

How to Create Effective Conclusions

Conclusion. While the introduction leads into the body, the conclusion leads out of it and provides closure. Introductions and conclusions should be about equal in length and significantly shorter than the body. As a rule of thumb, the introduction and conclusion together should be about one fifth of the total speech (i.e., in a five-minute speech, the introduction and conclusion should be about half a minute each).

1. Signal the End

Pause slightly before you start your conclusion. Use a signal word or phrase (*to conclude* or *in*

Conclusion) to show your listeners that you have completed the main part of your presentation.

2. Review Your Main Points

Just as you listed your major points during the introduction, list them again in your conclusion. This will help your audience recall your major ideas and result in a sense of accomplishment.

3. Reinforce Your Main Idea

Make very clear at this point what your listeners should take away from your speech. Your goal in giving this speech should be evident and your audience should be aware of the main point they have taken away from this speech.

4. End with Impact

Use the last few sentences of your speech to ensure that you leave a good and memorable impression. The following are a few techniques useful in ending with impact.

- Humor
- A thought-provoking question
- A quotation
- A call for action
- A connection to a larger context