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

Lee Manzer, Ph.D., is a professor of marketing at Oklahoma State University with years of practical experience. He worked previously as a sales representative and marketing research assistant for Dow Chemical Company. He believes in the power of positive attitude. An excellent communicator and a gifted learning facilitator, Dr. Manzer’s presentations on relationships, leadership, service quality, and entitlement 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. Find out why hundreds of organizations and associations request his entertaining yet motivating presentations.

“Dr. Manzer’s instructional method of storytelling is one that keeps the class engaged and stays with the learner long after the class is over.”

Lee Manzer, Ph.D., is a professor of marketing at Oklahoma State University with years of practical experience. He worked previously as a sales representative and marketing research assistant for Dow Chemical Company. He believes in the power of positive attitude. An excellent communicator and a gifted learning facilitator, Dr. Manzer’s presentations on relationships, leadership, service quality, and entitlement 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. Find out why hundreds of organizations and associations request his entertaining yet motivating presentations.

FOR ON-SITE PROGRAMS AT COMPANIES OR ORGANIZATIONS, PLEASE CONTACT THE OSU CENTER FOR EXECUTIVE AND PROFESSIONAL DEVELOPMENT AT 1-866-678-3933.
STORIES FROM THE PAST - MANAGING FOR THE FUTURE

There has never been a society that did not use the telling of stories to establish their culture. Within organizations, storytelling is also a valuable technique to create and maintain “culture” while motivating employees. Stories can also be used to resolve conflict and to generate customer “evangelists.”

You will learn:
• Why stories work and create norms of employee behavior
• The power of culture: culture in society and organizational culture
• Retelling your organization’s stories
• Organizational heritage: the sacred bundle
• The leader as a storyteller

THE RISE AND FALL OF ENTITLEMENT

Entitlement may be defined as “receiving a reward based on who you are not what you do.” Entitlement cultures, which tend to be created during “good times,” are pervasive in society organizations. Entitlement is a severe threat to productivity and individual initiative.

You will learn:
• How such cultures are specifically created within organizations
• How to recognize such variables
• What may be done to stem the growth of entitlement

DEVELOPING EFFECTIVE ATTITUDES IN THE WORKPLACE

The impact of attitudes can be significant. By a better understanding of attitudes, you can become happier and more productive in the workplace.

You will learn:
• How attitudes are formed
• How they are organized
• How they are changed
• How they affect one’s self image

FOR MORE INFORMATION ON HOW TO BRING DR. MANZER ON-SITE TO YOUR COMPANY OR ORGANIZATION OR HAVE HIM SPEAK TO AN ASSOCIATION OR GROUP, PLEASE CONTACT ...

1.866.678.3933
CEPD.OKSTATE.EDU

“A nationally known presenter, Dr. Manzer will share his knowledge and business and personal life experiences with a sense of humor. His seminars will leave you pondering the simplest concepts and show you how the smallest change in your organization can make the biggest difference. His storytelling abilities are memorable and a great way to learn the content.”

Dr. LEE MANZER
SPEARS SCHOOL OF BUSINESS, OKLAHOMA STATE UNIVERSITY

SELECTED CLIENT ORGANIZATIONS
Blue Cross and Blue Shield of Oklahoma
Career Tech
The Charles Machine Works
ConocoPhillips
Farm Credit
Federal Aviation Administration
Halliburton
Homeland
Miratech
National Oilwell Varco
Oklahoma Department of Commerce
Oklahoma Gas and Electric (OG&E)
Tulsa Library System
Tulsa Metro Chamber

AWARD-WINNING INSTRUCTOR
• Four OSU Instructor of the Year awards
• 10 undergraduate teaching awards
• Four Spears School of Business Outstanding Teacher Awards
• Oklahoma Higher Education Hall of Fame
• OSU Award of Excellence for Advisement
• OSU Richard W. Poole Faculty Excellence Outreach Award
• OSU University Outreach Faculty Excellence Award

“Dr. Manzer’s program ‘Developing Effective Attitudes in the Workplace’ was highly effective in communicating and training personal and organizational skills and processes to achieve success.”