



A Mental Toughness Coaching Program for Tennis

A program tailored specifically for players, coaches, and parents, aimed at teaching them how to overcome fear, manage emotions, alleviate stress, increase motivation, and improve overall performance.



WHY HAVE WE DEVELOPED THE SMILE PROGRAM FOR SPORTS?

- Athletes, particularly tennis players, face unique stress-related challenges; mental resilience is crucial for their performance, accounting for over 80% of success at the professional level.
- Many experts recognize stress as a major factor contributing to health issues, affecting personal and professional performance alike.
- Despite its significance, stress management is often overlooked.
- Numerous athletes competing in high-pressure sports struggle with emotional regulation and stress management, underscoring the necessity for support from coaches, family, and friends.
- SMILE stands for Sports, Motivation, Inspiration, Leadership, and Energy, which are vital components of this system. Furthermore, smiling triggers the release of endorphins that aid in effectively managing fear and stress.



THE PRINCIPLES OF THE SMILE SYSTEM

- The program presents a diverse array of techniques developed by Pancho Campo with the support of Dr. Marilén Barceló, in collaboration with a team of specialists such as doctors, psychologists, nutritionists, and fitness experts.
- Our team possesses extensive experience drawn from the high-level sports competition, extreme sports, the corporate and academic arenas. They have worked with elite athletes, business professionals, entrepreneurs, artists, and some of history's most influential leaders.
- The program also incorporates Pancho Campo's experiences confronting fear during his career as a tennis coach, Olympic and Davis Cup captain, as well as during expeditions and extreme sports challenges, as well as his personal encounters with adversity, including a kidnapping in South Africa.
- Our objective is provide the participants with the tools to confront fear, manage stress, control their emotions to attain peak performance in difficult environments, while simultaneously inspiring others.



SPORTS



MOTIVATION



INSPIRATION



LEADERSHIP



ENERGY



WHO IS THIS PROGRAM FOR?

This program is tailored for:

- Coaches seeking to incorporate mental toughness techniques into their coaching methodologies.
- Club and academy directors, tournament managers,** and others who manage heavy workloads and often encounter physical challenges that could be improved while navigating high levels of personal and professional stress.
- Players eager to face their fears, manage stress and emotions, as well as alleviate anxiety to boost their performance in both professional and personal contexts.
- Advanced and professional tennis players looking to improve their tournament performance under pressure or those who struggle to achieve results due to inadequately managed emotions and stress.
- Parents of tournament players who wish to manage their own stress and emotions to better support their sons or daughters.

Clubs - Academies - Schools - Universities - Sponsors, Teams & Federations

The SMILE program is versatile and can be tailored for clubs, academies, schools, universities, sports organizations, NGOs, and federations. It is offered in both Spanish and English.



A HIGHLY EFFECTIVE PROGRAM WITH DEMONSTRATED RESULTS

SMILE TRAINING PROGRAM FOR RAQUET SPORTS

- A program combining classroom lectures and on-court sessions
- 6 to 8 sessions of instruction conducted in person.
- The practical sessions are personally conducted by Pancho Campo.
- 12 video-recorded sessions to be watched on-demand.
- The SMILE book for every participant (available only in Spanish)
- Schedules will be established in agreement with the participants.
- Typically, the Program spans over 2 days during the weekend.
- 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 sought by Interpol.





THE SMILE PROGRAM

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

Typically, the SMILE Program spans over 2,5 days during the weekend.



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 parents, coaches, club managers, and staff in the course.



Session 02: Stress and Anxiety

During this session, Pancho will explore the nature of stress, covering its origins, symptoms, side effects, and the potentially harmful consequences of poorly managed stress, both on and off the court. 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.



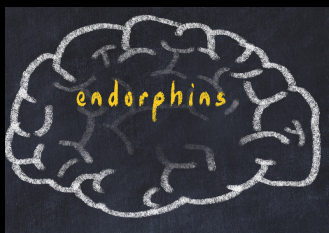
CHAPTERS OF THE SMILE PROGRAM

(Cont.)



Session 04: Breathing Techniques

Practicing proper breathing techniques is crucial for enhancing performance, promoting calmness, effectively managing stress and anxiety, and improving sleep quality. This workshop is highly effective and practical for cultivating our breathing skills. Players will attend a classroom briefing followed by a practical session on court.



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 on-court practice.



