

Smile into the Abyss

Calmness underwater, calmness under pressure.

An experience led by William Trubridge

Experience Overview

As founders and leaders, you spend a lifetime building companies that reflect the best implementable version of your vision. **The gap between your vision and the current reality derives greatly from how you deal with the unknowns in high-stress situations.** But, what if you have been limiting your potential all along? What if your vision was first capped by what you 'knew' to be possible? What if the boundaries you believed to exist were never the real limits but self-imposed? What if you could motivate your team to reach a more impactful version of themselves? Would your current reality be different?

"Smile into the Abyss", an experience led by **18x World Record Free diver, William Trubridge**, will help you reach untapped potential and show you how to perform at your best in moments of fear, stress, and high-stakes consequences.

This experience, exclusive to leadership teams, will push you to redefine what you are capable of and provide a framework for dealing with the unknowns, by facing risk and fear in ways only someone like William can teach.

Goals

1. **Challenge your perceptions of self-capabilities.**
2. **Manage stress and fears while performing your best.**
3. **Build a foundation for better decision-making under pressure.**

What to expect

Through a 3-hour experience, William Trubridge and The Rebellion team, will guide attendees through exercises and practical techniques designed to challenge your belief of what you are capable of. The session will be broken into 2 sections to allow for personal interaction and feedback. Not many people in the world, get to learn from the deepest human alive on how to better perform when facing fear, stress, and challenging circumstances.

The Experience.

The Theory Matters. (20-25 Minutes)

When you feel threatened, your nervous system responds by releasing a flood of stress hormones, including adrenaline and cortisol, which rouse the body for emergency action. Your heart pounds faster, muscles tighten, blood pressure rises, breath quickens and your senses become sharper. Understanding your body, your mind, and your environment is an essential part of improving your capabilities. William and The Rebellion team will lead a conversation about how to use this understanding to break the stranglehold that stress can have over your body and nervous system.

Dive in and experience for yourself. (20-30 minutes)

We all have been part of guided meditation & breathing exercises, but William will show you how to surprise yourself by breaking through your preconceived 'limits.'. Through a guided sequence of exercises, you will learn how to stay calm in the face of uncertainty and extreme stress, while managing risk in a controlled and conscious way.

Ask Away. (20-30 minutes)

This a chance for you to share your own experience, ask questions to William, and further gain knowledge on how to better yourself.

Let's Climb and Test the Skills (1 Hour)

There is nothing like putting into practice and truly absorbing what we all learned. With the help from the coaching staff at the climbing gym, we will get to hit the climbing walls and face our fears, challenge our limits, and have an opportunity to expand our comfort zone. Even for experience climbers, this will be an opportunity to push beyond what you thought possible.

Attendees Requirements

For William and The Rebellion team, there is nothing more paramount than creating a transformational experience for those who attend. Help us make this experience transcendental to you.

- **Be on time.** This is important for the entire experience and for respect for others, so please plan ahead. The experience will start on time, so plan to arrive ahead to grab a space and get comfortable before starting.
- **Dress comfortable.** The experience will be hosted at a local climbing gym and throughout the sessions you will be asked to do some level of physical activity that is better performed with comfortable clothing. Gym or athletic clothing is all good.
- **Eat light, be hydrated.** During the workshop, William will teach some deep breath works techniques that feel better without a very full stomach. Think about what you would eat if you were going for a run in 45 minutes. (We are not running, but can help think of how to eat.)
- **Be ready to be uncomfortable.** The entire session is built around the concept of pushing your boundaries. Be ready to be uncomfortable amongst peers and learn your limits.
- **No experience is needed for climbing.** The gym staff will be there to assist everyone who will jump into the climbing walls. From first-timers to seasoned climbers, this will be an opportunity like no other to expand your comfort zone.

Some Useful Reference Materials

[TedTalk - This is why I free dive": A journey into the deep | William Trubridge | TEDxChristchurch](#)

[William Trubridge: How deep can I Dive?](#)

[William Trubridge 101m CNF World Record Freedive](#)

[EO 360 Podcast Interview with Dave Will](#)

ABOUT WILLIAM TRUBRIDGE

18X WORLD RECORD FREE-DIVER.

Pushing the boundaries. Constantly.

William learnt to swim at the age of 2, and could free-dive to 15m at 8 years old, but didn't begin serious training for the sport until 2003. Initially, he studied in Italy under Umberto Pelizzari and other members of the Italian Apnea Academy, helping to found Apnea Academy International with English translations of the texts.

In 2005 William was the first free-diver to dive at Dean's Blue Hole, now recognized as the world's premier free-diving venue and site of the annual Vertical Blue event. There, in April 2007, he broke his first world record in the discipline of CNF (Constant Weight No Fins), diving to 81m.

Since then he has broken this record multiple times, and in 2010 he became the first human to descend to 100m (330 feet) during Project Hector, an event aimed at bringing awareness to the plight of New Zealand's critically endangered Hector's and Maui's Dolphins.

In July 2016 he furthered this record to 102m (334 feet) as part of the Steinlager Born to Defy project, broadcast live to NZ television. William has also broken the world record multiple times in the Free Immersion discipline, most recently with 124m (406 feet) at Vertical Blue, in May 2016.

In 2019 he became the first person to complete an 'underwater crossing' of a major channel, swimming only underwater over the course of 934 breath holds to cross the Cook Strait between New Zealand's North and South Islands in 9 hours 15 minutes.

He is the founder of Vertical Blue, the most prestigious free-diving event in the world, held annually at Dean's Blue Hole, Long Island, Bahamas. In 2023, William co-founded alongside Jordi Mullor and Siri Østfold, The Rebellion, an immersive experiences organizations that focuses on impactful leadership.

As a keynote speaker, William talks of how he neutralizes stress and fear in his deepest dives; of how to go 'below the surface' of consciousness to access our intuition and creativity; and many more topics, both on stage and virtually.



MEET OUR FOUNDERS

WHY WE EXIST MATTERS.

The Rebellion exists to enable positive change through the nurturing of impactful leaders. We aim to empower all of those who attend our experiences to reach their full human potential. Ultimately, the legacy of our work is a reflection of the leaders they become.



Jordi Mullor
CEO & Co-Founder



"The impact that our experiences can have on our attendees will determine our legacy. We take that fact with huge responsibility and strive to always create moments that will change their lives. It's an honor to have the opportunity to be impactful."

Siri Ostvold
Co-Founder



"To be able to change business and systems, I believe we need to start with ourselves. I see the need of connecting people to their own body, to their surroundings, to their community and with nature to be able to - not only perform in life and business - but to create a new restorative and regenerative world."



William Trubridge
Founding Member



"Our potential is almost always far beyond what we believe, and unleashing it is a magnum opus, and one of life's greatest rewards. My passion is now to share with other individuals and entities the tools that have served me so well in this process."

SUSTAINABILITY & IMPACT

The Rebellion was founded with sustainability & impact in mind. Our core leadership retreats, the **Transformative Immersive Experiences (TIEs)**, focus on enabling leaders to become more impactful individuals, and as a consequence, lead organizations to be more impactful.



We are a **Stripe Climate Member**, which allows us to capture the carbon produced to attend our experiences through decarbonization partners. Overall, 1% of our revenue is directed towards this effort per experience.