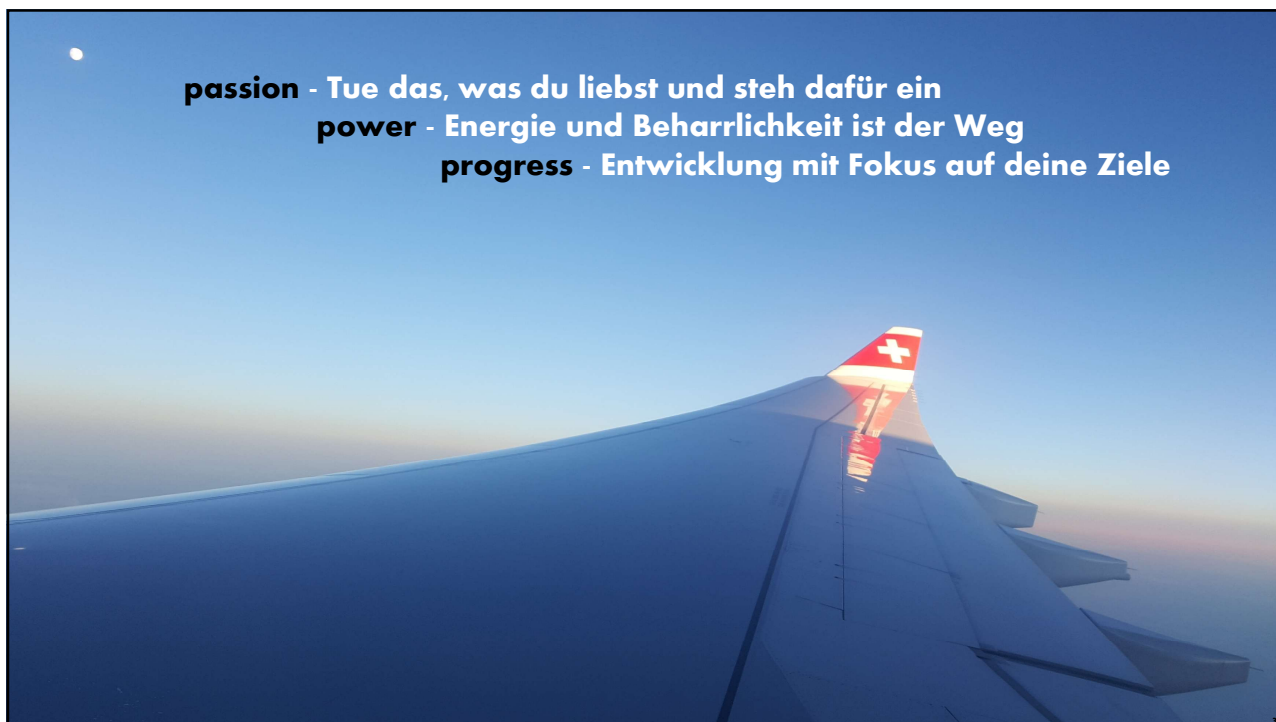



**Sport, Schweiz**  
 2006 – 2022 Dir Youth Sports & Development  
 2022 - 2024 Dir Education  
 15 Jahre Aktivspieler (NL) - 2x Schweizer Meister  
 10 Jahre Cheftrainer  
 4 Jahre Sportchef / Ausbildungschef

**Beruflich**  
 Hochschulabschluss in Didaktik  
 Erwachsenenbilder im Bereich User-Software  
 Dozent Universität Bern

**Spezielles**  
 2013 – 2022 Mitglied des Dev. & Coaching Committee des IIHF  
 Johan Bollue Preisträger (IIHF-Hall of Fame 2024)



**STAY STRONG**  
MARKUS GRAF



Swiss Ice Hockey Federation:  
2006 - 2024 in charge of  
> Youth sport  
> Development  
> Education

