

FRA TR



Who am I?

My name is Frank Trötschkes. In my entire life I have seen more than 100 different spellings of my last name (from Tröschkes, very common mistake, to Trotzki, the "made me really laugh" mistake).

Therefore, I decided that I will go for a pseudonym that will make it easier for everybody to remember either my first name (FRA for Frank) or my last name TR for Trötschkes). Okay, I am realistic, let's forget my last name anyway.

FRATR should not help you to remember my name. FRATR should make you understand where my passion & my skills will hopefully make a difference in someone's life until I "hit the bucket" one day.

I am going to turn 60 at the end of 2020. It is time to face it. I have been a business professional with more than 30 years of experience in Sports Psychology & and 25 years of experience in Leadership Trainings & Coaching Leaders.

FRATR comes very close to the Latin word for FRATER, which means brother. Great brothers are two human beings who stick together a life-time. They are part of a family. They share the same values towards each other like TRUST, LOYALTY, HONESTY, SINCERITY, FAIRNESS, TOLERANCE, RESPONSIBILITY & RELIABILITY. They probably call each other also BEST FRIENDS.

I came to the conclusion that this describes exactly who I REALLY am as a Sports Psychologist. My three biggest successes were only possible because there was a "FRATR like relationship" between these athletes and me. All of them will last a life-time and the most recent fourth one hopefully as well.

So, let me tell you briefly the four stories.

Story Nr.1: Michel Kratochvil, Tennis, former Nr. 35 in the world. I was Mischa's Tennis Coach, when he was 9 years old. In 1993, when he was 14, I was still his mental coach. I was on tour with Mischa that summer together with his Tennis Coach & his father. We had a mission. And we accomplished the mission. He won all three tournaments he played and Mischa became the European Champion under 14. It was a magic summer. Our roads separated then, but we never lost track. Later in Mischa's career, I was his Mental Coach and after a serious knee injury, I had the opportunity to be his Touring Coach for a summer. Today we are good friends & I keep supporting Mischa with his Tennis Academy Juniors as a Mental Coach & Leadership Consultant.



Story Nr.2: Andy Egli, Soccer, playing 77 matches for Switzerland, Soccer Coach & Expert. I met Andy in a tram in Bern at the end of 1997. He was the Coach of FC Thun, a team who promoted into the National League B with Andy the year before. I knew that his team was doing pretty bad. They had lost 16 out of the first 17 matches of the season with only one tie! Therefore, I decided to go "all in" and provoked Andy, who was reading a "success-book" with the sentence: "Do you think that book will help, Andy?" Andy did not get offended, instead we met a few days later in my office. After an analysis, Andy did 2 exercises with his team. The first exercise resulted in another tie in the next match, the second exercise resulted in dismissing his best player (!) and loosing another two players (friends of the same player). One win & another 3 ties later Andy's team reduced the gap to the team ahead of them from 7 points to 1 point. After that there were another 14 matches with a total of 27 points! Andy's team stayed in the league easily... Andy pursued his coaching & consulting career and we never lost track of each other. Today we are good friends & we still meet regularly to play cards together. Passionately.



Story Nr.3: Ramon Zenhäusern, 2.02 meters tall, Alpine Skier – specializing in Slalom, Olympic Champion 2018, Olympic Silver 2018, World Champion 2019. I met Ramon the first time in his parents Chalet in Bürchen, I think it was in 2010. I was helping Ramon's sister Romaine, who tried to become a professional Tennis Player, to become mentally stronger. Although I did not work with Romaine anymore, I became a friend of the family & my wife Tanya & myself enjoyed their Chalet every now and then.

Only in May 2017, we started working together. Ramon was not ready before that time. He still needed to focus on becoming a better skier. He was number 26 in the world. 10 months later he was Nr. 6 in the world & an Olympic Silver Medallist in Slalom and an Olympic Champion in the Team Event. Another 12 months later he was also World Champion in the Team Event & Nr. 4 in the world, winning two Parallel Slaloms & one Special Slalom in the World Cup so far.

We shared some great moments & a very special story together. The Olympic Slalom, held on the 22.2. was meant to be the day of the 2-meter man. With my help Ramon "programmed" his subconscious mind three weeks before the race with these numbers and the magic happened: 22.2. 2 meters, 2. place.

We continue to work together & will stay good friends for life. I have actually no doubts about this.



