

**KEYNOTE
TAKEOUTS**

Goal Setting and "Grit"
Importance of Team
Company Culture
Practising a Resilience
Mindset

**RYAN
STRAMROOD**

ADVENTURER & INSPIRATIONAL SPEAKER

WHO IS RYAN STRAMROOD?

A dip into Ryan Stramrood's swimming CV is impressive, and cold! He has already completed over 100 Robben Island-to-mainland crossings and swam solo across the notorious English Channel.

With a team of South Africans, he swam the first official "Ice Mile" in -1°C water in Antarctica, completed a swim in the Jokulsarlon Glacier Lagoon in Iceland, and competed in the IISA World Championships in Borghausen, Germany, and this is just the tip of the proverbial iceberg of his swimming achievements!

Beyond Ryan's physical prowess, this born-and-bred Capetonian is a gifted speaker whose telling of a personal journey of challenge and discovery is deeply inspiring.

“What if you could flick a switch that took you from self-protect mode to self-explore?”

Ryan takes his audiences on a journey with him. Through story telling and strong visuals, he illustrates just how limited and governed we all are, in every aspect of our lives, by believing in our own limitations. *How we under achieve in our comfort zones and how each and everyone of us can push past impossible.*

“Ryan is a great story teller with seriously impressive achievements in open water and ice swimming.”

Lewis Pugh, Author and UN Patron of the Oceans

“Ryan is an amazing presenter! He will take you with him all the way and make you part of his storyline. I can highly recommend corporates and any other entities to make use of Ryan to inspire and motivate their employees, teams and management or memberships of affiliations. Ryan is also one of the nicest personalities around and easy to deal with. WOW! “

Kobus Kleyn, Financial Expert and MDRT Country Chairman, Liberty Group

“I'm so glad we asked you to be our guest speaker! Your story, your positive message and the linkage between our theme and what we need to do as a business and your life changing experiences were literally spot on, so thank you.”

Laurence Hipkin, President, EEMEA UK

As the founding members of the International Ice Swimming Association (IISA), we wanted to achieve an official world first Ice Mile south of the Antarctic Circle.

As one of the three who completed the challenge, out of the six making the attempt, the lessons I learned from pushing myself so far beyond what nearly everyone believed to be impossible, have helped me to understand the power of the human mind and it's propensity to hold us back.

The psychological anxiety from the Leopard Seal's we stood to encounter on this challenge, on top of an impossible distance in minus 1°C water, made this a pivotal challenge for me and the focus of my primary keynote talk.



ANTARCTICA

“We wanted to attempt a world first ‘ICE MILE’ swim south of the Antarctic Circle.”

After establishing the International Ice Swimming Association (IISA), three of the South African founding members were invited to partake in an event in Tyumen, Siberia.

Still new to the challenge of ice swimming, the team arrived to meet MINUS 33 °C ambient temps, a very curious local media and a truly petrifying situation as we stood on the side of the 25m “pools” which were cut into a frozen lake.

This has been one of the best stories and adventures to date. A 24hr whirlwind of emotion and mental conquering.

A journey from “This is impossible” all the way to SUCCESSFULLY accomplishing the 1km distance.



SIBERIA

“One of the most insane South African stories.”



NORTH CHANNEL DOUBLE RELAY

Ryan Stramrood represented South Africa in a WORLD FIRST two-way relay attempt to cross the notoriously difficult North Channel; Swimming from Ireland to Scotland and then back to Ireland, a total distance of 70km in 12 degree C water temperatures.

Against massive odds and going against the expert advice, the team had to make difficult decisions prior to their attempt.

They faced unbelievable challenges in the icy waters, as a result of the poor weather, extreme distance and the violent Lions Main jellyfish poisoning which ravaged the team.

The double crossing took just over 29hrs for the 6-person team which was made up of swimmers from Ireland, Sweden, Finland, Estonia, Czech Republic and South Africa.



“Nothing could really prepare me for what this challenge would require mentally and physically.”



