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# Speaking

High-energy, interactive, research-based keynote seminars, workshops, and consulting sessions that spark innovative ideas and produce measurable results. This is not "edutainment." It's an investment designed to alter mindsets, change behaviors, and generate outcomes.

In-person, virtual, and on-demand programs are available to boards, management teams, business leaders, and teams led by Dr. Stephen Long. All Speaking events include The Prosperity Trait Index©, which measures a previously undetected psychological trait that is holistic, wholly positive, and proven to be the human attribute responsible for value creation. It's more important than IQ. It's bigger than EQ. And it's stronger than Grit.

Attendees receive •A personalized behavioral analysis of The Prosperity Trait Index Report© that includes their Prosperity Trait score, and sub-trait Driving Forces and Points of Friction •A customized presentation tailored to their needs equipping them with the tools and strategies required to strengthen their Prosperity Trait that improves performance.

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 people 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.

## Events

**Keynote Seminars.** Clients choose among four interactive keynote seminars to be presented in-person or virtually. Although each seminar addresses a specific issue, they apply a similar process. All attendees complete The Prosperity Trait Index© and receive a complimentary personalized Prosperity Trait Index Report©. Dr. Stephen Long analyzes the group data and presents the results during the seminar. Participants receive their individual results in real-time and receive a collective group profile. Attendees learn to apply tools and strategies that turn Points of Friction into Driving Forces that enhance performance. Keynote Seminars range between 60-90 minutes.

**Workshops.** Clients choose from a range of workshop topics and models. All workshops are interactive and designed to change behavior and enhance performance. Whether clients require content related to talent optimization, human performance, leadership effectiveness, strategy execution, or communication and relationships, LTR's workshops enhance human capital ROI. While The Prosperity Trait© core competencies are taught in each workshop, the learning dynamic and attendee experience change from one workshop to another. Workshops work in tandem like Design Thinking and The Leadership Series, independently like The Nature of Things, or team-taught like A Matter a Trust; LTR workshops are inherently diverse. There are special events like GOLD!, where Olympic Medalists make special presentations, and Executive Golf, where learning takes place in a fun, relaxed environment where your most valued clients are rewarded, your most productive employees are recognized, and you close your most promising prospects. Workshops are available on-demand, virtually, and in-person, ranging from half-day to three days.

**Consulting Sessions.** No lectern. No microphone. No projector. Just a conversation between like-minded people who are looking for solutions. Consulting Sessions offer informal, free-form discussions that address management issues and human capital challenges designed for one-on-one exchanges and small-group interactions. Consulting Sessions range from one to eight hours and are available in-person and virtually.

### Keynote Seminars

- The Hidden Costs of Human Nature
- What Great Looks Like
- Fish Don't Know the Water is Wet
- Theory PT™: A Human Performance Management Theory

### Workshops

- Design Thinking
- Leadership Series
- GOLD! Mastering the Psychology of Strategy Execution
- A Matter of Trust
- The Nature of Things
- Executive Golf
- Patterns (not listed on website)

For more information, please visit <https://longtrainingandresearch.com/services/speaking/>

### Benefits

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

### Social Proof

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