Johan Bollue Award Winner  
IIHF Hall of Fame 2024

StayStrong

**PASSION**

- LEIDENSCHAFTLICH WAS WIR TUN
- WIR TAUSCHEN UNS AUS
- REFLEKTION ALS TEIL DES ENTWICKLUNG
- POSITIVE FEEDBACKKULTUR
- MENSCHENORIENTIERT

**POWER**

- INNOVATION
- EFFIZIENZ
- KREATIVITÄT
- LEADERSHIP
- CHANCE MANAGEMENT
- WERTEBASIEREND
- STRATEGISCHE PLANUNG

**PROGESS**

- AUS- UND WEITERBILDUNG
- QUALITY-MANAGEMENT
- MODERNES LERNEN (E-learn module)
- WORKSHOPS
- SEMINARE
- VORTRÄGE NACH ABSPRACHE (BASIC / ADVANCED)

## THEMENANGEBOT



### QUALITÄTSMANAGEMENT IM SPORTS

Wir unterstützen Clubs und Organisationen in der Entwicklung ihrer eigenen Qualitätsentwicklung und -messung.

### SPORT-ELTERN BERATUNG / COACHING

Wir beraten in Karrierefragen und entwickeln Lösungen zu Fragen oder Herausforderungen ihres Kindes. Wir betreuen Athleten in sportlichen Fragen im Eishockey und Unihockey

### SPEAKER - INSTUKTOR

Zu ihrem gewünschten Thema bieten wir Inputvorträge, virtuelle Workshops oder sind Referent an Seminaren. Wir bauen die Brücke von Sport und Business

### COACH THE COACH

Am Feld unterstützen wir Coache in der Praxis und vermitteln ihm Ideen und Kenntnisse, welche Vertrauen schaffen in Bezug auf seine eigenen Trainerlaufbahn

### ASSOCIATION DEVELOPMENT

Wir unterstützen Clubs und Verbände in ihrem Bestreben, sich weiterzuentwickeln, und vermitteln Ausbildungsstrukturen passend ihren Möglichkeiten, Werten und Standards. Wir organisieren als Partner eine strategische Ausgangslage und Planung

### LIFESTYLE COACHING

Wir ermutigen Menschen auf ihrem persönlichen Weg und entwickeln mit Ihnen Lösungen in Sachfragen rund um das persönliche Wohlbefinden

StayStrong

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- Innovator "Transferreglement Swiss Ice Hockey"
- Entwickler des "Label Quality-Management System"
- "Umbrella" als Supportkonzept für Clubs auf Stufe Rekrutierung
- Innovator Swiss Hockey Day
- Entwickler der "Pro-Lizenz" - Trainerlehrgang Eishockey
- Organisator von internationalen Coachingsymposien

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## UNSER ANSTRENGUNGEN...



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### INITIALPACKET

Individuelle Beratung und Coaching: Vorbereitung- Diskussion - Lösungsvermittlung - Debriefing (Total 2 Stunden)  
CHF 250.-

### WORKSHOPS

In Absprache mit dem Initiator organisieren wir die Durchführung von Workshop (physisch und virtuell):

½ Tag: CHF 500.- (inkludiert Vorbereitung und Nachbearbeitung)

### PERSONAL COACHING

Massgeschneiderte Betreuung, Beratung, Coaching  
Wir definieren Ziele und Aufwand. Die Kosten ermitteln wir anhand der Möglichkeiten des Kunden gemeinsam

### MEETINGS, WORKSHOPS, INPUTREFERATE

Inputs virtuell: Themenorientiert gemäss Kundenwunsch:  
CHF 250.- (integriert Vor- und Nachbearbeitung)

