

SPEAKER MEDIA KIT • 2026



KEYNOTES • BREAKOUTS • WORKSHOPS

DUSTIN SNYDER

Author of **Sink or SWIM**

Executive Director, The SWIM Institute

 **FABTECH**

VISTAGE

 **SHRM**
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

 **atd**

Psychology Today

 **HR.com**

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INSIDE THIS KIT

DUSTIN SNYDER · SPEAKER MEDIA KIT

01	At a Glance Credentials, reach, fees, and formats	03
02	Biography & Introduction Three lengths, plus the emcee script	04
03	Engineered for No Keynote for HR practitioners	05
04	Your System Is Working Perfectly Keynote for CEOs, COOs, and boards	06
05	Becoming an Employer of Choice Keynote for owners, executives, and HR	07
06	What Organizers Say Testimonials, stages, and press	08
07	Promotion Kit Copy your team can lift without editing	09
08	The Book & Assets An asset for your attendees	10
09	Terms & Logistics So your contract and AV team can move	11

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

Dustin Snyder studies why workforces behave the way they do, and what changes when leaders stop managing behavior and start designing the conditions that produce it. He speaks to international conferences, industry associations, and CEO peer advisory groups.

30,000 WEEKLY LINKEDIN IMPRESSIONS	SHRM RECERTIFICATION PROVIDER	50+ ORGANIZATIONS ADVISED	4 REGIONS US, CA, UK, EU
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RECERTIFICATION CREDIT, ISSUED DIRECTLY

Dustin is 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 \$10,000 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.
UPCOMING	Keynote, DisruptHR London (November 2026).
BOOKING	sinkorswim.work · dustin@swim.institute

THE THREE TALKS

- 01** **Engineered for No: How HR Got Locked Out of the C-Suite.** For HR practitioners.
- 02** **Your System Is Working Perfectly: Why Your Workforce Behaves the Way It Does.** For CEOs, COOs, and boards.
- 03** **Becoming an Employer of Choice Through Employer Branding.** For owners, executives, HR, and marketing leaders.

All three draw on Strategic Workforce Insight Mapping (SWIM), the diagnostic method Dustin developed for reading an organization as a human system, and the subject of his book.



BIOGRAPHY

THREE LENGTHS, READY TO LIFT

Dustin Snyder, author of *Sink or SWIM* and Executive Director of The SWIM Institute. High-resolution headshots in print and web sizes are available on request.

SHORT • 45 WORDS

Dustin Snyder is the author of *Sink or SWIM* and Executive Director of The SWIM Institute. He developed Strategic Workforce Insight Mapping, a diagnostic method for reading organizations as human systems, and previously led a 600-employee, \$300M manufacturing division through an organizational turnaround.

MEDIUM • 105 WORDS

Dustin Snyder is the author of *Sink or SWIM: Stop Managing Employee Behavior. Design Systems That Drive It.* and Executive Director of The SWIM Institute. He developed Strategic Workforce Insight Mapping (SWIM), a diagnostic methodology that identifies the environmental variables shaping behavior inside organizations, now deployed from family businesses in generational transition to Fortune 1000 divisions.

Before founding his advisory practice, Dustin served as President of Aurubis AG's 600-employee, \$300M US manufacturing division, leading it to profitability through an organizational transformation. Earlier HR leadership roles spanned Oetiker Group, Kaleida Health, and Roswell Park Cancer Institute.

LONG • 200 WORDS

Dustin Snyder stewards the trajectories of companies navigating critical inflection points. He is the author of *Sink or SWIM: Stop Managing Employee Behavior. Design Systems That Drive It.* and Executive Director of The SWIM Institute, where he developed Strategic Workforce Insight Mapping, the diagnostic methodology behind the book. SWIM reveals the environmental variables shaping human behavior inside companies and identifies the root causes of retention, morale, and performance problems.

His client portfolio spans manufacturing, healthcare, professional services, agriculture, distribution, and hospitality, alongside divisions of large enterprises in aerospace and defense and SaaS. He works extensively with executive teams charged with multi-stakeholder operations, building structures that sustain aggressive growth while preserving founding values.

His practice bridges psychology and executive leadership. Prior to founding his firm, Dustin served as President of Aurubis AG's 600-employee, \$300M US manufacturing division, leading it to profitability through an organizational transformation. Earlier HR leadership roles spanned Oetiker Group, Kaleida Health, and Roswell Park Cancer Institute.

Dustin holds an MBA from SUNY Buffalo, an MA in Industrial Labor Relations from Cornell, and a BA in Organizational Psychology from Canisius University. He is a Six Sigma Master Black Belt and serves on the American Welding Society Advisory Board.

SPEAKER INTRODUCTION for the emcee, roughly 45 seconds

Our next speaker has spent his career on both sides of a problem most organizations never solve. He ran HR for a cancer institute and a health system. Then he ran an entire division of a global manufacturing company, six hundred people, three hundred million dollars, and took it from losing money to profitable by changing how the place worked rather than who worked there. That experience became a methodology, and the methodology became a book. He is the author of *Sink or SWIM* and the Executive Director of The SWIM Institute. Please welcome Dustin Snyder.

