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?