JOKULSARLON GLACIER LAGOON, ICELAND

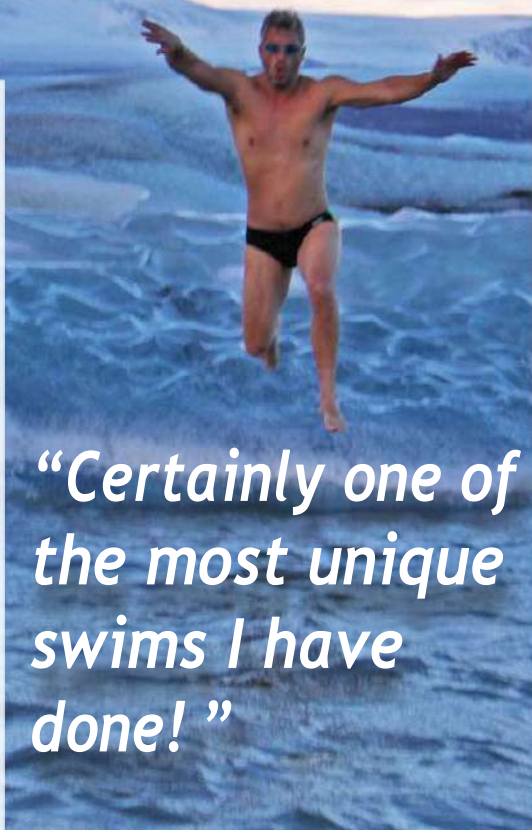
Jokulsarlon, Iceland is certainly one of the most unique swims I have done.

The goal was different. It was a TV production which required a different discipline, shoots, re-shoots, dialogue, multiple entry, much exposure and the rudimentary recovery facility of a warm van.

But again, a firm reminder as to just how deadly exposure to ice water is, how focused the mind needs to be to extend a period and to perform physically in these temperatures. How quickly one starts to believe in one's own limitations – a mental defense mechanism with which I am so familiar. How profoundly the body reacts and the speed of its shut down. How painful the recovery process is and, of course, how unbelievably exhilarating the feeling is once the body returns to normal temperature and how the adrenaline pumps through my veins.



“Certainly one of the most unique swims I have done!”



Ryan Stramrood Swimming and Speaking
Published by Gillian Attwood [?] · April 7 · €

#WORLDHEALTHDAY I'm not a professional athlete. I'm not superhuman. My body doesn't have any special abilities. My story isn't about winning or losing or success or failure. It's a story about pushing beyond my own perceived limitations, about learning. <https://youtu.be/gfDuXwGHIL4>



Ryan Stramrood: Inspirational Speaker and Record Setting Swimmer.

Ryan insists he is your quintessential "Average Joe" and is proving that you don't need to be anything...

YOUTUBE.COM

Two Oceans Aquarium
September 8 at 8:38am · €

Meet Ryan Stramrood Swimming and Speaking - a record setting ice swimmer and gifted speaker whose telling of a personal journey of challenge and discovery had us deeply moved. (He's also a SASSI supporter, like us!)



Ryan Stramrood: Ice and inspiration

Not only is Ryan a businessman, family man, ice swimmer, record setter and inspirational speaker; he is also a Southern African Sustainable Seafood Initiative (SASSI) ambassador. We simply had to find out more.

AQUARIUM.CO.ZA



russellmartin
Fancourt - South Afr... Follow

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russellmartin Fantastic talk from @ryanstramrood at the @permodicand_sa #PRSAFancourt conference - covering a wide range of topics from "pushing past impossible" to speedos. So many speedos... 📺
thenj_m The video 📺
gillstrawberry This is awesome :)

Log in to like or comment.

Ryan Stramrood Swimming and Speaking added 2 new photos.

Published by Gillian Attwood [?] · November 25, 2015 · Cape Town · €

Trying to act natural while filming the "day in the life" footage for Power& on insight.tv #Iceland #gearupgetout Cape Union Mart



Ryan Stramrood Swimming and Speaking
Published by Gillian Attwood [?] · June 2 · €

A room about to fill with proper energy at the annual NMG conference in Gold Reef City. Can't wait!