KEYNOTE ONE

ENGINEERED FOR NO: HOW HR GOT LOCKED OUT OF THE C-SUITE

The skills that make someone good at HR are not the skills that make someone a CHRO.

AUDIENCE HR practitioners, HR leaders, and anyone with ambition beyond their current title.

SESSION DESCRIPTION

HR professionals are told to earn a seat at the table, then handed a toolkit that makes it nearly impossible. The standard playbook was built to prevent lawsuits and limit legal exposure. That work matters, and it is also why executives experience HR as the department that says no, and why the function stalls below the C-suite.

This session traces how the toolkit shapes the way HR is perceived by the workforce and by senior leadership, then turns to what changes when the function moves from resolving individual cases to designing conditions at workforce scale. It covers building trust across an entire workforce, creating actions that hold up with the CEO and the frontline at the same time, and measuring before-and-after results in terms an executive team recognizes.

PROGRAM LISTING • READY TO PUBLISH

HR professionals are told to earn a seat at the table, then handed a toolkit that makes it nearly impossible. The standard playbook was built to prevent lawsuits and limit legal exposure, which is useful work and also the reason executives experience HR as the department that says no. This session examines how that toolkit shapes the way HR is perceived by both the workforce and the C-suite, and what changes when the function shifts from managing individual cases to designing conditions at workforce scale. Attendees will leave with a clearer view of the capabilities that separate a CHRO from a career middle manager.

WHAT ATTENDEES TAKE AWAY

- 1 What you were trained to do, and why doing it well is what keeps you where you are
- 2 Why the workforce and the C-suite have opposite reasons for not trusting you
- 3 Why executive frustration with HR is aimed at the function rather than at you, and what to do with that
- 4 What changes when the work moves from resolving cases one at a time to designing conditions across the whole workforce
- 5 A diagnostic you can run on your own function without additional authority or budget

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 SYSTEM IS WORKING PERFECTLY: WHY YOUR WORKFORCE BEHAVES THE WAY IT DOES

Your workforce is producing exactly the behavior your organization is designed to produce.

AUDIENCE CEOs, COOs, and boards who need the workforce to behave differently.

SESSION DESCRIPTION

The workforce behavior frustrating you right now is not a failure of the system. It is the system, running as built. Disengagement, turnover, and managers who cannot get traction are outputs of conditions the organization created, whether or not anyone designed them on purpose.

This session applies human systems science to the workforce, treating behavior as the product of inputs and environmental variables that can be identified, adjusted, and measured. It covers how to read the conditions producing the behavior you have, why hiring and restructuring so often fail to change them, and how small adjustments to system inputs produce results out of proportion to their cost. The framework is Strategic Workforce Insight Mapping (SWIM), a diagnostic method for reading an organization as a human system.

PROGRAM LISTING • READY TO PUBLISH

The workforce behavior frustrating you right now is not a failure of the system. It is the system, running as built. This session examines the workforce as a human system, where inputs and environmental conditions generate the behavior leaders see every day, whether or not anyone designed it on purpose. It covers how to read those conditions, why hiring and reorganizing so often fail to change them, and how small adjustments to system inputs produce behavioral shifts out of proportion to their cost. Attendees will leave with specific changes they can make immediately.

WHAT ATTENDEES TAKE AWAY

- 1 Why your workforce is behaving rationally, even when the behavior makes no sense to you
- 2 Why the fixes you have already tried on this problem left the behavior intact
- 3 What actually drives how your workforce behaves, and how much of it is yours to change
- 4 Why the smallest changes produce the largest behavioral shifts
- 5 Specific changes you can implement immediately without a reorg or new spend

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 THREE

BECOMING AN EMPLOYER OF CHOICE THROUGH EMPLOYER BRANDING

How to Find (and keep!) Top Talent in a Difficult Labor Market

Every company has an employer brand. Most did not choose theirs.

AUDIENCE Owners, firm partners, executives acting as hiring managers, CEOs, HR leaders, and marketing executives.

SESSION DESCRIPTION

The people you want to hire are already being courted by companies they have never worked for. What decides whether they answer is what they find when they look you up, and most organizations have never deliberately shaped that.

This session covers the fundamentals of employer branding: what a company's reputation as an employer is actually made of, where it comes from, and how it is built on purpose rather than left to accumulate. It walks through the assets and practices that do the work, why this approach costs less than continually replacing people who leave, and how the same reputation that attracts candidates keeps the ones you already have. Examples throughout come from companies of different sizes and industries that have made the shift.

PROGRAM LISTING • READY TO PUBLISH

Today's labor market has compounded a long-acknowledged skills gap in many industries. Unfortunately, traditional recruitment tactics have proved ineffective, leading to lost productivity and wage inflation. To compete in the current business environment, companies of all sizes must evolve their recruitment strategy and position themselves as an employer of choice. This presentation covers the basics of employer branding and provides examples of how this proactive approach is one of the most effective, cost-efficient strategies for attracting and retaining skilled talent, even in a tight labor market.