### REFERATE

Wir engagieren uns in einem in enger Absprache mit dem Kunden

**STAY STRONG**  
MARKUS GRAF

Danke für Ihr Interesse - Gerne diskutieren wir Lösungen

## OUR AREAS OF EXPERTISE

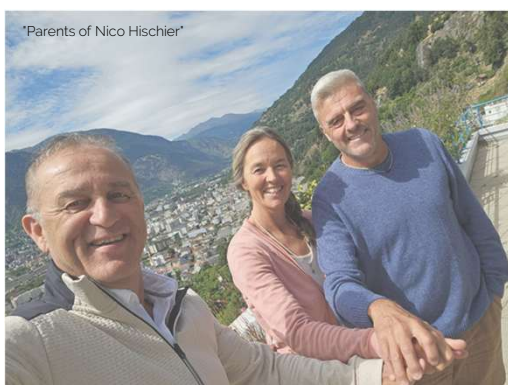


### QUALITY MANAGEMENT IN SPORTS

We support Sport-organizations in achieving continuous improvement through strategic process optimization and the implementation of quality management systems, ensuring the highest professional standards across all areas of sports.

- We develop label structures with you that motivate stakeholders in quality and allow for direct comparison in control.
- We develop formats and methods for discussing quality in a specific sports area or within the structures for implementation itself.
- Upon request, we implement a compensation system for training that can be applied fairly and efficiently in the sport, benefiting training clubs.

## OUR AREAS OF EXPERTISE



\*Parents of Nico Hischier\*

### PARENTAL COACHING

Our coaching offerings customized guidance for sports parents, aimed at enhancing athlete development.

We support parents in der challenges and set together milestones and action plans on athletes-pathway towards the vision in Sport

- Understanding athlete development stages
- Encouraging positive sportsmanship
- Managing expectations and pressure
- Balancing sport and personal life
- Benefits for Parents:
- Enhanced knowledge of sports processes
- Improved relationship with child, coaches and parents
- Ability to provide appropriate support to the kids
- Reduced stress related to sports involvement

## OUR AREAS OF EXPERTISE



### GUEST SPEAKER / INSTRUCTOR

- Knowledge covers ice hockey techniques, strategies, and training methods, providing thorough instruction for both players and coaches.
- From the Locker Room to the Boardroom: Lessons from Hockey for Life and Leadership
- I organize dynamic instructional sessions that make hockey accessible and engaging for all skill levels.
- As a moderator, we lead expert panels, fostering insightful discussions on the latest trends and developments in hockey.
- Our events connect players, coaches, officials or parents, creating a platform for learning, networking, and growth within the hockey community.
- We bring energy and expertise to your own hockey event.

## OUR AREAS OF EXPERTISE



### COACH THE COACH

We empower Coaches on the job and discuss way of personal development trough reflection the daily work of and off field.

- Enhancing communication skills between of coaches and athletes.
- Developing effective training plans and strategies.
- Promoting positive athlete motivation and mental resilience.
- Improving leadership and team management abilities.
- Encouraging ethical coaching practices.
- Supporting continuous professional development for coaches on there pathway.

These objectives aim to create a supportive and productive environment that maximizes athlete potential. We support a structured process of reflection, interaction, and learning.

## OUR AREAS OF EXPERTISE



### ASSOCIATION DEVELOPMENT

Association development coaching is about inspiring your team, strengthening your vision, and building pathways to shared success.

- We assist in setting an efficient structure and sustainable development based on standards & values.
- We create different formats and methods of teaching and education within youth sports for many different keygroups.
- Together, we identify challenges and create strategies tailored to your club's unique needs.
- We focus on long-term development, helping the association to set a development pathway. Within we create milestones and ways of transformation.

## OUR AREAS OF EXPERTISE



### LIFESTYLE COACHING

We look together at your strengths, your talent, and your capacity to find a way to develop to the next level. We create strategies to overcome challenging areas in life.

- Empower your Journey and create a success story
- Encouragement: We believe in you. Together, we'll build your confidence and help you see new possibilities.
- Personalized Pathways: Your journey is unique. We'll work side by side to develop strategies tailored to your strengths and ambitions.
- Goal-Oriented Progress: we'll set in collaboration clear goals and define your next milestone.