Top swimmer in blanket drive | IOL

EXTREME open water and ice swimmer Ryan Stramrood, partnering with Snow World Grand West and Little Fighters Cancer Trust, ...

WWW.IOL.CO.ZA

Ryan Stamrood Swimming and Speaking

Published by Gillian Attwood [?] · July 5 · 🌐 · 🌐

READ: In this month's issue of Men's Health magazine



Ryan Stamrood Swimming and Speaking

Published by Gillian Attwood [?] · January 14 · Cape Town · 🌐

This is possibly the most bizarre photoshoot I have ever attended, the results of which featured on the cover story for the Discovery Health Online Magazine. Great interview with Lee-Anne Spurdens and includes some tips for cold water swimming if you are taking part in the Discovery World Triathlon this year.

<http://www.discoveryforme.co.za/fitness-sport/mind-games/>



Ryan Stamrood: Ultra-extreme average Joe -DiscoveryForMe

Ryan Stamrood is a South African Ultra Extreme Open Water and Ice swimmer, and inspirational speaker.

DISCOVERYFORME.CO.ZA

Ryan Stamrood Swimming and Speaking shared

Expresso Morning Show - SABC 3's photo.

Published by Gillian Attwood [?] · July 16 · 🌐

On the Expresso Morning Show - SABC 3 yesterday morning chatting about our #mandeladay blanket drive this Sunday at Snow World GrandWest Casino and Entertainment World for Little Fighters Cancer Trust



Ryan Stamrood Swimming and Speaking shared

Insight's photo.

Published by Gillian Attwood [?] · March 18 · 🌐

The episode of Power& we filmed in the Jokulsarlon Glacier Lagoon in Iceland last November, is going live tonight on Insight #insight.tv but it's not available in SA!! Going to get a copy from the producers



Insight

March 17 · 🌐

Would you like to enjoy an ice bath before the winter is over? If you feel like cooling down, don't hesitate to join Ryan Stamrood Swimming and Speaking, an extreme ice swimmer who travels the world in a constant quest for a new challenge.

Watch him push all his limits in "Power&...".
Tonight at 21:50 (CET) on insight.tv/live

Very important negotiations with these two at @wwfsassi HQ while I #gowildforwildlife to create awareness and raise funds for Cape of Good Hope SPCA Wild animals belong in the wild. Please donate www.givengain.com/ap/strammie



Ryan Stamrood Swimming and Speaking

Published by Gillian Attwood [?] · September 8 at 10:32am · 🌐

We are off the starting blocks with 2 awesome donations to the #GoWildforWildlife campaign, THANK YOU! We want to overshoot our target of R5000, so please, visit this link and support, any amount helps <https://www.givengain.com/ap/strammie> Cape of Good Hope SPCA SASSI



Ryan Stamrood #GoWildforWildlife

For all info on the #GoWildforWildlife campaign and other challenges: <https://capespca.co.za/go-wild-for-wildlife/> On the 13th September I have accepted...

GIVENGAIN.COM



YPO DINNER - HUGUENOT TUNNEL

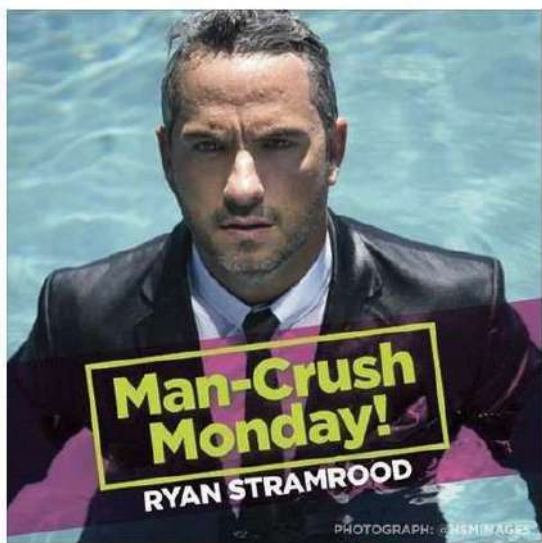
About to jump in from the Island for @theodoreyach 100th Robben Island swim. See you in 3 Anchor Bay



