

# Would you trust a firm who said its goal is to dominate...

Published: January 13, 2026, 1:53 am

---

I [have been looking at KPMG's annual report](#). What struck me almost immediately was this statement:

Could you trust a firm that said it wanted to dominate? I admit I couldn't. Maybe that's why I left 30 years ago.

I was also a little surprised to note that if social change is the goal then this is the only reference to that phrase in the document. The consequence was I felt domination the more powerful of the sentiments expressed. No wonder I felt a little spooked by this.