

Licensing

Community

Long Training+Research provides exclusive opportunities for individuals and organizations wishing to obtain the right to use our scientifically proven intellectual property based on The Prosperity Trait® to deliver our world-class programs and content to their clients and employees under our Licensing Programs. Licensees can access LTR's proprietary behavioral analyses and are certified in our coaching services, workshop programs, bespoke research, and athletic performance. We seek mutually beneficial relationships with dynamic, talented, and committed people who share our goals, values, and vision.

Leaders and organizations hire Long Training+Research to design, chair and teach internal leadership development departments and academies to deliver our proprietary training programs and bespoke research. People are drawn to Strategy Execution, Talent Optimization, Leadership Effectiveness, and Human Performance from many professions and industries. Under our Licensing Programs, our Licensees master competencies in Coaching and Communication, Training and Teaching, and Leading and Changing. LTR Licensees lead change by mentoring individuals, facilitating groups, and transforming organizations. The cornerstones of LTR's Licensing Programs are self-study, continuous learning, and strategic planning. We help our Licensees build excellence in organizations, communities, and families through The Prosperity Trait®.

Features

- The Prosperity Trait® is the human attribute responsible for value creation that changes beliefs, alters behaviors, and enhances performance.
- Licensees receive tools and strategies to build skills that change behaviors and habits by applying a traditional educational model.
- Licensees receive proof of evidence-based behavior change through LTR's proprietary behavioral analyses.
- LTR's certifications are grounded in research and educationally based.
- LTR's services are proven to change behavior that improves performance.

Who Should Attend

Organizational behavior/development professionals, trainers, coaches, consultants, psychologists, counselors, and therapists acquire additional skills that help the people they serve.

Who Benefits

Licensees provide significant value to employees, clients, student-athletes, professional athletes, and patients.

Organizational Benefits

Licensees identify and reduce hidden costs by enhancing productivity, strengthening group cohesion and commitment, and increasing retention rates.

Licensee Benefits

Licensees strengthen competencies in the following skills: Performance Psychology, Psychometrics, Counseling, Strategy Execution, Cultural Transformation, Leadership Effectiveness, Behavioral Analytics, Behavior Change, Communication, Management Succession, Human Performance, Talent Optimization, and Coaching.

Skill Components

Coaching and Communication. Trust is essential, for without it, nothing changes. Licensees are certified in personality theory and counseling skills, where they learn to recognize motivational patterns, learning styles, and communication tendencies to establish trust.

Training and Teaching. While structure and technique are provided, adopting a philosophy is paramount to behavior change. LTR applies the third force of psychology as the pathway to transformation. We put people at the center of our training programs, where licensees develop the whole person through choices, self-control, and self-evaluation.

Leading and Changing. Change begins at the cellular level first, then spreads throughout the organization. LTR's Pebble in the Pond method empowers Licensees to establish readiness and overcome resistance through proven change requirements and processes.

Certifications

Licensees can be certified in Coaching, Speaking, Bespoke Research, and Athletic Performance.

Coaching. Licensees are certified to strengthen The Prosperity Trait® in management development services. Services include but are not limited to management succession, leadership effectiveness, human performance, strategy execution, and talent optimization.

Workshops. Licensees are certified to deliver LTR's world-class content, including Design Thinking, Leadership Series, GOLD! Mastering the Psychology of Strategy Execution, A Matter of Trust, The Nature of Things, and Executive Golf.

Bespoke Research. Licensees are certified to deliver LTR's proprietary behavioral analyses to satisfy organizations' needs for valid management assessment. Licensees acquire skills in data analytics to accurately infer results from The Prosperity Trait Index Report®, The PTi Leadership Report®, The Leadership Execution Analysis®, The Executive Presence Report®, and The Organizational Health Evaluation®.

Athletic Performance. Licensees are certified to apply The Prosperity Trait® to Athlete Counseling, Smart Teams, and Football Execution.

Certification Process

LTR Licensees complete a five-step process to earn their certification.

- **Prerequisites.** Licensees complete training in communications and counseling skills. Licensees with current certifications in these areas are exempt.
- **Foundations.** Licensees acquire the essential theoretical fundamentals of The Prosperity Trait®.
- **Application.** Licensees acquire the skills for the certification in which they are enrolled.
- **Practicum.** Licensees execute skills under observation.
- **Feedback.** Licensees apply feedback from LTR and participants.

Social Proof

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