WHAT ATTENDEES TAKE AWAY

- 1** The economics of replacement: direct cost runs 50 to 200 percent of the departing employee's salary, before the operational and customer impact
- 2** What an employer brand is and where it lives: the second brand every company already has, held in the minds of former, current, and future employees
- 3** Why exit interviews and the conversations you already have confirm your assumptions, and where the gap between leadership perception and employee experience hides the real causes of turnover
- 4** How to build an EVP that is ownable, and the assets that carry it: careers page, video, employee evangelists, refreshed job descriptions
- 5** The shift from episodic recruitment to always-on, and the pre-vetted candidate bench it produces

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.



We brought Dustin in for our annual conference to speak to our audience of manufacturing executives and plant leaders. He did the work up front to understand what our members are actually dealing with, and it showed. Dustin had our room's attention from the start and kept it. People walked out with something to do on Monday morning. Our members were still referencing that session months later. He was easy to work with, and he delivered exactly what he said he would. I will have him back.

PETER AHRENS

EXECUTIVE DIRECTOR, BUFFALO NIAGARA MANUFACTURING ALLIANCE

RECENT STAGES AND PRESS



Also: DisruptHR London

PODCASTS

HR.com • Future of Payroll

Growth Hacking Culture

Transform Your Workplace • Brandon Laws

Work Positive • Dr. Joey Faucette

Boardsci

Chatting About Change • Dr. Jim Maddox

REACH

Approximately 30,000 weekly impressions on LinkedIn, concentrated among HR leaders, operations executives, and mid-market owners. Every confirmed engagement is promoted ahead of the event.

PROMOTION KIT

COPY YOUR TEAM CAN LIFT WITHOUT EDITING

SPEAKER BLURB for program guides and event pages

Dustin Snyder is the author of *Sink or SWIM* and Executive Director of The SWIM Institute. He developed Strategic Workforce Insight Mapping, a diagnostic method for reading organizations as human systems, and previously led a 600-employee, \$300M manufacturing division through an organizational turnaround.

SESSION BLURBS

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

- 01** The skills that make someone good at HR are not the skills that make someone a CHRO.
- 02** Your workforce is producing exactly the behavior your organization is designed to produce.
- 03** Every company has an employer brand. Most did not choose theirs.

SOCIAL COPY FOR THE HOST

Announcing our keynote: Dustin Snyder, author of *Sink or SWIM* and Executive Director of The SWIM Institute. He will make the case that your workforce is behaving exactly as your organization is built to make it behave, and show you what to change. [EVENT NAME], [DATE].

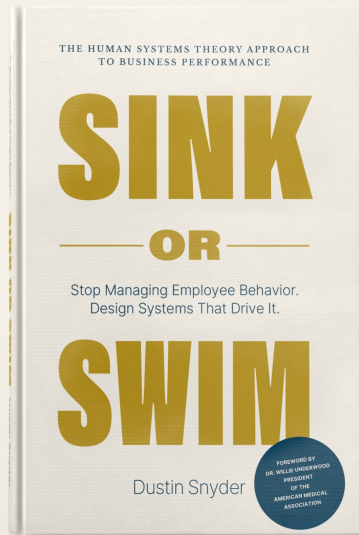
Most organizations try to fix workforce behavior by replacing people. Dustin Snyder will show you why that rarely works, and what does. Joining us at [EVENT NAME] on [DATE].

PROMOTION IN RETURN

Every confirmed engagement is announced to approximately 30,000 weekly LinkedIn impressions ahead of the date, with a follow-up post after the event. Hosts receive the announcement copy in advance for coordination, and event hashtags and handles are used as directed.

THE BOOK

AN ASSET FOR YOUR ATTENDEES



Sink or SWIM: Stop Managing Employee Behavior. Design Systems That Drive It. is the framework behind the keynotes, written for leaders who have tried to fix workforce problems by changing people and watched the behavior return.

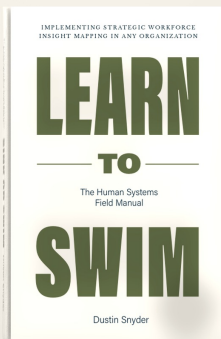
Available on Amazon, Barnes & Noble, and at wayforward.work/book.

FOR YOUR EVENT

- Bulk copies available at a conference rate for attendee giveaways or VIP gifting
- Signing table following the session at no additional fee
- Copies can ship directly to the venue

FOREWORD

Written by Dr. Willie Underwood III, President of the American Medical Association.



NEXT TITLE

Learn to SWIM: The Human Systems Field Manual is in development, a practical implementation guide for HR executives putting Strategic Workforce Insight Mapping to work in their own organizations.

The foreword is written by Todd Corley, Chief People Officer at Carhartt.

ASSETS

AVAILABLE ON REQUEST

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

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

TERMS & LOGISTICS

SO YOUR CONTRACT AND YOUR AV TEAM CAN MOVE

FEE	Starting at \$10,000 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 \$2,500 domestic or \$3,500 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. Dustin 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.

CHECK A DATE

sinkorswim.work

dustin@swim.institute

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