Ryan Stramrood Swimming and Speaking

Published by Gillian Attwood [?] · August 17 · €

Set up and ready to present to the full Pernod Ricard group at their conference in Fancourt Country Club & Golf Estate



Women's Health South Africa
May 23 · €

#MenCrushMonday and we're crushing madly on Ryan Stramrood Swimming and Speaking – SA Ultra Extreme Open Water & Ice Swimming Champ and world-record setting legend! Catch him in the July issue of Men's Health South Africa! And... he has a personal message for us. Video to follow soon...

PAFSA added 11 new photos.
September 9 at 3:50pm · €

PAFSA proudly presents the PAs who received their Crystal Awards for having attended and participated in at least four annual PAFSA PA Summits. Congratulations. And you got to receive your crystal from none other than the MAN himself!



Into the deep end

What if you could flick a switch that took you from self-protect mode to self-explore? Business owner **Ryan Stramrood** used endurance swimming to catapult his company to the next level



PHOTOGRAPH BY GUY ARAUJO/GETTY IMAGES/REX USA

Most of us live inside the confines of a box, where a steady job and a moderate level of risk exists.

Why? Because it's comfortable. And the mind is designed to keep us safe. But it's often more overprotective than it should be -- and it could be holding us back from all that exists outside the box.

When the owner of Stramrood Connect, an advertising agency, Ryan Stramrood nervously signed up for his first swim squad 19 years ago, he was a self-

confessed couch potato who could barely manage 20 lengths of the pool. He wasn't a superhuman athlete, by any stretch of the imagination. Fast forward to the present and his achievements include a solo swim across the

notorious English Channel, the first official '10 mile' in Antarctica, and the world's first swim around the southernmost tip of South America. At the time of writing, he's preparing to attempt his 100th Robben Island crossing. Stramrood does all his cold-water swimming without a wetsuit.

The 45-year-old Capetownian shares the lessons endurance swimming has taught him about

aiming high in business, taking risks and the importance of teamwork.

Q: What did hitting the wall during your English Channel crossing teach you about your capabilities?

Ryan Stramrood: Death is a real outcome in extreme conditions. Because pain, panic and fear had accentuated my self-doubt, I believed my body was finished. And yet, I still managed to swim for another four and a half hours in rough, cold conditions. I'd done an endurance sport and managed to carry on, even though in my mind it had seemed impossible at the time.

I began to think of times in business when I'd convinced myself I'd reached the endpoint. For example, when I'd believed a target was too high. Now, I view the curveballs and red tapes of the corporate world in the same way I would a body of ice water.

Q: How do you prepare, physically and mentally, for swimming in such dangerous conditions?

R: The real danger is when you

get out of the water, warm blood rushes back to your extremities from your core, which means your core temperature drops. Regularly sitting in ice baths conditions my body to cope with these circumstances, but it also helps my mind to understand the processes that are happening in my body.

Q: You swim in the choppiest, coldest water, sometimes at night. That's hardly playing it safe. Has this made you more confident about taking risks in your own business?

R: I run a small advertising company, which is an outsourced sales solution. Before I started swimming, I would shy away from pitching an account I believed was geared toward a much bigger organisation than mine. I'd think, "Why would they choose me?" Now, I go in balls to the wall and I fight for it. Often I fail, sometimes I succeed. But every time I learn. If you don't try, then you've already failed.

Q: You're a business owner, father and an endurance swimmer. What's the secret

to fitting it all in?

R: First and foremost, I compromise in favour of spending time with my son. Then comes my full-time job - which involves international travel because I'm also a public speaker - followed by 12-14 hours of swimming.

Q: Swimming is a solo sport, but you can't do the endurance swims you do without solid support. What have you learnt about teamwork?

R: If you think you're doing everything yourself, you're wrong. When I was swimming the one-mile distance in Antarctica, I hit the wall at around 25 minutes [the total time Ryan spent in the water was 32 minutes]. I felt like everything was shutting down. That's when I realised my team had become my umbilical cord. They were sitting a metre and a half away from me on a rubber duck, making eye contact, clapping and giving me the thumbs up. Without their support, I would've lost confidence and pulled out, as death seemed imminent.

