



KEYNOTES • BREAKOUTS • WORKSHOPS

CAROLYN CASE

Operations Director, **The SWIM Institute**

Chief of Staff, Wayforward



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CAROLYN CASE · SPEAKER MEDIA KIT

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SHRM Recertification Provider. PDCs are issued directly rather than self-reported, and the Activity ID reaches the host in advance.

AT A GLANCE

WHAT A PROGRAM COMMITTEE NEEDS ON ONE PAGE

Carolyn Case has built HR and labor relations functions in correctional facilities, ports, and manufacturing plants. She speaks to HR practitioners about what the research actually supports, what their own function already knows, and how to tell the difference.

SHRM

RECERTIFICATION
PROVIDER

2

KEYNOTES, AVAILABLE
IN MULTIPLE FORMATS

4

REGIONS
US, CA, UK, EU

RECERTIFICATION CREDIT, ISSUED DIRECTLY

Carolyn speaks as a SHRM Recertification Provider. PDCs are issued directly rather than self-reported, and the Activity ID is provided to the host in advance for inclusion in program materials.

Credit is awarded at 1.0 PDC per contact hour. A 60-minute keynote carries 1.0 PDC; a half-day workshop carries 3.5.

BOOKING ESSENTIALS

FORMATS	Available in multiple formats, including 60- and 45-minute keynote, 75-minute breakout, and half- or full-day workshop. Custom lengths on request.
FEE	Starting at \$4,500 for keynote or breakout. Workshop and virtual rates on request.
TRAVEL	Based in New York. Available throughout the United States, Canada, the United Kingdom, and the EU.
VIRTUAL	Available at a reduced rate.
BOOKING	sinkorswim.work · carolyn@swim.institute

THE TWO TALKS

01 **Disproven and Still Deployed: HR's Evidence Problem.** For HR practitioners.

02 **Your Competitors Are Leaking Information. It's Landing in Your ATS.** For HR practitioners.



Carolyn's talk blew them all out of the water. I've seen a lot of HR speakers in my career. She had me rethinking a lot about our field for a long time afterward. I would absolutely hear her again.

ATTENDEE FEEDBACK



BIOGRAPHY

THREE LENGTHS, READY TO LIFT

Carolyn Case, Operations Director of The SWIM Institute and Chief of Staff at Wayforward. High-resolution headshots in print and web sizes are available on request.

SHORT • 45 WORDS

Carolyn Case is Operations Director of The SWIM Institute and Chief of Staff at Wayforward. She has built HR and labor relations functions inside correctional facilities, ports, and manufacturing plants, and now teaches HR practitioners to read their organizations as human systems.

MEDIUM • 100 WORDS

Carolyn Case is Operations Director of The SWIM Institute and Chief of Staff at Wayforward. Her HR career was built in places where the stakes are physical and the workforce is not easily persuaded: correctional facilities, maritime operations, and manufacturing plants, alongside national organizations scaling faster than their structures could hold.

She has led multi-state HR and labor relations teams, stood up HR functions and whole operating divisions from nothing, and redesigned personnel processes that returned more than half a million dollars to a single business in a year.

LONG • 190 WORDS

Carolyn Case learned HR in rooms where it had to work. Before joining The SWIM Institute as Operations Director, she built and ran HR and labor relations functions inside correctional facilities, maritime operations, and manufacturing plants, environments where policy written for a conference room falls apart on contact with the floor. She has also run people operations for national organizations growing faster than their structures could hold.

Across those roles she led multi-state HR and labor relations teams, stood up HR functions and entire operating divisions from nothing, and redesigned personnel processes that returned more than half a million dollars to one business inside a year. The pattern that runs through all of it is the same: the behavior a workforce produces is a function of the conditions it is given, and those conditions can be found, changed, and measured.

That is the work she now teaches. As Operations Director of The SWIM Institute she helps build the Strategic Workforce Insight Mapping credential, the training that turns the method into something an HR leader can run themselves. She also serves as Chief of Staff at Wayforward, the advisory practice where the method is applied in the field.

SPEAKER INTRODUCTION for the emcee, roughly 45 seconds

Our next speaker did not learn HR from a textbook. She learned it in prisons, on ports, and on plant floors, running labor relations in places where a badly written policy does not just annoy people, it gets someone hurt. She has built HR functions from nothing, led teams across multiple states, and once redesigned a company's personnel processes well enough to hand back half a million dollars in a single year. Today she helps build the credential that teaches other HR leaders to do the same. Please welcome Carolyn Case.

KEYNOTE ONE

DISPROVEN AND STILL DEPLOYED: HR'S EVIDENCE PROBLEM

The theories you were trained on did not just go stale. Many were never true to begin with.

