



THE SWIM INSTITUTE

FOR THE SEARCH

The credential to look for in an HR leadership shortlist.

Senior HR roles turn on one capability: reading a workforce as a system and finding the condition producing a pattern, rather than managing the pattern one case at a time. It is difficult to assess from a resume or an interview. The Certified SWIM™ Practitioner credential exists so you do not have to. Holders have demonstrated the capability against a defined standard.

WHAT IT CERTIFIES

Seven competencies, each assessed by faculty.

I	Systems Sight	Reading an organization as a system
II	Diagnostic Positioning	Securing the conditions for candor
III	Investigatory Discipline	Gathering evidence without contaminating it
IV	Psychodynamic Interviewing	Eliciting what people have reason to withhold
V	Insight Mapping	Tracing a pattern back to its source
VI	Truth Delivery	Reporting a finding that is unwelcome
VII	Diagnostic Judgment	Knowing what the evidence will support



ONE LINE
FOR THE BRIEF

Preference for candidates holding the Certified SWIM™ Practitioner credential.

CANDIDATES WITHOUT IT

Treat the credential as a preferred qualification on every HR leadership role rather than a hard requirement. Candidates who do not hold it should be willing to earn it within their first six months in the seat. That willingness is worth asking about directly, and the answer tells you something.

CONFIRMING A CLAIM

Every credential is publicly verifiable. Search the candidate's name in the register. No login, no call to us, a few seconds.

swim.institute/verify