

Bespoke Research

Long Training+Research delivers bespoke research and custom case studies for leading organizations and business leaders. Our unique blend of applied research methods, academic rigor, empirical analysis, practical insights, and straightforward writing creates compelling material to deliver fresh insights. Using a battery of valid psychological inventories, LTR's proprietary analyses accurately measure leaders' primary behavioral competencies, identifying hidden costs while providing a pathway to enhanced revenue. While foundational to all other leadership competencies, the core competency centers on one's ability to effect change and execute strategy, turning uncertainty into calculable risk.

Methodology

A customized methodology is determined by the needs, goals, and resources available for each research project.

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. We offer three types of research projects.

Behavioral Analyses

Our proprietary analyses help clients increase performance and reduce recruiting and hiring costs. We offer five behavioral analyses that 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 to complete. 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.
6. **The PTi Leadership Impact Report©.** The PTi Leadership Impact Report documents measurable gains in leadership effectiveness achieved through The Prosperity Trait® framework—demonstrating how structured, system-based development drives sustained individual and organizational performance.

Management Assessment

Resumes indicate what has happened in the past. Interviews and references fail to show an entire person's makeup. LTR's catalog of scientifically proven psychological tests provides a complete picture of respondents' performance, leadership, and managerial tendencies and skills. Clients gain an understanding of whether people are task-oriented, socially adept, and intellectually aware. Our psychological tests reveal a person's self-concept, courage, impulse control, and frustration tolerance. Management Assessment improves leadership at any time in an organization's development but is especially crucial during times of change. Combining these measurements allows for an in-depth understanding of people that is difficult to replicate with an interview.

Managerial Tendencies. Self-management, dealing with others, motivations, thinking styles, organizational capabilities, stress management, passion, perseverance, and problem-solving are just some attributes clients learn about people.

Leadership Characteristics. Clients acquire feedback for team building, vision continuity, talent management, strategic thinking, execution, decision-making, communication, and relationship building.

Human Performance Attributes. Are people maximizing or wasting their inherent human capital? Clients learn how respondents' mindsets affect their performance.

Organizational Research

Long Training+Research helps organizations generate strategic knowledge related to their growth. Companies sponsor a research project where executives collaborate with Dr. Stephen Long to design, review, and evaluate a study.