AUDIENCE HR practitioners ready to trade inherited wisdom for a track record they can defend.

SESSION DESCRIPTION

HR runs on borrowed science, and a surprising amount of it did not survive contact with better research. Annual performance reviews still anchor pay and promotion decisions despite decades of evidence they do not predict who actually improves. Learning styles still shape onboarding decks long after cognitive psychology quietly retired the idea. Maslow's hierarchy still gets drawn as a rigid pyramid in motivation training, a shape Maslow never drew and a strict sequence he never claimed.

This session names the specific practices, traces where the research actually stands today, and shows how a function trained to defer to best practice ends up defending policies with nothing behind them. It is a working method for testing any practice, vendor claim, or workshop before it goes in the handbook.

PROGRAM LISTING • READY TO PUBLISH

HR runs on borrowed science, and a surprising amount of it did not survive contact with better research. Stack ranking still resurfaces in performance systems other functions abandoned years ago. Annual performance reviews still anchor pay and promotion decisions despite little evidence they predict who improves. Learning styles still shape onboarding programs long after cognitive psychology retired the idea, and Maslow's hierarchy still gets taught as a rigid pyramid, a shape Maslow never drew and a strict sequence he never claimed. This session names the specific practices still in circulation, traces where the actual research stands today, and shows how a function trained to defer to best practice ends up defending policies with no evidence behind them. Attendees will leave with a working method for testing any practice before it goes in the handbook, and language for saying no to something popular.

STILL IN CIRCULATION

Annual performance reviews

Learning styles

Maslow's pyramid

Stack ranking

WHAT ATTENDEES TAKE AWAY

- 1 Which staple HR practices have already failed replication, and what holds up in their place
- 2 Why "best practice" language lets outdated science survive inside HR long after it is retired everywhere else
- 3 The difference between a theory that is simply outdated and one that was never well-supported at all
- 4 A short evidence check to run on any practice, vendor, or workshop before it reaches the handbook
- 5 How to raise this when the practice in question is one leadership personally loves

FORMATS Available in multiple formats, including 60- and 45-minute keynote, 75-minute breakout, and half- or full-day workshop.

CREDIT SHRM recertification credit available in all formats. Activity ID provided to the host in advance.

KEYNOTE TWO

YOUR COMPETITORS ARE LEAKING INFORMATION. IT'S LANDING IN YOUR ATS.

Every screening call is an interview about somebody else's workplace.

AUDIENCE HR practitioners sitting on more insight than they have ever reported upward.

SESSION DESCRIPTION

Every screening call is an interview about somebody else's workplace. Recruiters hear why people are actually leaving, what a competitor's culture is really like from the inside, and what an entire market has quietly stopped tolerating, long before any of it shows up in a survey or a headline. A sudden cluster of applicants from one company is a signal. A pattern of declined offers is a signal. None of it gets captured anywhere but a recruiter's memory, because recruiting is measured on time-to-fill, not on what it noticed along the way.

This session treats that pattern-recognition as a real, trainable skill rather than an accident of the job, and covers the practice intelligence professionals use to turn a raw conversation into a usable signal: HUMINT, human intelligence gathered through direct contact rather than dashboards or surveys. It also draws the line the discipline depends on, between reading a market and pumping a candidate for what their employer would not want shared.

PROGRAM LISTING • READY TO PUBLISH

Every screening call a recruiter runs is effectively an exit interview for somebody else's company. Recruiters hear why people are actually leaving, what a competitor's culture is like from the inside, and what an entire labor market has quietly stopped tolerating, often before any of it surfaces in a survey or a headline. Left uncaptured, this is a blind spot. Captured, it is a competitive edge no dashboard provides. This session reframes that pattern-recognition as a trainable skill and introduces HUMINT, the discipline intelligence professionals use to turn raw conversation into usable signal, along with the boundary it depends on. Attendees will leave with a way to capture and report what their function already knows.

WHAT ATTENDEES TAKE AWAY

- 1 Why a recruiter's screening call is functionally an exit interview for a company that is not yours
- 2 What a sudden spike in applicants from one competitor is actually telling you, and how to read it
- 3 Why decline reasons are competitive intelligence about your own employer brand, not just a dropdown field
- 4 How to turn a single conversation into a usable, reportable signal using the HUMINT method
- 5 How to build a capture process so this insight reaches leadership instead of leaving with the recruiter who heard it

FORMATS Available in multiple formats, including 60- and 45-minute keynote, 75-minute breakout, and half- or full-day workshop.

CREDIT SHRM recertification credit available in all formats. Activity ID provided to the host in advance.

THE METHOD BEHIND THE TALKS

YOU CANNOT TALK A WORKFORCE INTO BEHAVING DIFFERENTLY.

