



# Mental Toughness

## Training Program for Skydiving

A specialized program tailored for skydivers, aimed at helping them face their fears, manage their emotions, decrease stress, increase motivation, and improve overall performance.

**S**

SPORTS

**M**

MOTIVATION

**I**

INSPIRATION

**L**

LEADERSHIP

**E**

ENERGY

## WHY DID WE CREATE THE SMILE PROGRAM FOR SKYDIVING?

- Skydiving is often considered one of the most stressful sports and leisure activities, carrying a reputation for being high risk and dangerous.
- To help tandem clients, fun jumpers, AFF students, instructors and professional skydivers, manage their fears, control their emotions, and build resilience to stress.
- Creating a relaxed and stress-free environment from the instructor's perspective can significantly enhance the experience for tandem students.
- AFF and A-License candidates, along with canopy course and students of other specialties can progress more effectively and rapidly with a lower level of stress.
- At the Drop Zone level, if management and staff maintain a relaxed demeanor and implement stress resilience techniques, it can lead to a more enjoyable and profitable operation.



## WHO IS THE SMILE PROGRAM DESIGNED FOR?

- Fun jumpers and AFF students who are interested in improving how they confront fear, manage stress, while controlling their nerves and emotions.
- Skydivers who want to learn how to perform under extreme pressure, such as facing malfunctions, executing emergency procedures and a cutaway, off-landings, etc.
- Skydiving instructors interested in helping their tandem clients and AFF students perform better under pressure.
- Advanced and professional skydivers aiming to enhance their competitive performance under pressure or those struggling to achieve results due to poorly managed emotions and stress.
- Drop zone managers, staff, and personnel who face substantial workloads and often deal with physical conditions that could be improved while enduring significant levels of personal and professional stress.

**Drop Zones - Clubs - Academies - Universities -  
Teams - Sponsors - NGOs & Federations**

The SMILE program is versatile and can be tailored for Drop Zones, clubs, skydiving schools, teams and federations.  
It is offered in both Spanish and English.



## THE PRINCIPLES OF THE SMILE SYSTEM

- The program incorporates Pancho Campo's experience as a mental coach during his career as an ATP tennis professional, Olympic captain, as well as extreme athlete, adventurer, scuba diver and skydiver.
- Pancho Campo has also worked closely with elite athletes, business professionals, entrepreneurs, artists, and some of history's most influential leaders such as President Obama, Sting, Enrique Iglesias, Andre Agassi, and Vice President Al Gore, Eric Cantona, etc.
- It is also based on lifetime experiences lived by Pancho, such as a kidnapping in South Africa, scuba diving under the Arctic ice, or with sharks in the Caribbean.
- The program offers an array of techniques under the supervision of psychologist Marilén Barceló, PhD, in collaboration with a team of specialists such as doctors, nutritionists, and fitness experts.
- Pancho enhances this program with his extensive experience as a USPA D-licensed skydiver, including HALO jumps, skydiving from balloons, and helicopters in different drop zones around the world.



SPORTS



MOTIVATION



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## **A HIGHLY EFFECTIVE PROGRAM WITH DEMONSTRATED RESULTS**

### **SMILE TRAINING PROGRAM FOR SKYDIVING**

- A program combining classroom lectures and practical sessions
- Sessions of instruction conducted in person.
- The programs are personally conducted by Pancho Campo.
- 12 video-recorded sessions as an added value to the program.
- The SMILE book for every participant (available only in Spanish)
- Typically, the Program spans over 2 days.
- SMILE program merchandising.

### **WE HELP YOU CONFRONT FEAR**

- Effective management of fear and stress can only be taught by a coach who has personally confronted his own challenges.
- Pancho Campo has courageously confronted fear in many roles, including as a tennis professional, entrepreneur, scuba diver, and while skydiving from 25,000 feet.
- Moreover, he has endured the trauma of being kidnapped in South Africa and faced the daunting experience of being wrongfully accused and wanted with an Interpol Red Notice.





# THE SMILE PROGRAM

The SMILE Training Program provides an interactive blend of classroom lectures alongside practical training and real skydiving scenarios. It also features practical sessions focused on relaxation, breathing techniques, point preparation, emotional control, visualization, etc.



## Session 01: Introduction to Fear

In this opening session, Pancho Campo introduces the foundation of the SMILE program, drawing from his experiences as a tennis professional, coach, skydiver, and adventurer. He also shares some personal challenges he has faced. We encourage the organizers to include not only the participants but also coaches, DZ staff, fun jumpers, etc.



## Session 02: Stress and Anxiety

During this session, we explore the nature of stress, covering its origins, symptoms, side effects, and the potentially harmful consequences of poorly managed fear, both on and off the DZ. He will also demonstrate how effectively managing stress can actually become an advantage.



## Session 03: Balance

This chapter centers on the idea of balance, highlighting the four essential pillars needed to achieve peak performance. It underscores that remarkable accomplishments in both professional and athletic realms stem from attaining an optimal equilibrium among mental, physical, spiritual, and emotional dimensions.



