

**STOP HATING  
EACH OTHER**



**BECAUSE YOU  
DISAGREE.™**

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## **INTERVIEW CHEAT SHEET: Don Folden Sr.**

**Topic: The Architecture of Dignity & The 5-Pillar Framework**

**The Guest:** Don Folden Sr. (**The Truth Conductor™**)

**The Hook:** A master de-escalator who loves a provocative debate. Don doesn't want to stop the "fight"—he wants to teach the world how to fight without hating each other.

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### **PART 1: THE 5-PILLAR METHODOLOGY (The "Cheat Sheet")**

*Use these to guide the conversation through Don's proprietary framework.*

1. **DIGNITY (The Compass):** Separating a person's inherent worth from their opinion.
2. **LISTENING (The Silent Shift):** Silencing the "internal rebuttal" to move from reacting to receiving.
3. **CURIOSITY (The Path):** Using "investigation" over "interrogation" to find the *why* beneath the *what*.
4. **DISCIPLINE (The Guardrail):** Staying regulated and grounded even when the "temperature" of the room rises.
5. **DIALOGUE (The Destination):** Prioritizing human connection over "intellectual conquest."



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## **PART 2: "READY-TO-ASK" QUESTIONS**

*Categorized by the "vibe" of your segment:*

### **The "Provocative" Openers (High Energy)**

- "Don, you say you love a good fight. Why do you think 'polite' conversation is actually part of the problem?"
- "Most people try to 'win' an argument. You say that's the moment you've already lost. Why?"
- "You've stood in the middle of some of the most heated protests in D.C. How do you keep people from swinging at each other?"

### **The "How-To" Questions (Actionable Advice)**

- "What is the 'Wait and Echo' technique, and how can someone use it at a tense family dinner tonight?"
- "How do you maintain someone's dignity when their opinion is fundamentally offensive to you?"
- "What is the first sign that a conversation is turning into 'verbal combat,' and how do we reset?"

### **The "Origin Story" (Deep Background)**

- "You've been featured on CNN for your 'Guerrilla Marketing' of civil discourse. What did you learn standing behind Wolf Blitzer with a 'Stop Hating' sign?"
- "How did six years on the streets of Washington D.C. lead to the creation of the 5-Pillar Framework?"



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### **PART 3: KEY "CONDUCTOR" SOUNDBITES**

*Listen for these phrases; they are perfect for clips and social media:*

- *"We don't have to agree to be human."*
- *"Dignity is the ultimate de-escalator."*
- *"Stop the interrogation; start the investigation."*
- *"A good debate is the sign of a healthy society—if we have the discipline to hold it."*

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### **PART 4: LOGISTICS & CONTACT**

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