HUMAN SYSTEMS SCIENCE, AND WHERE SHE FITS

Both talks come out of the same body of work. Strategic Workforce Insight Mapping treats a workforce as a human system, where the behavior leaders see every day is the output of conditions the organization created, whether or not anyone designed them on purpose. Find the conditions and you can change the behavior. Change the wrong thing and the behavior comes back.

WHY SHE TEACHES IT

Carolyn spent her career in workplaces where that idea is obvious the moment you walk in. On a plant floor or a prison tier, you have to change what the work actually asks of people, and then watch what happens. That is a harder discipline than the HR playbook usually demands, and it is why she is impatient with practices that survive on reputation rather than evidence.

Both of her talks come from that impatience. One asks where HR's received wisdom actually came from. The other asks why the function throws away the best intelligence it collects. Neither is a pitch for a methodology. They are the arguments that convinced her.

THE CREDENTIAL

As Operations Director of The SWIM Institute, Carolyn helps build the Certified SWIM Practitioner credential, the program that trains HR leaders to run the diagnostic themselves. That work puts her in front of the same problem from two directions at once: what practitioners are taught, and what actually holds up when they take it back to their own organizations.

She also serves as Chief of Staff at Wayforward, the advisory practice where the method gets applied in live engagements. The talks draw on both.

WHAT THIS MEANS FOR YOUR PROGRAM

- Sessions are built on published research and field application rather than one speaker's opinions
- Both talks send attendees home with something they can run on Monday without budget or additional authority
- Neither session is a sales pitch, and no product is offered from the stage
- Content can be tuned toward your audience's industry mix on request

A SECOND SPEAKER ON THE SAME BENCH

Dustin Snyder, author of *Sink or SWIM* and Executive Director of The SWIM Institute, speaks on the same method to executive audiences. Conferences programming both tracks can book them together.

sinkorswim.work

PROMOTION KIT

COPY YOUR TEAM CAN LIFT WITHOUT EDITING

SPEAKER BLURB for program guides and event pages

Carolyn Case is Operations Director of The SWIM Institute and Chief of Staff at Wayforward. She has built HR and labor relations functions inside correctional facilities, ports, and manufacturing plants, and now teaches HR practitioners to read their organizations as human systems.

SESSION BLURBS

Each talk's program listing is written to publish as-is. Use the one-line teaser where space is tight:

01 The theories you were trained on did not just go stale. Many were never true to begin with.

02 Every screening call is an interview about somebody else's workplace.

SOCIAL COPY FOR THE HOST

Announcing our keynote: Carolyn Case of The SWIM Institute. She will walk through the HR practices that have quietly failed replication, and give you a way to test the next one before it reaches your handbook. [EVENT NAME], [DATE].

Your recruiters hear why people are leaving competitors long before it shows up in any survey. Carolyn Case will show you how to capture it. Joining us at [EVENT NAME] on [DATE].

PROMOTION IN RETURN

Every confirmed engagement is announced across Carolyn's channels and The SWIM Institute's ahead of the date, with a follow-up after the event. Hosts receive the announcement copy in advance for coordination, and event hashtags and handles are used as directed.

RECENT STAGES



TERMS & LOGISTICS

SO YOUR CONTRACT AND YOUR AV TEAM CAN MOVE

FEE	Starting at \$4,500 for keynote or breakout. Workshop and virtual rates on request.
TRAVEL	Based in New York. Available throughout the United States, Canada, the United Kingdom, and the EU.
EXPENSES	Travel and lodging are arranged by the host or reimbursed at cost, not to exceed \$1,000 domestic or \$2,000 international.
PAYMENT	50% deposit confirms the date. Balance net 30 following the event. W-9 and certificate of insurance provided on request.
CANCELLATION	Deposit is non-refundable inside 60 days of the event and transferable to a rescheduled date within 6 months.
AV NEEDS	Wireless lavalier or handheld microphone, confidence monitor or stage monitor, HDMI connection with 16:9 projection, and the ability to advance slides from the stage.
ROOM SETUP	Any configuration. Carolyn works from the stage floor rather than a podium wherever the room allows.
ARRIVAL	On site the evening before for morning sessions. Available for a sound check and a brief organizer walkthrough.
VIRTUAL	Delivered from a dedicated studio with broadcast camera, lighting, and hardwired connection.

ASSETS

AVAILABLE ON REQUEST

- High-resolution headshot, print and web
- Stage photography
- The SWIM Institute logo and name mark
- Slide deck preview for program review
- Signed W-9 and certificate of insurance
- Session handout for attendees

Send asset requests to carolyn@swim.institute. Files are delivered by shared link within one business day.

CHECK A DATE

sinkorswim.work

carolyn@swim.institute

Send your event dates, audience, and format and you will have a response within two business days.