

# How to Organize An Effective Lecture?

## Three Things to Try

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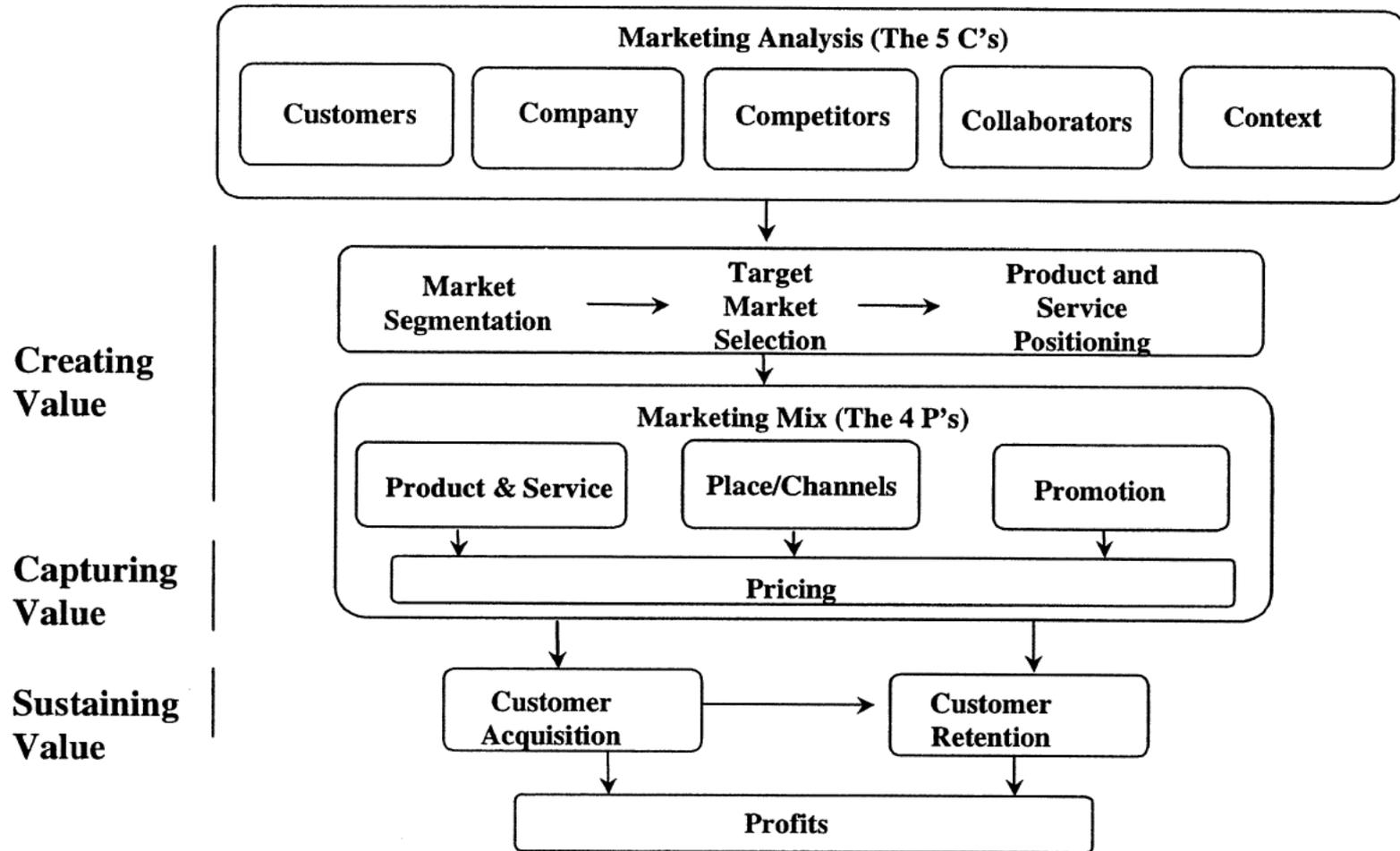
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## 3. Work on your content

