



**Ice Hockey Coach  
Management-Trainer**

Canadian-born Mark McGregor achieved great success as an ice hockey player and later as a coach in Canada, Germany and Switzerland. He is one of the most renowned management-trainers, coaches and keynote-speakers on an international level, transferring the topics of high performance and motivation in sports to companies and their economic success in a practice-relevant way.

Mark McGregor studied marketing and sport at the University of Manitoba in Canada. He then worked successfully for several years as an assistant coach for the Canadian national ice hockey team and other internationally successful teams. From 1989 to 1990, he trained as a management consultant at the renowned "Success Motivation Institute" in Australia. In Canada, he completed a further trainer training course with distinction at "Custom Learning Systems", the largest leadership and customer service training company in the country, and subsequently worked as a speaker for the company. Twice he is awarded 'Speaker of the Year' by the participants.

Mark McGregor has been an internationally sought-after guest speaker and seminar leader since 1999. He is one of the top speakers at the two largest Swiss training centres, St. Gallen Business School and St. Gallen Management Programm, and is also an integral part of the internal training programme of companies such as Bank AMRO, Bayer and Henkel. The Canadian, who lives in Switzerland, spices his lectures and coaching sessions with entertaining anecdotes from his active ice hockey days. In doing so, he not only draws parallels to the world of business, but also challenges the audience to think along with him and to manage themselves responsibly. Mark McGregor speaks in German and English

**Topics (Selection):**

- Leadership is a choice not a position - Leadership with vision, principles and values
- High-Performance Teams - How to lead teams to top performances
- Psychology of Winning - Success begins in the mind. Learning from athletes means learning to win.
- The 100-Day Challenge - you can't manage time but you can manage energy and self-renewal:  
Executive Fitness, Health, Stress Management and Life Balance
- High Performers in Sales: Effectiveness in Sales - the Art of Self-Motivation - Communication

**Publications (Selection):**

- True North: Great Teams are Built, not Born, 2021
- Being On Mission: A powerful story of personal development and change based on the '10 Principles of Leadership and Life', 2015