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# 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, which results in expedited growth, increased revenue, and improved 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, which have been 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:

- 32 championship teams
- Over 40 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
- Five 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. They are better able to adapt to change, leading to more consistent performance. People strengthen relationships when they improve self-management skills. They 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 is one in which people perform at their highest levels through effortless concentration, focus with greater intensity through a surplus of energy, and simplify concepts, enabling them to learn faster and be more creative. Overall, people achieve goals more efficiently.

## Social Proof

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