Session 07: On-court Session

The program incorporates practical on-court sessions where participating players and coaches 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 enrich the program. These online lectures are conducted by a diverse group of psychologists, doctors, coaches, physical trainers, and Pancho Campo. Participants can watch them on demand at their own pace.



01. Stress and Anxiety Management



02. The Pursuit of Balance



03. Conquering Fear



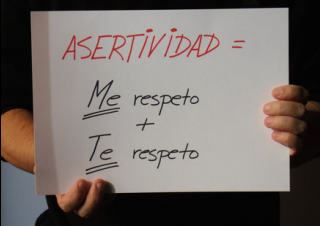
04. Sport as a Stress Deliever



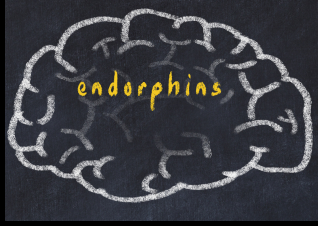
05. Nutrition and Diet



06. Anti-ageing Medicine



07. Self-Esteem and Assertiveness



08. Endorphins



09. Breathing



10. Hydration & Travel



11. Positive Thinking



12. Rituals



WHAT CAN YOU ACHIEVE AND IMPROVE?

- Confronting fear
- Strategies for a balanced life
- Managing time VS energy
- Controlling your emotions
- Managing stress
- Positive thinking
- Endorphins
- Rituals & Healthy habits
- Effective breathing techniques
- Managing nerves and anxiety
- Relaxation methods
- Efficient yet pleasurable nutrition
- Mindfulness
- Peak performance under pressure
- Self-motivation and inspiration
- How to travel more 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 - 08.30 - Registration & Welcome
- 08.30 - 10.00 - Intro to Mental Toughness
- 10.00 - 10.15 - Break
- 10.15 - 12.00 - Practical Session 01
- 12.00 - 01.00 - Lunch
- 01.00 - 02.00 - Breathing
- 02.00 - 03.15 - Practical session 02
- 03.15 - 03.30 - Break
- 03.30 - 04.30 - Fitness & Nutrition
- 04.30 - 06.00 - Confronting Fear

Day 2

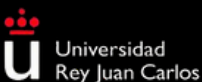
- 08.00 - 08.30 - Morning Briefing
- 08.30 - 09.30 - Balance
- 09.30 - 10.30 - Practical session 03
- 10.30 - 10.45 - Break
- 10.45 - 12.00 - Rituals
- 12.00 - 01.00 - Lunch
- 01.00 - 02.00 - Fitness & Nutrition
- 02.00 - 03.30 - Practical session 04
- 03.30 - 03.45 - Break
- 04.00 - 05.00 - Closing session





PANCHO CAMPO PROGRAM FOUNDER

- A former tennis professional, ATP coach and was the Olympic captain during the 1992 Barcelona Games, in addition to being a coach and a Davis Cup champion.
- Pancho was the Director of the prestigious Bollettieri Tennis Academy in Europe and has participated in clinics with Andre Agassi, Pat Cash, Stefan Edberg, Toni Nadal, Emilio, and Arantxa Sánchez-Vicario, among many other tennis legends.
- Pancho is a USPTR Professional, a Master Tennis Professional by the Bollettieri Tennis Academy, and a GPTCA A-level coach who has attended numerous courses on mental toughness training for sports.
- He recently completed training in Lifestyle and Wellness Coaching at Harvard Medical School. Additionally, Pancho pursued a medical career and earned an MBA.
- As the CEO of Chrand Events, he has organized events featuring figures including President Obama, Vice President Al Gore, as well as the Emir of Qatar, filmmaker Francis Ford Coppola, and musical icons like Sting, Pink Floyd, Tom Jones, and Enrique Iglesias.
- An authentic adventurer, Pancho is a certified scuba diving instructor who has dived with sharks and under the Arctic ice in Greenland. He is also a certified USPA skydiver who, in 2024, became the first non-military Spaniard over the age of 60 to complete a skydive from 25,000 feet.





DR. MARILEN BARCELO

ACADEMIC DIRECTOR

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
44th 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



MOTIVATION



INSPIRATION



LEADERSHIP



ENERGY



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



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



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

Chrand Events USA

T/WhatsApp: +34 653 77 14 11

T / SMS: +1 (786) 212 9226

Email: info@chrandevents.com

www.smilessystem.org

www.chrandevents.com