



Written by [R. Cort Kirkwood](#) on October 15, 2021

Walmart to White Employees: You're Internally Racist, Check Your Privilege at the Front Door.

Corporate America must think its employees are docile sheep. They aren't.

Yet another whistleblower provided documents from a company's anti-white Critical Race Theory program to [City Journal's Chris Rufo](#). This time, the culprit is Walmart.

Founder and American patriot Sam Walton has turned over in his grave. His heirs have given free reign to woke corporate bureaucrats, who think telling white employees they're racist will keep them happy — and the money rolling in.



Walmart Corporate/Wikimedia Commons

The Program

Walmart teaches white employees “they are guilty of ‘white supremacy thinking’ and ‘internalized racial superiority,’” [Rufo reported](#) this week. The company is working with the Racial Equity Institute in Greensboro, North Carolina:

The program is based on the core principles of critical race theory, including “intersectionality,” “internalized racial oppression,” “internalized racial inferiority,” and “white anti-racist development.”



In order for oppression (racism in this case) to flourish, we must:

forget / pretend The oppressed must forget what has happened to them historically and what is happening to them in their day to day lives in order to get through their lives and their day; the dominant group must never identify as white or as benefiting from white privilege; the dominant group must 'forget' about their membership in the white group; the dominant group must pretend that everything is OK now, that the problem was in the past.

lie – The oppressed must stop speaking the truth about their experience, both to themselves (to survive internally) and to others (to survive in the world); the dominant group must lie to themselves and each other about their role in oppression, positioning themselves as blameless, passive (I didn't cause it), individual and not part of a bigger system, while ignoring the internal racist conditioning and tapes (I am not racist, I'm a good white person).

stop feeling The oppressed must cut themselves off from their feelings, become numb in order to survive, or feel that it is personal (I am bad or at fault); the dominant group must also cut themselves off from their feelings, insist on being 'rational and 'logical' and never stop to feel the cost as oppressors; the dominant group must avoid feeling, because to begin feeling means to begin feeling guilt or shame.

Walmart has subjected more than 1,000 employees to the [brainwashing program](#), which is mandatory for execs and recommended for hourly employees.

"The program begins with the claim that the United States is a 'white supremacy system,' designed by white Europeans 'for the purpose of assigning and maintaining white skin access to power and privilege,'" [Rufo reported](#):

American history is presented as a long sequence of oppressions, from the "construction of a 'white race'" by colonists in 1680 to President Obama's stimulus legislation in 2009, "another race neutral act that has disproportionately benefited white people." Consequently, the Walmart program argues, white Americans have been subjected to "racist conditioning" that indoctrinates them into "white supremacy," or the view "that white people and the ideas, thoughts, beliefs, and actions of white people are superior to People of Color and their ideas, thoughts, beliefs, and actions."



Written by [R. Cort Kirkwood](#) on October 15, 2021

LADDER OF EMPOWERMENT FOR WHITE PEOPLE

Tema Okun and others developed this ladder over time.

WHITE ANTI-RACIST DEVELOPMENT

Community of resistance



INTERNALIZED RACIAL SUPERIORITY

Because “diagnosis determines treatment,” Rufo reported, Walmart puts whites on the couch. A “psychological profile of whiteness” is treatable with “white anti-racist development.”

Thus, the white employees who keep the shelves stocked — and the Walton family’s pockets stuffed with money — are “guilty of ‘white privilege’ and ‘internalized racial superiority,’” Employees mustn’t think their “comfort, wealth, privilege and success has been earned by merits and hard work.” Instead, systemic racism explains a white employee’s success, [Rufo explained](#):

Walmart’s program argues that this oppressive “white supremacy culture” can be summarized in a list of qualities including “individualism,” “objectivity,” “paternalism,” “defensiveness,” “power hoarding,” “right to comfort,” and “worship of the written word” — which all “promote white supremacy thinking” and “are damaging to both people of color and to white people.”



Written by [R. Cort Kirkwood](#) on October 15, 2021

And wouldn't you know it, the dime-store skull doctors have a treatment:

The solution, according to Walmart's program, is to encourage whites to participate in "white anti-racist development" — a psychological conditioning program that reorients white consciousness toward "anti-racism." The training program teaches white employees that ideas such as "I'm normal," "we're all the same," and "I am not the problem" are racist constructs, driven by internalized racial superiority. The program encourages whites to accept their "guilt and shame," adopt the idea that "white is not right," acknowledge their complicity in racism, and, finally, move toward "collective action" whereby "white can do right." The goal is for whites to climb the "ladder of empowerment for white people" and recreate themselves with a new "anti-racist identity."...

As the company denounces "white supremacy culture" — with components including "objectivity," "individualism," and "hoarding" — its entire nine-member top executive leadership, except technology chief Suresh Kumar, is white, and its top six leaders made a combined \$112 million in salary in 2019. Chief executive officer Doug McMillon, whom the whistleblower described as a "true believer" in critical race theory, hopes to export woke ideology to every Fortune 100 company through his role as chairman of the Business Roundtable.

Other Woke Companies

Indeed, almost exclusively wealthy white executives are behind these toxic programs. Insiders from CVS, the pharmacy giant; Raytheon, the defense contractor; and Google, the already-woke tech giant; have given Rufo reams of internal documents.

White employees at the companies face systematic maltreatment.

[CVS hired](#) race hustler Ibram X. Kendi to tell employees they are "walking through society completely soaked in racist ideas." Celebrating Christmas and having easy-to-pronounce names makes them "privileged."

[Raytheon offered](#) CRT training and Kendi's propaganda that instructed white employees on what they can and can't say to minority employees.

[Google pushes](#) employees into Maoist Struggle Sessions in which Kendi shows up. They must identify many racial sins, and, as Kendi explains, help stop the "heartbeat of racism." That heartbeat is "denial and the sound of that denial is 'I'm not racist.'"



Subscribe to the New American

Get exclusive digital access to the most informative, non-partisan truthful news source for patriotic Americans!

Discover a refreshing blend of time-honored values, principles and insightful perspectives within the pages of "The New American" magazine. Delve into a world where tradition is the foundation, and exploration knows no bounds.

From politics and finance to foreign affairs, environment, culture, and technology, we bring you an unparalleled array of topics that matter most.



[Subscribe](#)

What's Included?

- 24 Issues Per Year
- Optional Print Edition
- Digital Edition Access
- Exclusive Subscriber Content
- Audio provided for all articles
- Unlimited access to past issues
- Coming Soon! Ad FREE
- 60-Day money back guarantee!
- Cancel anytime.