

Coaching

Friction. Bottlenecks. Plateaus. Softening. These words describe an executive's most frustrating issue - tolerating inconsistency. Something that appears to be only a small flaw, unnoticed at an earlier stage, becomes a monumental barrier as one rises toward greater responsibility and visibility. The challenges are subtle and elusive. LTR's counseling process builds trust empowering clients to leverage their human capital to gain the most significant ROI on the financial capital investment. Our Human Performance model conditions leaders to expose reality and act on it by applying tools and strategies through The Prosperity Trait® and its skills. The most important leadership responsibility is to deliver commitments through people. It starts with adopting a growth-oriented mindset where leaders confront issues, paving the way for growth, innovation, transformation, and consistent performance. Through coaching, LTR's clients bridge the gap between intention and action.

Of the three processes of execution - strategy, operations, and people - the third presents the greatest risk and greatest reward. LTR provides an empirical foundation, then dives deeply into application. A parallel system is employed to develop managers from the inside-out while simultaneously applying tools, frameworks, models, and coaching to solve problems from an outside-in approach to meet clients' and stakeholders' needs.

Methodology

Trust is paramount. LTR utilizes a counseling model where listening is practiced more than instruction. The executive and Dr. Stephen Long meet personally to discuss needs and issues before the start of the coaching process. The executive completes a battery of psychological tests to establish a baseline measure of skill development. Dr. Long then analyzes the data and composes personalized behavioral analyses. The results provide information for a learning plan that Dr. Long creates on behalf of the executive. From this point forward, the executive directs the pace and direction of the coaching process. Generally, coaching sessions occur weekly for about an hour lasting between 2-6 months. All coaching sessions are conducted virtually, but in-person meetings are scheduled quarterly if requested. Post-psychological testing is conducted to provide periodic feedback and, at the conclusion, to demonstrate evidence-based behavior change.

Psychometrics

Our instruments - including The Prosperity Trait Index© - are well-constructed psychometric assessments that meet or exceed the guidelines of the Society for Industrial/Organizational Psychology (SIOP), the International Test Commission (ITC), and the American Psychological Association (APA). LTR's behavioral analyses serve as educational tools to develop learning plans that enhance individual and group performance. Our psychometric testing process measures multiple psychological attributes, including but not limited to people's communication styles, creative capabilities, ability to adapt, decision-making, and problem-solving competencies. Our proven and valid evaluation process accurately predicts leadership influence and benchmarks capabilities with unmatched accuracy, statistical significance, and comparability.

Behavioral Analyses

Our proprietary analyses measure critical dimensions of strategy execution, talent optimization, leadership effectiveness, and human performance. Our methodology provides insights into hidden costs, evidence-based

behavior change, and relationships between personal and revenue growth. Our analyses show how people respond to complexity, how flexible they are in stressful situations, how creative they are, and how willing they are to take action.

Methodology. One to five psychological tests are completed online, each taking approximately 30 minutes. Results are sent to Dr. Stephen Long, who compiles and analyzes the data, followed by composing the analyses. Each client is provided a behavioral analysis review where Dr. Long explains their results and answers any questions.

1. **The Prosperity Trait Index Report®.** This analysis measures the trait responsible for value creation, revealing the hidden costs of inconsistent strategy execution by examining critical beliefs and attitudes related to human performance. Respondents receive their overall PTi score along with Driving Forces and Points of Friction identifying their capability to develop their inherent human capital.
2. **The PTi Leadership Report®.** Most behavioral tools are not designed to reveal the effects of individual psychological traits on others. The PTi Leadership Report provides insights into the effects of beliefs, unconventional wisdom, and behaviors on people up, down, across, and outside an organization. Like a virus, organizational initiatives are compromised when ineffective traits are inadvertently transferred. LTR generates reports from the C-Suite to front-line teams revealing potential bottlenecks and obstacles to enhanced revenue and change campaigns.
3. **The Leadership Execution Analysis®.** The Leadership Execution Analysis generates results for eight components of strategy execution. Managers who master these skills deliver commitments and adapt to change effectively. Hidden costs are incurred by management teams who are unaware of their skill level.
4. **The Executive Presence Report®.** The Executive Presence Report reveals managerial tendencies. Leaders with substantial Executive Presence balance two critical dimensions: time and focus. Leaders who balance these two critical dimensions consistently deliver results, execute strategy, drive change, and build effective cultures.
5. **The Organizational Health Evaluation®.** The Organizational Health Evaluation® measures managerial capability for the three primary areas of organizational health - leadership, culture, and execution. The leadership dictates culture, which drives execution.

Benefits

- LTR's Coaching Program changes beliefs, alters behaviors, and enhances performance through the human attribute responsible for value creation — The Prosperity Trait®.
- By applying a traditional educational model, executives receive tools and strategies to build skills that change behaviors and habits.
- Executives receive proof of evidence-based behavior change through The Prosperity Trait Index Report® personalized behavioral analysis.
- The Coaching Program is interactive, grounded in research, and educationally based.
- The coaching process is private and confidential.
- LTR's Coaching Program is proven to change behavior and improve performance.

Social Proof

- Please refer to <https://longtrainingandresearch.com/services/coaching/> for testimonials.
- References are provided upon request.