



Chris White

Co-Founder and Head Coach,
System & Soul

As a third-generation entrepreneur, Chris White grew up with a strong sense of vision and drive to build businesses with great impact. In his 25+ years of experience, Chris successfully built four companies but says his journey took a massive turning point when, at 44, he discovered his unique ability as a teacher and business coach. Now, he's expanded that journey. He's the co-founder of System & Soul, the only operating framework that combines the system and soul of your business to create breakthrough.

He now passionately pursues radically candid conversations with a relentless drive to mastery (and plenty of fun along the way) as he coaches his clients through the System & Soul Framework. As co-founder and Head Coach, Chris has helped over 140 companies and hundreds of other coaches gain skills that transform their businesses on the path to breakthrough.

Outside of his coaching practice, he founded and hosts the System & Soul podcast, co-founded the EOS® software, Ninety.io, and is a co-author of the Clarity Field Guide.