

STAY STRONG

MARKUS GRAF

STAY - WHAT YOU BELIEVE IN
STRONG - TRUST YOUR ABILITIES



**THE
GAME**



**TEACHING
INSTRUCTION**



**LEADERSHIP
COACHING**



**VALUES
STANDARDS**



**SUCCESS
FOCUS**



**DEVELOPMENT
RECRUITMENT**





- **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**

Markus Graf

STAY STRONG
MARKUS GRAF

Sport, Switzerland

2006 – 2024 Swiss Ice Hockey: Dir Youth Sports & Development & Education

14 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)

Author: "Talent-Parents" - Success as a family case





passion - We love and stand for what we do.

power - Energy and resilience on the pathway.

performance - Set goals and action plan

people - Human-oriented leadership

purpose - Energy and resilience on the pathway.

progress - Strengthen your personality

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

Johan Bollue Award Winner
IIHF Hall of Fame 2024

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)



Markus Graf

Talent Eltern

Erfolg ist eine Familienangelegenheit

Mit den WM-Silbermedaillen 2024, 2025 und 2026 hat die Schweizer Eishockey-Nationalmannschaft Geschichte geschrieben. Viele der Spieler, die heute auf den grössten Bühnen der Welt bestehen, haben die von Markus Graf entwickelten Nachwuchsstrukturen durchlaufen.

Doch was braucht es, damit aus talentierten Kindern erfolgreiche Sportler werden? Welche Rolle spielen Eltern zwischen Training, Schule, Club und Leistungsdruck?

In TALENT-ELTERN verbindet Markus Graf über fünf Jahrzehnte Erfahrung als Spieler, Trainer, Nachwuchsförderer, Funktionär und Vater zu einem praxisnahen Begleiter für Familien im Nachwuchssport. Mit zahlreichen Beispielen aus dem Schweizer Eishockey, konkreten Handlungsempfehlungen und wertvollen Denkanstössen zeigt er, wie Eltern zu einem entscheidenden Erfolgsfaktor werden können.

Ein Buch für Eltern, Trainerinnen und Trainer sowie alle, die junge Menschen auf ihrem sportlichen Weg begleiten. Am Eishockey als Modell werden Prinzipien und Leitlinien aufgezeigt, welche für alle Sportarten ihre Gültigkeit haben, wenn Kinder gross träumen.

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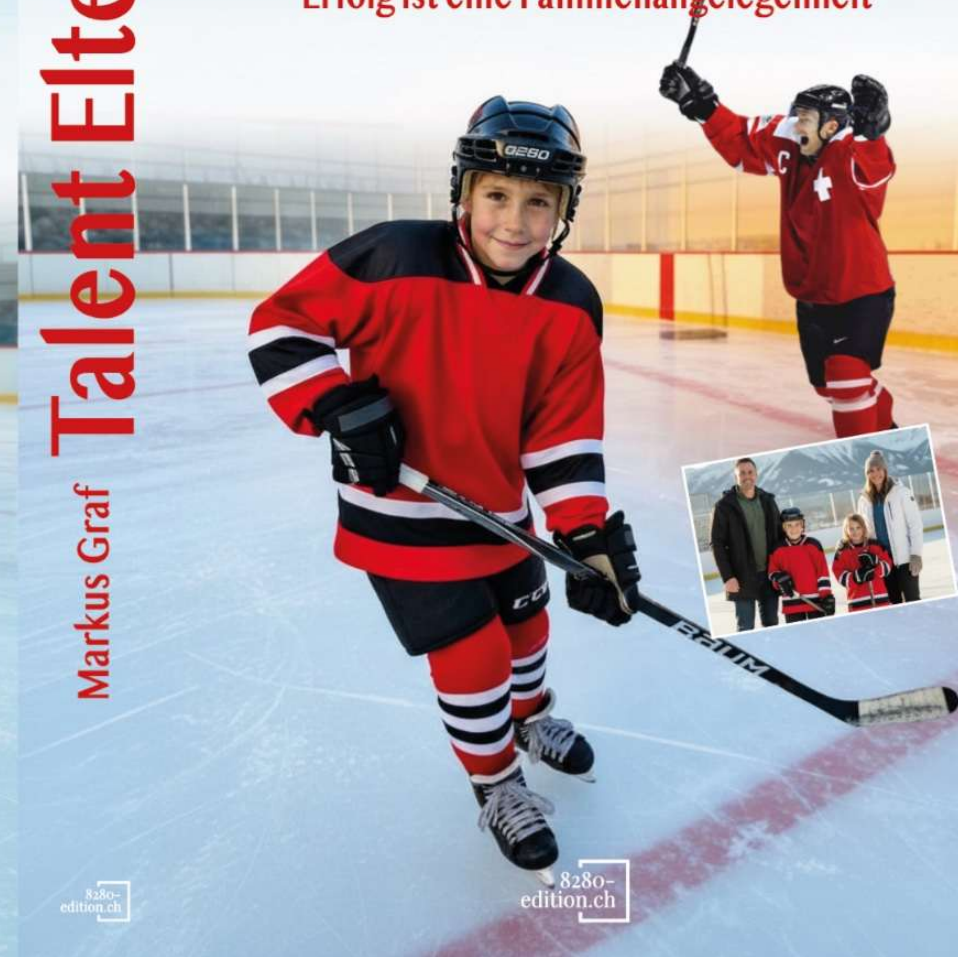
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Peter und Roman Josi



Mysportstalk mit Jann Billeter

WE OFFER...



SINGLE CONSULTED SESSION

**2 hours including pre-talk and summarizing feedbacks:
CHF 100.-**

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 250.- (including pre-talks and debriefing)**

SPEECHES

Pricing related to the customer's potential and topic

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

We support parents in navigating challenges and work together to establish milestones and action plans along the athlete's development pathway.

- **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.**
- **Leading 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 and discuss ways of supporting personal development through reflection of their daily work.

- **Enhancing communication skills between 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 their 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

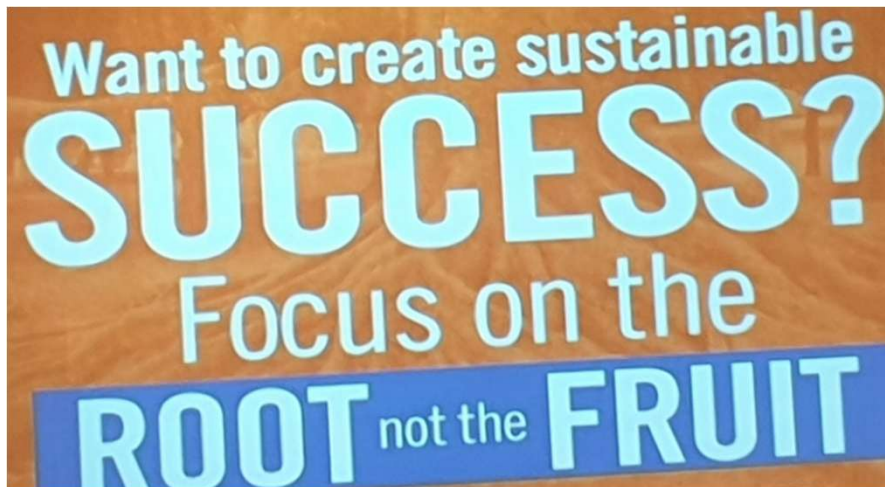


ASSOCIATION DEVELOPMENT

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 focus on long-term development, helping the associations establish a clear development pathway with defined milestones and transformations goals.**
- **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.

STAY S^TRONG

MARKUS GRAF

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