Dr. Manzer’s presentation to young professionals at our company was both practical and motivational.

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PRESENTED BY:
CENTER FOR EXECUTIVE AND PROFESSIONAL DEVELOPMENT
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Dr. Lee Manzer is an Emeritus Professor of Marketing in the Spears School of Business at Oklahoma State University with years of practical experience. He worked previously as a sales representative and marketing research assistant for Dow Chemical Company.

An excellent communicator and a gifted learning facilitator, Dr. Manzer’s presentations on relationships, leadership, service quality, and accountability have helped countless organizations and businesses move forward. As one of our most popular presenters, Dr. Manzer uses humor and storytelling to illustrate how even small changes can have a major impact on work and life. He was inducted into the Oklahoma Higher Education Hall of Fame, is a Spears School of Business Top 50 MBA graduate and a Spears School Tribute: 100 for 100.

Dr. Manzer received his MBA and Doctorate of Marketing from Oklahoma State University.

Topics Include:
- Relationships
- Developing Effective Attitudes
- Leading an Energetic Culture
- Goal Setting
- Increasing Productivity
- Enhancing Service

OSU Center for Executive and Professional Development

Dr. Manzer's presentation to young professionals at our company was both practical and motivational.
His personable and engaging teaching style made the learning process fun.

SELECTED CLIENT ORGANIZATIONS
Ascent Resources
BlueCross and BlueShield of Oklahoma
Career Tech
Chesapeake Energy
Chickasaw Nation
ConocoPhillips
Continental Resources
DCP Midstream
Farm Credit
Federal Aviation Administration
Halliburton
Miratech
National Oilwell Varco
Oklahoma Department of Commerce
OG&E
Tulsa Library System
Tulsa Metro Chamber
Williams Companies

Creating Value Through Relationships
Enhance awareness of the principles and techniques of reestablishing and maintain a focus on relationships—external and internal—as a customer competitive edge.
- The nature of change
- Relationship culture
- Entitlement vs. Relationship
- Employee interdependability
- Themes and variables of relationships

Developing Effective Attitudes in the Workplace
Learn how attitudes are formed, how they are organized, how they are changed and how they affect one’s self-image.
- How attitudes are formed
- Resistance to attitude change
- How to develop a good self-image
- Role expectations

Leading an Energetic Culture
Assist in the recruitment and retention of employees by stimulating attitude changes and employee accountability.
- Source of energy in an organization
- Concept of FISH
- Role of self-motivation
- Attitude and behavior

Increasing Effectiveness Through Goal Setting
Set goals and achieve them for your own benefit and for the benefit of the organization.
- Achievements vs. Activities
- Measuring goals against past performance
- Personal goals
- Relating individual goals to team goals
- Work-related rewards

Increasing Productivity Through Accountability
Investigate how cultures are specifically created within organizations, how to recognize creation variables and what may be done to stem the growth of entitlement.
- Focusing on accountability within your organization
- Manage ambiguity and communicate effectively
- Develop talent and direct work