



Dr. L. Lee Manzer
Oklahoma State University
Stillwater, Oklahoma

“The Rise and Fall of Entitlements”

TUESDAY June 15, 2010
8:30am – 10:00am
Oklahoma History Center
2401 N. Laird Avenue
Oklahoma City, OK 73105

Please fax my RSVP to: Business Services Team at 405.470.3223

Name: _____

Company: _____

Telephone: _____ Fax: _____

Any questions or comments may be directed to:
Larry Musslewhite at 405.470.3213 or email: larry.musslewhite@oesc.state.ok.us

Jennifer Kraszewski, Chesapeake Energy-Chairperson
Karen West, Cameron International-Vice Chairperson

The OKC Employer Council is a cooperative educational effort of the Oklahoma Employment Security Commission,
Workforce Oklahoma partners and Oklahoma City area human resources professionals.

Guests are welcome and no charge is involved.





Our June 15th session will feature Dr. L. Lee Manzer from Oklahoma State University who will discuss:

The Rise and Fall of Entitlements

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. This session investigates how such cultures are specifically created within organizations, how to recognize such creation variables, and what may be done to stem the growth of entitlement.

- I. CONCEPT OF ENTITLEMENT
 - A. The Entitlement Culture
 - B. Rise of Entitlement in the Organization
 - C. Conditions of Entitlement
 - 1. Too much security
 - 2. Rules, Rules, Rules
 - 3. Top Down Power
 - 4. Costs of Entitlement
- II. DANGER IN THE COMFORT ZONE
 - A. The Relationship Productivity and Anxiety
 - 1. Concept of organizational fear
 - 2. Concept of the earning curve
 - B. Change and Motivation
- III. MOVING AWAY FROM ENTITLEMENT – INCREASE PRESSURE
 - A. Increasing Employee Accountability
 - B. The Role of Anxiety in Change
 - C. General Approaches
- IV. MOVING AWAY FROM ANXIETY – DECREASE PRESSURE
 - A. General Approaches
 - B. Specific Techniques
- V. ESTABLISH AN EARNING CULTURE
 - A. The Enriched Employee
 - B. The Future



L. Lee Manzer is a professor of marketing at Oklahoma State University. He has several years of practical experience as a chemist, sales representative, and marketing research assistant for Dow Chemical Company. In addition, he has presented hundreds of seminars for a variety of national organizations and associations, including energy and petrochemical companies, manufacturing firms, financial institutions, and public service agencies. Specific companies and organizations include Arvest Bank Group, ConocoPhillips, Farm Credit Bank, Halliburton, Kerr-McGee, Koch, MerCruiser, Union Carbide, U.S. Office of Personnel Management, and Indian Health Service.



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