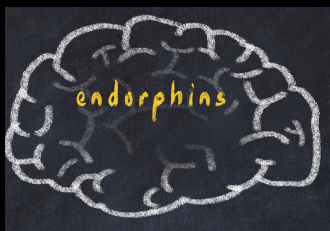
## CHAPTERS OF THE SMILE PROGRAM

(Cont.)



### Session 04: Breathing Techniques

Proper breathing techniques are crucial for enhancing performance, promoting calmness, managing stress and anxiety, and improving sleep quality. This workshop is highly effective and practical for cultivating our breathing skills. Skydivers will attend a classroom briefing followed by practical sessions both before boarding, on the plane, jumping and landing.



### Session 05: Endorphins

The SMILE program offers techniques and activities aimed at facilitating the release of endorphins, often referred to as happiness hormones. These substances are essential for relaxation, stress management, and emotional well-being.



### Session 06: Rituals

This session explores the definition and significance of rituals, often referred to as positive habits, and outlines strategies for their effective integration into our personal and professional lives to enhance focus, performance, and overall effectiveness. This is also a mixed session combining theory and practice.



### Session 07: Practical Sessions

The program incorporates practical sessions where participants and instructors can learn various techniques for managing stress, controlling emotions, improving concentration and focus, as well as practicing visualization, rituals, and mindfulness.



## VIDEO SESSIONS OF THE SMILE PROGRAM

SMILE also offers 12 chapters of video recordings that help enrich the program. These online lectures are conducted by a diverse group of psychologists, doctors, coaches, and physical trainers. Participants can watch them on demand at their own pace.



01. Stress and Anxiety Management



02. The Pursuit of Balance



03. Conquering Fear



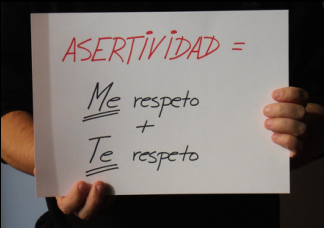
04. Sport as a Stress Reliever



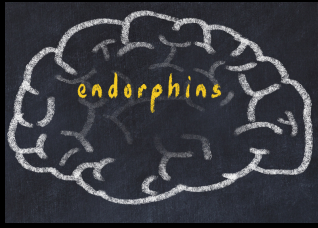
05. Nutrition and Diet



06. Anti-ageing Medicine



07. Self-Esteem and Assertiveness



08. Endorphins



09. Breathing



010. Hydration & Travel



011. Positive Thinking



012. Rituals



## WHAT CAN YOU ACHIEVE AND IMPROVE?

- Confronting fear
- Controlling your emotions
- Strategies for a balanced life
- Managing time VS energy
- Stress resilience
- Positive thinking
- Endorphins
- Rituals & Healthy habits
- Effective breathing techniques
- Managing nerves and anxiety
- Relaxation methods
- Nutrition
- Mindfulness
- Peak performance under pressure
- Self-motivation and inspiration
- Traveling efficiently

## SMILE - THE BOOK

SMILE is a book published by Pancho Campo through the esteemed Planeta Group. It draws upon Pancho's remarkable life experiences and his collaborations with elite athletes, artists, and prominent leaders.

Pancho shares with readers the strategies he has cultivated to confront fear, manage stress, and enhance personal performance. It serves as an ideal complement to the SMILE Program.

The book is enriched by remarkable anecdotes drawn from his personal and professional life, alongside his experiences as an entrepreneur, explorer, adventurer, and professional athlete.



\*Available only in Spanish - English version in 2026





## EXAMPLE OF THE PROGRAM

### Day 1

- 08.00 - 09.00 - Welcome & Introduction
- 09.00 - 10.30 - Mental Toughness
- 10.30 - 11.00 - Coffee Break
- 11.00 - 12.30 - Breathing Techniques
- 12.30 - 01.30 - Lunch Break
- 01.30 - 02.00 - Rituals & Healthy habits
- 02.00 - 03.30 - Practical Session
- 03.30 - 03.45 - Break
- 04.00 - 05.00 - Balance

### Day 1

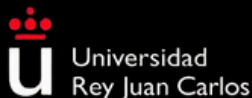
- 08.00 - 09.00 - Mental Toughness Review
- 09.00 - 10.30 - Fitness & Nutrition
- 10.30 - 11.00 - Break
- 11.00 - 12.30 - Practical Session
- 12.30 - 01.30 - Lunch Break
- 01.30 - 02.00 - Fitness & Nutrition
- 02.00 - 03.30 - Practical Session
- 03.30 - 03.45 - Break
- 04.00 - 05.00 - Mindfulness & Visualization
- 05.00 - 05.30 - Closing & Awards





## PANCHO CAMPO PROGRAM FOUNDER

- A former tennis professional, who coached ATP players and was an Olympic captain during the 1992 Barcelona Games, in addition to being a coach and a Davis Cup champion.
- Trained in Lifestyle and Wellness Coaching at Harvard Medical School. He also pursued a medical career and earned an MBA.
- As the CEO of Chrand Events, he has worked closely with President Obama, Vice President Al Gore, Andre Agassi, the Emir of Qatar, filmmaker Francis Ford Coppola, and musical icons like Sting, Pink Floyd, Tom Jones, and Enrique Iglesias.
- In his role as President of the Planet Future Foundation, he has embarked on expeditions to Greenland, the Arctic, Africa, the Caribbean, and various coral reefs. An authentic adventurer, Pancho is a certified PADI scuba diving instructor.
- First non-military Spaniard over the age of 60 to complete a HALO jump from 25,000 feet. USPA D-licensed skydiver, with a wide experience including HALO jumps, skydiving from balloons and helicopters in different drop zones around the world.





