

Smile into the Abyss

Calmness underwater, calmness under pressure.

Pool Immersion Session 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 - Pool Immersion Session", 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 groups, 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. **Expand your potential through a living experience.**
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.

Deep Breath Work Poolside. (20-30 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 will lead a breath work session to prepare for the pool immersion using techniques learned through more than two decades of record-breaking free diving.**

Unlocking Your Potential (45 -60 minutes)

In a unique setting, William will lead all attendees through a pool immersion underwater. Attendees will be paired with one another and be able to practice and expand their limits through deep breath holds. This will be a fear-shattering and potential-expanding moment most folks will remember for a long time. Staying calm in the face of uncertainty and extreme stress, while managing risk in a controlled and conscious way is a skill every leader must have. Attendees will learn to push beyond the natural resistance achieving higher results.

Absorbing Knowledge. (20-30 minutes)

Adapting what was experienced into the business world is what this is all about. The Rebellion team will facilitate the session focusing on bringing home the lessons learned from the experience.

Connecting as a team (Rest of the evening)

Nothing is better than sharing what you just felt and experiencing. We will get to socialize and ask William and The Rebellion team about whatever comes to your mind. It's that time to learn without an agenda.

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 pool and throughout the sessions you will be asked to jump in the pool and perform some breath holds underwater. Make sure you feel comfortable in your swimsuit. Bring a change of clothes for after.
- **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.** No previous diving, free diving, or swimming experience is needed. We will have enough safety staff for everyone to feel safe. You will be underwater at your own personal limit, so do not worry about being pushed beyond your limits. This will be an opportunity like no other to expand your comfort zone with the best in the world.

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](#)

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.