit... So here's what we do. We are a job board. In other words, you can go post jobs. You can look at the largest resume database of job-seeking patriots in the world. or what we started for a number of our smaller businesses... we'll help you write a job posting. We'll do a comp review. We will help you think about the hiring process. We'll build an interview rubric based on the cultural distinctives you want to try and accomplish. Then we'll go and post that job in multiple places. We'll direct source people for you, and then we'll do a first cultural interview for you to make sure that person is going to be a skill fit and a culture fit for your business.” –Andrew Crapuchettes

This service is an incredible opportunity for small businesses that may not be able to afford headhunters and do not want the hassle of navigating the legal processes of hiring in a woke world.

Even if this service is not needed, RedBalloon provides access to over 40,000 patriotic job seekers on their resume database.

“If you just want to post jobs or you want to access to our resume database, then you can. For as little as \$75 a month, you can be posting a job. You can be out in front of the 25,000 to 40,000 unique job seekers that are on the site every week, looking for businesses where they can be free, where they can work hard, where they can live in the meritocracy that made America great in the first place... There are thousands of businesses that think like you do. And I think that’s the message... We should be encouraged. In just two years, we’ve amassed thousands of businesses, well over a million job seekers. There’s a lot of people out there that want to be free at work, and they know that that’s how they’re going to be the most fulfilled at work.”

–Andrew Crapuchettes



Attention: RedBalloon.work offers small businesses and hardworking Americans the opportunity to connect and build healthy work environments with excellent talent. Together, we can save America from cultural decline.





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WHY YOU SHOULD CARE

- » Woke culture is destroying American industry and limiting the creativity and productivity of the American people.
- » People working in these conditions are being coerced into believing woke nonsense.
- » RedBalloon.work helps solve these issues by creating a new market for patriotic and free employees and businesses.
- » Fighting back against the globalist elite will require the full might of the will of the American people, those who are forced to submit to woke ideology to keep their jobs can be saved.
- » We can reclaim our position as leaders by dominating the job markets and proving that DEI is woke nonsense by outperforming woke companies.

ACTION STEPS:

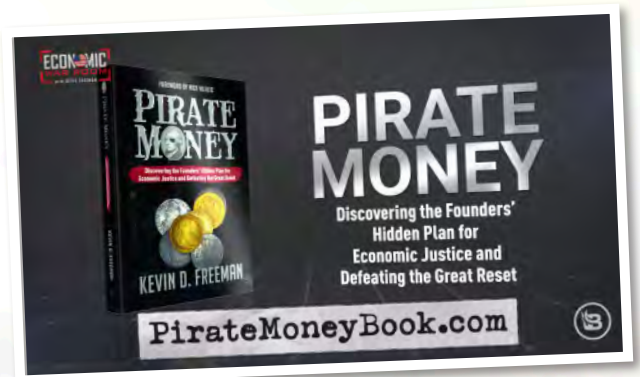
1. Are you considering a new career? Go to RedBalloon.work and search for jobs at patriotic companies near you.
2. Business owners and hiring managers. If you operate a business and are interested in building a high performing culture, consider using RedBalloon resources to help you find the best talent. You can also post jobs for your business on this platform.
3. Share this Economic Battle Plan™ with as many people as you can to inspire them to find jobs where they will be free.
4. PRAY for God to shift our culture one family at a time, one job at a time.

DEI is one form of control. CBDC and social credit scores are another threat against your Liberty, Security, and Values (LSV)

Get the book *Pirate Money: Discovering the Founders' Hidden Plan for Economic Justice and Defeating the Great Reset*. Learn more at www.PirateMoneyBook.com.