## **DR. MARILEN BARCELO**

### **PSYCHOLOGY EXPERT**

Dr. Marilén Barceló is a distinguished psychologist with a robust academic foundation and considerable experience across multiple domains of clinical psychology. Her professional journey exemplifies her dedication and commitment to the well-being and mental health of her patients.

Marilén obtained her PhD in Psychology cum laude from the Blanquerna School of Psychology, Education, and Sports Sciences at Ramon Llull University. This accomplishment reflects her academic distinction and her capacity to undertake high-caliber research in the realm of psychology.

She also possesses the Official Psychologist's Certificate as a specialist in clinical psychology, conferred by the Ministry of Education. This recognition affirms her expertise and proficiency in delivering specialized psychological care.

Marilén Barceló earned a Master's degree in Clinical Psychology, specializing in cognitive-behavioral, constructivist, and systemic approaches, from Ramon Llull University. This education equips her with a diverse array of therapeutic methodologies, enabling her to tailor her interventions to the specific needs of her patients.

She possesses experience and training in the realm of social addictions, equipping him to tackle issues associated with social and behavioral dependencies.



Several celebrities with whom we have partnered have offered invaluable practical insights that have significantly contributed to the development of Smile.

- Al Gore  
Vice President of the United States
- Barack Obama  
44<sup>th</sup> President of the USA
- SAR Tamim bin Hamad Al Thani  
Emir of Qatar
- Sting  
Legendary Singer
- Nasser Al-Kholeify  
President of Paris Saint-Germain
- Eric Cantona  
Soccer Legend
- Francis Ford Coppola  
Hollywood Director
- Emilio Sánchez  
Tennis professional
- Andre Agassi  
Tennis icon
- Kofi Annan  
United Nations Secretary-General
- Manuel Santana  
Tennis legend



# Testimonies



"I would like to extend my congratulations to Pancho Campo for his remarkable leadership, which is truly exceptional. Additionally, I wish to commend you, Pancho, for your exemplary character and for your friendship. It has been a pleasure collaborating with you."

## **Al Gore**

US Vice President and Nobel Laureate



"I strongly recommend attending Pancho Campo's lectures, reading his book, and contemplating his proposals."

## **Sergio Scariolo**

National Basketball Coach, NBA Champion, and World Champion.



"I would like to extend my congratulations to Pancho Campo for his initiatives and commend him for his exceptional leadership."

## **Kofi Annan**

UN Secretary-General and Nobel Laureate



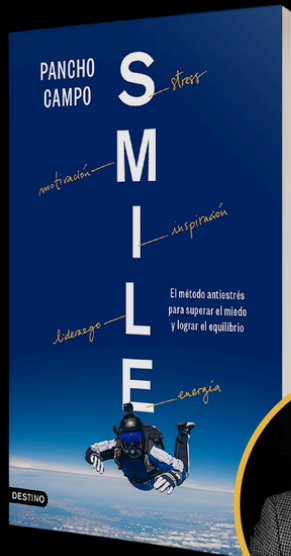
"Pancho has helped numerous young individuals and adults in managing stress, exceeding their potential, and achieving greater self-confidence".

## **Manuel Santana**

Tennis Icon - Wimbledon Champion



# Merchandising



SPORTS



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## Collaborating Organizations and Contacts



### The American College in Spain

The American College in Spain, located in Marbella, offers accredited American High School and university programs through partnerships with the University of Missouri and Keiser University. Students that take part in this course will receive a Diploma of Attendance issued by The American College in Spain.

[www.americancollegespain.com](http://www.americancollegespain.com)



### Planet Future Foundation

The Planet Future Foundation was established with two distinct objectives that are vital to the future of our planet and society. Firstly, it seeks to enhance awareness regarding the significance of environmental conservation. Secondly, it endeavors to empower future generations and safeguard their mental well-being.

[www.planetfuturefoundation.org](http://www.planetfuturefoundation.org)



### Chrand Events USA

Agency with more than 30 years of experience in organizing significant events globally. Its team has had the honor of collaborating with prominent leaders such as Kofi Annan, Barack Obama, and Al Gore, among other distinguished individuals. Chrand Events has produced concerts, sports events, trade shows, and events associated with the environment. The company has worked closely with celebrities including Sting, Pink Floyd, Enrique Iglesias, Andre Agassi, Stefan Edberg, Pat Cash, Eric Cantona, and Francis Ford Coppola, among others.

[www.chrandevents.com](http://www.chrandevents.com)

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