It's easy to take that into business. Yes, you need someone brave enough to be the leader and to put themselves in the danger zone, but if you don't have support, you're only operating at 50%.

Q: How has swimming changed your outlook overall?

R: There were only two outcomes for me in Antarctica: either my core temperature would warm up in Antarctica, or Antarctica would cool me down. It's taught me about where the endpoint is in your head, but on the other side of that, there's a margin, and if you're responsible enough to play on the other side of that line, you'll accomplish and learn so much more. That's where the magic happens.

Swimming has taken me from couch potato to standing on a stage in front of thousands of people, telling them my story and helping them to change their mindsets.

— LISA ABDELLAH

“If you're responsible enough to play on the other side of that line, you'll accomplish and learn so much more



JUL-AUG 2019 / 57



THE ADVENTURIST

ONE IMPOSSIBLE CHALLENGE. ONE INCREDIBLE GUY. GO.

MensHealth

The Cold Embrace

AWASH WITH PHYSICAL AND MENTAL HEALTH BENEFITS, COLD-WATER SWIMMING IS MAKING BIG WAVES IN THE WELLNESS INDUSTRY. VETERANS ACCLIMATISE THEMSELVES TO NEAR-FREEZING TEMPERATURES OVER YEARS. WE SPOKE TO RYAN STRAMROOD, WHO - AMONG VARIOUS OTHER FROSTY CHALLENGES - HAS SWUM FROM ROBBER ISLAND TO BLOUBERG 100 TIMES.

“I live my life looking at my world and my ‘impossibles’ very differently - thanks to the many ‘impossibles’ I’ve simply gone out and done!”

— Ryan Stramrood

Men's Health

The Cold Embrace

Awash with physical and mental health benefits, cold-water swimming is making big waves in the wellness industry. Veterans acclimatise themselves to near-freezing temperatures over years. We spoke to Ryan Stramrood, who - among various other frosty challenges - has swum from Robben Island to Blouberg 100 times.



Ryan Stramrood's 100th Robben Island Crossing



ryan_stramrood • Follow
Robben Island

ferosa_photography @ryan_stramrood Congratulations 🎉 well done 🏆

28w · 1 like · Reply

linda.binder INCREDIBLE human! 🤩 So excited for you! I heard your interview on 5fm. Stunning pic 📸

28w · 1 like · Reply

— View replies (1)

persons_kings So much respect for this I could only wish

28w · Reply

204 likes
MAY 23



ryan_stramrood • Follow
United Kingdom

ryan_stramrood Taking the @gritt_official upcycled flip flop concept global! I'm so proud of this alignment. Usable, Recycled and Long Lasting conference delegate gifts, that's my wife 🤪 #wearforyourworld #madeforglobaljourneys #pushpastimpossible #pushpastimpossible™

12w

lizette.groenewald 3 well done 🙌🙌🙌

12w · 2 likes · Reply

ckurtm_00 All the best 🙌

Liked by **gillstrawberrylive** and 89 others
SEPTEMBER 16



ryan_stramrood • Follow
Dallas, Texas

ryan_stramrood Mimecast's inaugural Cyber Resilience Summit in Dallas, Texas was one of the most innovative, forward thinking industry initiatives I have ever been part of. To be able to contribute effectively on that stage was a true privilege. #mimecast #cyberresiliencesummit

5w

maryke.musson Yasssssis - looking 🤩🔥🤩

5w · Danu

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OCTOBER 31

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**As a Motivational Speaker,
I spend many hours at
conferences, and am
witness to the excessive
use of single-use plastics,
which ultimately land in
the Ocean where I swim.**

**Through the partnership
with GRRiTT and my
range of Flip Flops, I
hope to create awareness
and replace the often
gimmicky delegate gifts
with something usable,
long-lasting and
recycled.**



1 USED CAR TYRE

10 FLIP FLOP TREADS