

3 Elements of an Effective Conclusion



1. Signal the End of the Speech

Cue that your speech is ending through language like “my purpose has been” or “let me end by saying.”

Think of your conclusion like a musical crescendo that you are building toward. Depending on your topic, you may want to use a dissolved ending, which acts more like a musical decrescendo.

Use your tone, pacing, and rhythm to convey that your speech is ending.



2. Reinforce the Central Idea

Briefly summarize the speech. This explicitly restates the central idea and main points to remind your audience about the content of the speech.



3. Thoughtful Ending

There are 3 common ways to execute this.

- **End with a Quotation.** Choose a brief quote that suits the urgency of your speech.
- **Make a Dramatic Statement.** Create your own impactful quote that is crafted to tie your speech together.
- **Refer to the Introduction.** End with a statement that ties the conclusion to an idea or story presented in the introduction.

Do you have questions? Visit the PCC!



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