Learn more about a solution to fight back against Globalist Elites and federal overreach. Many states are preparing for their 2024 legislative sessions now. Send a copy of *Pirate Money* to your state legislators and ask them to read it and make Constitutional state backed transactional gold and silver an option in your state. **Note: 18 states have now reached out to us and are working on, or considering, legislation for Constitutional State backed Transactional Gold and Silver!**



Help us counter the control of CBDC's, Digital ID's, and Social Credit Scores by educating more state legislators with our "Pay it Forward" campaign. <https://piratemoneybook.com/payitforward/>. It is making a difference and could even impact your state.

Get together with your Chamber of Commerce, your civic group, your church group, and your neighbors, and leverage your voice.

ONGOING STEPS:

1. Seek opportunities to inspire other Americans to stand up for what is right.
2. Send them this Economic Battle Plan™ and ask them what they are doing to stand for America and Liberty!
 - » Elect Politicians that understand the need to preserve American Liberty.
 - » Encourage and ask your elected officials to educate themselves.
 - » Ask them how they are working to strengthen our education system and reverse the push for Marxist indoctrination.
3. Take Action and help get Texas Transactional Currency passed! This can be the model for your state. Do this now and easily share this link with friends and on social media!

Show your support for the Texas Transactional Currency efforts. Learn more at www.TransactionGold.com.

You can also easily share this on Twitter, Facebook, Gab, with your friends asking to them join the campaign to support a Texas Special Session.


NOTE: YOU DO NOT NEED TO LIVE IN TEXAS. TEXAS CAN HELP LEAD THE WAY FOR YOUR STATE TO OFFER SIMILAR CONVENIENCE OF TRANSACTIONAL CURRENCY BACKED BY SILVER OR GOLD.

4. **Check your investments to see if they are helping fund the agendas of Globalist Elites. If you have a financial advisor insist that they give you an update and encourage them to become part of the NSIC.**

Seek out investment opportunities in patriotic innovations.

Financial Advisors sign up for the online NSIC class at Liberty University. If you are a financial advisor, go to www.NSIC.org and sign up for more information. Weaponize your money, your investing, spending, and giving!




-  **ATTENTION:** Clients already with a Financial Advisor - Make sure your financial advisor has your values and interests at heart. Make certain they really understand what ESG investments mean for our future. Suggest that they become part of the NSIC institute and nominate them to participate in our online certification at <https://www.economicwarroom.com/advisor>.

In the **Economic War Room®**, we encourage Americans to be the “little 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 little ships are based on Churchill’s Operation Dynamo that rescued the British Expeditionary Forces in the Miracle of Dunkirk.]

SHAREABLE QUOTES:

“DEI training is really a liturgy, designed to push a worldview in a certain direction... you can’t help but bring that stuff home... Your vocation is such an important part of who you are. And if you can be free at work, you’re going to have an opportunity to be free in all these other aspects of your life.”

—Andrew Crapuchettes, CEO & Founder at RedBalloon.work



“There are mountains of studies from left-leaning outlets showing that diversity training fails to change attitudes, doesn’t increase diversity, and isn’t helping companies meet CEO diversity goals. So bottom line is... if we will take people based on their merits and capabilities, we can be successful. When we don’t, we violate everything, and we don’t even meet our goals.”

—Kevin Freeman, CFA

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Quick Access Links:

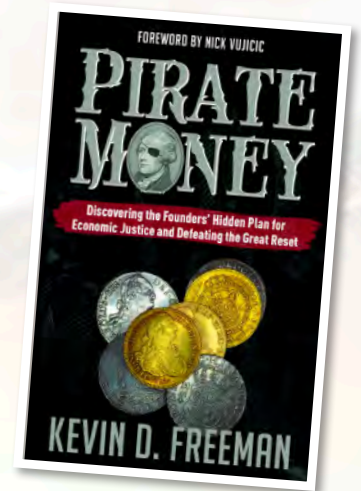
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DEI & The Woke Swamp

The RedBalloon Solution

Action Steps

About LSV and the NSIC



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Check out these in particular with application to this topic:

