

**Sport, Switzerland**  
 2006 – 2022 Dir Youth Sports & Development  
 2022 - 2024 Dir Education  
 15 Years Pro-player (NL) - 2x Swiss Champion  
 10 Years Headcoach  
 4 Years GM / Head of Development


**Job's**  
 University-Degree in Pedagogic  
 IT-Adult Education (User-Software)  
 Lecturer Bern-University

**Specials**  
 2013 – 2022 Member of "IIHF Dev. & Coaching Committee"  
 Johan Bollue Award (Hall of Fame 2024)



**passion** - We love and stand for what we do.  
**power** - Energy and resilience on the pathway.  
**progress** - Development towards your goals.

**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

- WE LOVE WHAT WE DO
- WE SHARE EXPERIENCE
- REFLECTION AS A PROCESS
- POSITIVE FEEDBACK CULTURE
- PEOPLE APPROACHED

POWER

- INNOVATION
- EFFICIENCY
- CREATIVITY
- LEADERSHIP
- CHANCE MANAGEMENT
- VALUE DRIVEN CORPORATE CULTURE
- STRATEGIC PLANNING

PROGRESS

- TEACHING FOR PROGRESS
- QUALITY-MANAGEMENT
- MODERN LEARNING (E-learn module in your own language)
- WORKSHOPS
- SEMINARS
- SPEAKER ON TOPICS (BASIC / ADVANCED)

## OUR AREAS OF EXPERTISE



### QUALITY MANAGEMENT IN SPORTS

We support sport-organisations in strategic processes and implement quality management systems that promote continuous improvement.

### PARENTAL COACHING

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

### SPEAKER - INSTRUCTOR

Knowledge and Eperice covers ice hockey techniques, strategies, and training methods, providing for players and coaches and leaders.

### COACH THE COACH

We empower you to the next level of coaching and education

### ASSOCIATION DEVELOPMENT

We assist in developing and refining organisational frameworks within sport organisations

### LIFESTYLE COACHING

Empowerment of your personality - guidance to reach your potential and goals

## OUR AREAS OF EXPERTISE

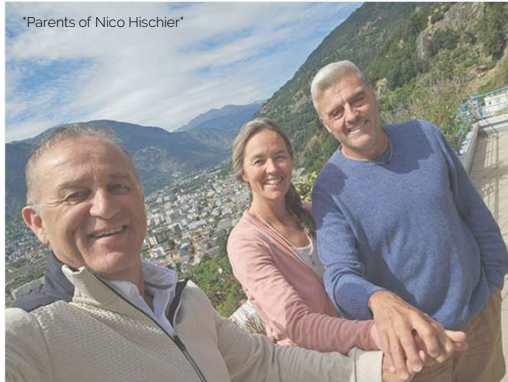


### QUALITY MANAGEMENT IN SPORTS

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

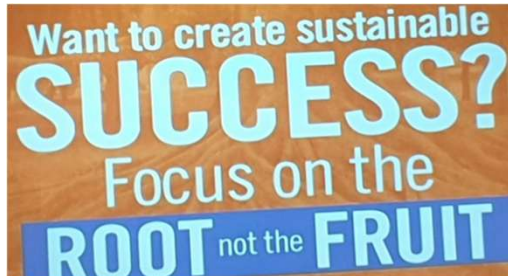


### ASSOCIATION DEVELOPMENT

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.

## WE OFFER...



### SINGLE CONSULTED SESSION

2 hours including pre-talk and summering feedbacks:  
CHF 250.-

### WORKSHOPS

individual timeframes defined with the customers:  
½ day: CHF 500.- (including pretalks and debriefing)

### PERSONAL COACHING

education and Coach the Coach

We set timeframes and interactions in relation of the development goals

### MEETING & SPEECHES & INSTRUCTIONS

Virtual meeting: speeches or leading group talks:  
CHF 200.- (including pretalks and debriefing)

### SPEECHES

Pricing related to the customers potential and topic

- **Innovator  
a new Transfer-System**
- **Label  
Quality-Management  
System**
- **Umbrella Recruitment  
Support-System**
- **Concept of a national  
Swiss Ice Hockey Day**
- **"Pro-Lizenz" High  
Performance  
Coaching-Pathway**
- **Organizer of 3  
Coaching Symposiums  
World Championship**

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# STAY STRONG

## MARKUS GRAF

Thanks for your attention & interests - looking forward to share more ideas...