

Bracken Business Communications Clinic

STYLE

WRITING A STRONG CONCLUSION

A **strong conclusion** should be memorable because it is the last thing your co-communicators will read or listen to and is what they will remember most. A good conclusion will include the following elements:

- Restatement of your thesis/claim
 - What was your main point?
 - Why should your co-communicators care about the idea you have communicated?
- Synthesis (not summary) of your key points
 - How do your key points fit together to support your thesis/claim?
- Call to action
 - Do your co-communicators need to act on the information you have provided?
 - Can you recommend next steps for co-communicators to take?