Story Nr.4: Joana Hählen, 1.56 meters tall, Alpine Skier – specializing in Downhill and Super-G. The latest story has just started. It was at the end of November 2019, when Joana’s mother decided to call me. She just read an article about my work with Ramon and decided to give it a try. She mentioned immediately that she only got in touch with me because we knew each other when we were both young. We played in the same Tennis Club! Of course, I knew immediately who she was since we were playing about the same level in Tennis. I was not aware though that she is Joana’s mother. It turned out that I also played doubles with her husband Beat Hählen! I do not believe in coincidences. The mother of the “smallest” (only in size!!!) World Cup skier calls me! I met Joana in St. Moritz a few weeks later for the first time. And I must admit: I was blown away by her personality. We decided to start working together at the end of the season but actually I did not want to lose time. I felt immediately that I could help Joana right away with my work. Therefore, I produced an audio-tape for her that should help her believing in and executing her way of skiing. Joana is an extremely courageous, fearless skier. Unfortunately, Joana was criticized openly from all sides as being “crazy” unable to judge risks effectively. A few weeks later Joana internalized successfully that she could only be successful with her “Ana-Style”. The confidence in her skiing came back and exactly one month later Joana has already achieved the first two podiums of her career! I am delighted to work with this amazing athlete and warm-hearted human being.



So, why do I tell you these stories?

There is only one reason for that. I AM READY to create new stories like the ones you just read. If you are that highly ambitious, **mentally strong*** male or female ATHLETE or COACH who wants to experience MY WAY OF WORKING & YOU ARE WILLING & READY to EXPLORE YOUR (MENTAL or COACHING) LIMITS as an athlete or coach, then we might become friends for life.

How do I work (the FRATR-System)?

I have more than 30 years of experience working with high profile athletes. This experience & my comprehensive knowledge of sport psychology and intervention methods is the foundation of my work. All commonly known intervention techniques are integrated in my highly individualized AUDIO TAPES. First, I put the athlete in a deep relaxation state, sometimes also including inductions in order to reach a deeper state of relaxation. The following instructions are thoroughly adapted to the athlete's present needs. It could be thought & emotional control techniques concerning dealing with "pressure or expectations", it could be motivational techniques (e.g. goal setting or positively dealing with failure). The production of the tapes is based on regular exchanges with the athletes. The primary goal of these audio-tapes is the daily work on the athlete's mental mindset according to his/her skill level and the present situation. The ultimate goal of this long-term collaboration – supporting a (future) world-class athlete to overcome all performance limiting thoughts, emotions and behavior – is very ambitious and requires a relationship based on mutual trust, honesty & loyalty.

Benefits for the athletes

1) Daily work wins

World class athletes and coaches agree that mental toughness is a decisive factor when it really counts. All athletes work daily on their specific sport skills and also on their physical fitness. The best athletes also include some mental skill training in their workout routine. If I ask them what exactly they do, then I get the impression that visualization trainings are the biggest daily routine. I kept asking myself: can that be enough? What about dealing with your daily thoughts and emotions. Dealing with success and failure. Dealing with press & social media? Dealing with private issues? I am convinced that every world class athlete needs daily mental "brainfood" & "brain-guidance" to become mentally more effective & more stable. I also believe that athletes who work daily on their mindset will benefit additionally because they know that they do more than their competitors.

2) Unlimited access

Daily work on your mental toughness has to be fully independent of time and location. The FRATR system makes this possible. Of course, I need to learn a lot about the athlete in the beginning. The longer the collaboration lasts the easier it gets for me to get in touch with the athlete's emotions and thought processes.

* Yes, only if you are mentally strong already, which means you do have this unbreakable belief and some proof that you can achieve your dreams, then I might be the FRATR on your journey.

Other athletes (among others) that I have worked with (most of them for a longer period of time):

Miriam Ott, Curling: Double Vice Olympic Champion (2002 & 2006), World Champion 2012 & Double European Champion (1996 & 2008)

Carmen Küng, Curling: World Champion 2012 & European Champion 2008

Martin Laciga, Beach Volleyball: Triple European Champion und Vice-World Champion

Patty Schnyder, Tennis: Semi-Finalist Australian Open 2004, multiple Grand Slam Quarter Finals; World Number 7

Friends for a lifetime





Family & life-time friends @ wedding in July 2011