
Athletic Performance

Better People Through Athletics

Long Training+Research enhances performance and develops leaders throughout an athletic department, including administrators, coaches, and student-athletes. Measuring and strengthening the collective Prosperity Trait® is an essential personal development investment resulting in enhanced organizational performance. LTR applies a traditional educational model producing evidence-based behavior change.

Programs

LTR provides in-person, virtual, and on-demand programs that generate measurable results through scientifically proven training programs, behavioral science and psychometrics, and applied research producing pragmatic solutions.

Administrators. Senior leaders apply tools and strategies to identify and reduce hidden costs resulting in expediting growth, increasing revenue, and improving productivity. Programs include:

- Human Performance
- Leadership Effectiveness
- AD Executive Coaching
- Head Coach Selection

Coaches. Coaches develop cutting-edge skills through LTR's data analytics and behavioral science, proven to expedite athletic development and human performance. Programs include:

- Smart Teams
- Execution Training Workshop
- Player Profiles
- Coaching Effectiveness
- Season Review
- Head Coach Executive Coaching

Student-Athletes. LTR provides the skills, tools, and strategies that create the competitive advantage student-athletes require to maximize their potential in and out of athletics. Programs include:

- Elite Athlete Action Plans
- Execution Training Workshop
- Student-Athlete Counseling

Football Execution. LTR provides quality control for the educational and psychological processes of the football program. Coaches' teaching skills are enhanced, resulting in the consistent performance of their players.

Programs include:

- Behavioral Analyses
- Feedback Mechanisms
- Communication Strategies
- Teaching Reviews

Results

LTR has had the privilege to work with elite athletes, outstanding coaches, championship teams, and leading athletic departments. Our results include the following:

- 29 championship teams
- Over 30 All-American and all-conference student-athletes
- Over a dozen individual national and conference champions
- 10 NFL draft choices and free agents
- Four Conference Players of the Year
- Four Coach of the Year recipients
- One state champion
- Two-time world championship bronze medalist
- One world champion
- One Heisman Trophy top-ten finalist
- One NFL MVP
- Grade Point Average improvement by one letter grade

How We Do It

The Prosperity Trait® is scientifically proven to enhance performance, strengthen leadership, and maximize potential. People experience three effects:

1. **Emotional Maturity.** People display greater self-control and judgment. People are better able to adapt to change leading to more consistent performance. People strengthen relationships when they improve self-management skills. People execute strategy more consistently because they are better able to optimize their inherent talent.
2. **Executive Functions.** Strengthening The Prosperity Trait® develops the area of the brain that controls, governs, and regulates goal-directed behavior. Executive Functions include planning, organization, reasoning, task flexibility, problem-solving, and decision-making.
3. **Trust.** The optimal human experience where people perform at their highest levels through effortless concentration, people focus with greater intensity through a surplus of energy. People simplify concepts enabling them to learn faster. People are more creative. Overall, people achieve goals more efficiently.

Social Proof

- Please refer to <https://longtrainingandresearch.com/services/athletic-performance/> for testimonials.