

Athletic Performance

Better Systems Win

Consistent results at the highest levels of athletics are not the product of chance. They are the result of systems that eliminate variability, feedback that accelerates growth, and Trust — the state where athletes perform without interference.

The Prosperity Trait® System applies this proven framework to athletics. Where most programs emphasize motivation, we emphasize structure. Where others rely on personality assessments, we deliver data-driven feedback through the Prosperity Trait Index®. And where many settle for occasional peak moments, we train athletes and coaches to achieve consistency — the competitive advantage that separates champions from contenders.

Programs

LTR offers in-person, virtual, and on-demand programs that yield measurable results through scientifically proven training, behavioral science, and psychometrics, as well as applied research, resulting in 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:

- The Prosperity Trait® Workshop for Athletes
- 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

We don't rely on slogans, personality tests, or temporary bursts of motivation — and neither should you. Instead, we install **systems** that turn talent into consistent performance. These systems integrate seamlessly with the structures coaches already use — recruiting, scouting, training, and strategy — ensuring that athletes build habits that hold up under pressure.

At the center is **feedback**. Our approach equips athletes and coaches with precise, real-time insights drawn from the Prosperity Trait Index®. This feedback identifies not only strengths but also the friction points that disrupt performance, creating a continuous loop of learning, adjustment, and measurable growth.

The ultimate outcome is **Trust** — the state where performance becomes automatic, efficient, and consistent. Trust eliminates variability between potential and performance. It's not left to chance or emotion; it is the payoff of preparation, structure, and feedback working together. This is how we transform raw ability into sustained excellence.

Social Proof

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