- ▶ Follow a framework
- ▶ Avoid being linear
- ▶ Less is more

# Example



Source: Dolan, R. J. (2000), "Note on Marketing Strategy," HBS #9-598-061

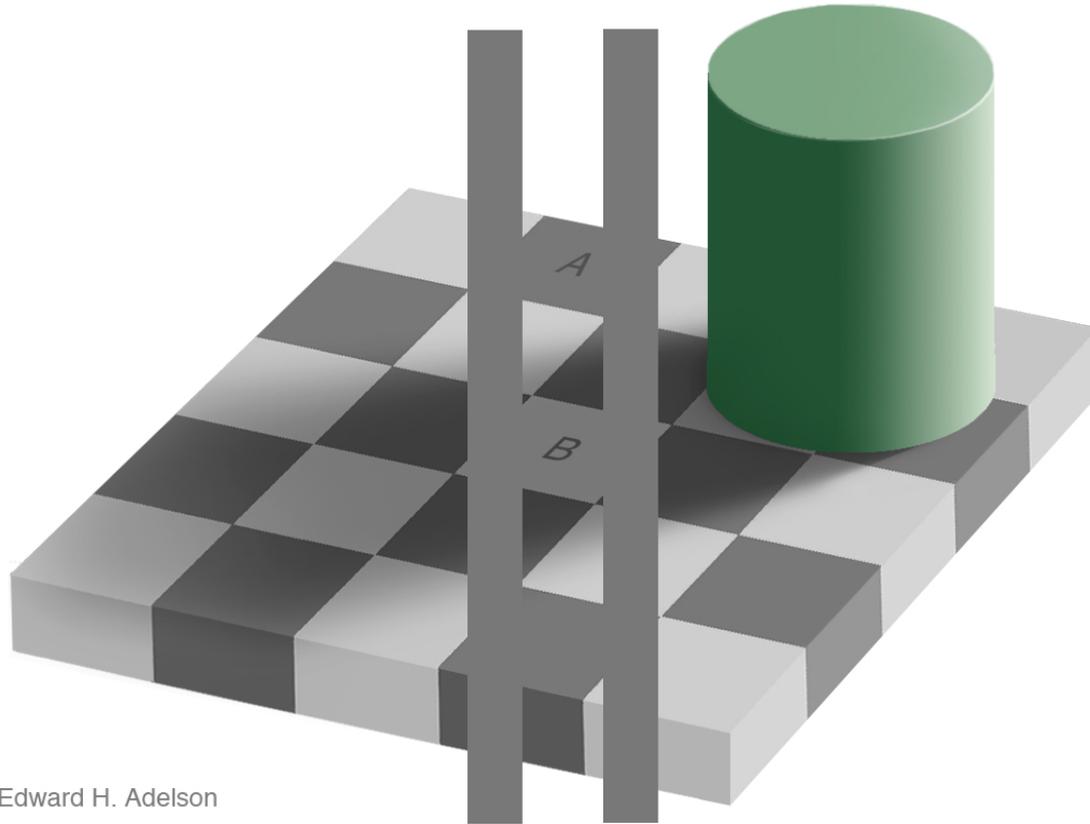
## 3. Work on your content

- ▶ Follow a framework
- ▶ Avoid being linear
- ▶ Less is more

## 2. Engage the audience

- ▶ Use examples
- ▶ Use multi-media
- ▶ Use surprise

# Example



Edward H. Adelson



## 2. Engage the audience

- ▶ Use examples
- ▶ **Use multi-media**
- ▶ Use surprise

# Example

“In the US, 2.5 million plastic bottles  
are consumed every hour.”







## 2. Engage the audience

- ▶ Use examples
- ▶ Use multi-media
- ▶ Use surprise

# Example

- ▶ Opening-week question: How do you evaluate the following Super Bowl commercials?
  - ▶ Apple “[1984](#)” (1984)
  - ▶ E\*Trade “[Monkey](#)” (2000)
  - ▶ Microsoft “[Empowering](#)” (2014)

# 1. Establish what is uniquely “you”

- ▶ Have your own style
- ▶ Have your own theory
- ▶ Say no, scientifically

# Takeaways

- ▶ Work on the content
- ▶ Engage the audience
- ▶ Establish what is uniquely “you”