

# Dr Christine McDougall

Founder & Chief Steward, Syntropic World

Systems Change Pioneer · Executive Coach · Applied Student of R. Buckminster Fuller



KEYNOTE

## The First Little Atrocity

*What you allow, you author.*

Every atrocity in history began with something small. A lie let slide. A data point quietly removed. A report fudged to protect the elite and powerful. Christine McDougall calls it the First Little Atrocity — and she will show you exactly how it is operating in your organisation, your industry, and your world right now.

Drawing on Arendt's Eichmann in Jerusalem, the moral courage of the Danish resistance, and thirty years inside global executive suites — this keynote does not let anyone off the hook. Then it hands audiences something more valuable than guilt: the architecture to choose differently.

FIVE GAME-CHANGING TAKEAWAYS

**01**

You are not a bystander. You are a co-author.

**02**

The lie you let slide today is tomorrow's architecture of harm.

**03**

The Danes changed history by refusing the first ask.

**04**

Your silence has a price. So does your courage.

**05**

The move from complicity to agency is the most powerful shift available to you.

## WHY THIS TALK, WHY NOW

<p><b>Institutional trust has collapsed.</b></p> <p>Audiences are watching governments, corporations and media lie with confidence and zero consequence. This keynote names why — and what to do.</p> <p><b>Psychological safety is failing.</b></p> <p>Every organisation claims to want honesty. Few have built the architecture for it. This keynote is the diagnostic — and the blueprint.</p>	<p><b>Integrity has been reduced to a buzzword. Christine restores it as a practice.</b></p> <p>She defines it with precision, shows where it erodes first, and gives audiences a framework for living and leading with integrity as the foundation — not the aspiration.</p> <p><b>Purpose-washing has an expiry date.</b></p> <p>Audiences can no longer tolerate values announced then ignored. Christine offers Pattern Integrity: the non-negotiable moral code that either governs an enterprise or does not exist at all.</p>
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<p><b>ABOUT CHRISTINE</b></p> <p>Christine McDougall has spent thirty years at the intersection of power and principle. An applied student of R. Buckminster Fuller, she speaks systems, design, and the geometry of relationships with the fluency of someone who has built real things with these ideas.</p> <p>As an executive coach she spent twenty years inside the executive suites of ANZ, NAB, Westpac, Nokia and Fonterra — present in the rooms where Little Atrocities were quietly authorised. Her programme Dare to Care — Radical Truth with Compassion was delivered across the ANZ organisation.</p> <p>Today, Syntropic World operates in 33 countries and is partnering with the Centre for Systems Change, Homerton College, Cambridge University. She is the author of The Beauty of Beginnings: 116 Contemplations to Rouse Your Heart, Fire Up Your Mind and Change Our World, and has published over 3,500 articles.</p>	<p><b>CREDENTIALS</b></p> <ul style="list-style-type: none"><li>◆ ICF Global Board VP — first non-USA-based member</li><li>◆ Master Certified Coach, ICF, 10 years</li><li>◆ Executive coach: ANZ, NAB, Westpac, Nokia, Fonterra</li><li>◆ Dare to Care — delivered enterprise-wide across ANZ</li><li>◆ Pitched Sir Richard Branson; created Big Blue Sky 2015–16</li><li>◆ Syntropic World — 33 countries, entirely self-funded</li><li>◆ Author: The Beauty of Beginnings: 116 Contemplations to Rouse Your Heart, Fire Up Your Mind and Change Our World</li><li>◆ 3,500+ published articles; daily blog since 2017</li><li>◆ Applied student of R. Buckminster Fuller — 30+ years</li></ul>
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***The greatest exponential technology is thoughtfully designed human relationships.***

— Christine McDougall

**WHAT PEOPLE SAY**

<p>“</p> <p><i>After over 30 years working directly on systems change, Christine's work is the most powerful I have encountered.</i></p> <p><b>Kimberley Wilson</b></p>	<p>“</p> <p><i>Ferociously smart yet deeply humble, Christine embodies the kind of steward leadership the whole world needs right now.</i></p> <p><b>Murray Galbraith, Founder, Half Decent</b></p>	<p>“</p> <p><i>Christine is a transmission. She embodies the principles she teaches — a living demonstration that this can be done.</i></p> <p><b>Cindy Forde, Planetari</b></p>
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<p>“</p> <p><i>To hear Christine McDougall speak is to witness a unique mix of passion and integrity... Christine helps to give you an architecture for emergence.</i></p> <p><b>Nikki Thompson, Soil2Soul</b></p>	<p>“</p> <p><i>It's kind of like having the universe help you build your business. You learn more in two days than you do in a two-year MBA.</i></p> <p><b>Jacob Isenberg &amp; Workshop Graduate</b></p>
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**WORKING WITH CHRISTINE**

**Working with Christine is designed to be the easiest decision you make.**

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| <p><b>01</b></p> | <p><b>One conversation.</b></p> <p>Tell Christine about your audience, your event, and what you need people to walk away feeling. She listens before she speaks. That is not a coincidence — it is how she works.</p>                                                   |
| <p><b>02</b></p> | <p><b>A keynote built for your room.</b></p> <p>No off-the-shelf talks. Christine tailors every keynote to the specific moment your audience is in — the industry pressures, the cultural tensions, the questions no one is quite asking yet.</p>                       |
| <p><b>03</b></p> | <p><b>You look good. Your audience leaves changed.</b></p> <p>Christine has spent thirty years in the most demanding executive suites in the world. She knows how to read a room, hold an audience, and land ideas that stick well past the coffee on the way home.</p> |

# 04

## The conversation continues.

Every keynote comes with frameworks, tools, and access to a global community of practice in 33 countries that continues the work long after the event ends.

### FORMAT OPTIONS

KEYNOTE	WORKSHOP	IMMERSIVE
<b>45 minutes + Q&amp;A</b>	<b>90-minute deep-dive</b>	<b>Half-day intensive</b>
Conference or plenary. Maximum impact, minimum time.	Executive or leadership cohort. Tools and application.	Build the conditions for principled cultures. Available in person and virtual.

### READY TO BRING THIS TO YOUR AUDIENCE?

**Christine takes a select number of keynote bookings each year.**

*If your dates align — one email starts everything.*

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