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- 08/10/2023, EP253, Economic Justice: The Founders' Hidden Plan, [Download Economic Battle Plan™](#)
- 08/03/2023, EP252, Pirates Knew What Real Money Was, So Did the Founders, and Now You Will Too, [Download Economic Battle Plan™](#)
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About Andrew <https://www.redballoon.work/about>

Andrew on X (twitter) <https://twitter.com/ACrapuchettes>

Andrew on Instagram <https://www.instagram.com/acrapuchettes/>

RedBalloonWork on Gettr <https://gettr.com/user/redballoonwork>

Andrew Crapuchettes My Story 2023 <https://youtu.be/L8mlo0aF1EA>

DEI is 'destroying' productivity and joy in the workplace: Andrew Crapuchettes
<https://www.foxbusiness.com/video/6330626605112>

Q&A: Crapuchettes talks about his business, its rapid growth, and the vision of his role in Moscow
https://dnews.com/local/q-a-crapuchettes-talks-about-his-business-its-rapid-growth-and-the-vision-of-his/article_53f9b6ae-cd8c-5d0f-abf8-84c9495a46e4.html

Red Balloon – Freedom Business w/ Andrew Crapuchettes & Standing Against Our Own Taliban
<https://crosspolitic.com/podcast/red-balloon-freedom-business-w-andrew-crapuchettes-standing-against-our-own-taliban/>

Building God's Kingdom through Markets with Andrew Crapuchettes
<https://texasscorecard.com/uncategorized/building-gods-kingdom-through-markets-with-andrew-crapuchettes/>

How Woke Ideology Effects The Workplace with Andrew Crapuchettes
<https://conservativesguide.com/podcast/how-woke-ideology-effects-the-workplace-with-andrew-crapuchettes/>

DEI & The Woke Swamp

DEI's Divisiveness Manifesting Itself in the Declining Workplace
<https://www.blog.redballoon.work/post/dei-s-divisiveness-manifesting-itself-in-the-declining-workplace>

DEI: E stands for "Exclusion" <https://www.blog.redballoon.work/post/dei-e-stands-for-exclusion>

DEI Policies Render the Workplace Ineffective
<https://www.blog.redballoon.work/post/dei-policies-render-the-workplace-ineffective>

Equity scheme backfires as men replace women on corporate boards
<https://www.wnd.com/2023/11/equity-scheme-backfires-men-replace-women-corporate-boards>

Bari Weiss on Why We Should End DEI

<https://www.tabletmag.com/sections/news/articles/end-dei-bari-weiss-jews>

The Rise and Fall of the Chief Diversity Officer

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The RedBalloon Solution

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New Anti-Woke Ad Goes Viral, Campaign Pushes Back on Wokeness in the Workplace

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Action Steps

Go to [RedBalloon.work](https://www.redballoon.work/) and search for jobs at patriotic companies near you, or post jobs for your business to find excellent talent.

Read Kevin's new book [Pirate Money](#) to learn more about a solution to fight back against Globalist Elites and CBDC.

Support Reggie Littlejohn and [Women's Rights Without Frontiers](#) as they save lives in China.

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Subscribe to BLAZETV (Use the code ECON) <https://blazetv.com/econ>

Read Kevin Freeman's book, According to Plan www.Accordingtoplanbook.com/ewr



Watch The Economic War Room episode on the [Economic War of the Heart](#)

Read Kevin Freeman's newest book, Pirate Money <http://piratemoneybook.com/>

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About LSV Investing and the NSIC

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American businesses have the power to change China's behavior. Time to step up.
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ECONOMIC BATTLE PLAN™

THE D.E.I. TRAP **7.267**

CLEARED FOR RELEASE 11/16/2023
[Economic Battle Plan™ points: 95]

The Need for Patriotic Investors

<https://globaleconomicwarfare.com/2019/05/the-need-for-patriotic-investors/>

Invest in Liberty, Security, and Values, Not ESG: Freeman

https://www.ntd.com/invest-in-liberty-security-and-values-not-esg-freeman_823857.html

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