



MODULE 7 PRESENTATION SKILLS

UNIT 3 Conclusions

Task sheet

The aim of the lesson:	<ol style="list-style-type: none">1) Become aware of the strategic importance of conclusions2) Examine their function and internal structure3) Learn effective techniques to create conclusions4) Learn expressions to signal characteristic parts of conclusions
Language level:	B2 and up



TASK 1 Another great opportunity to make your point

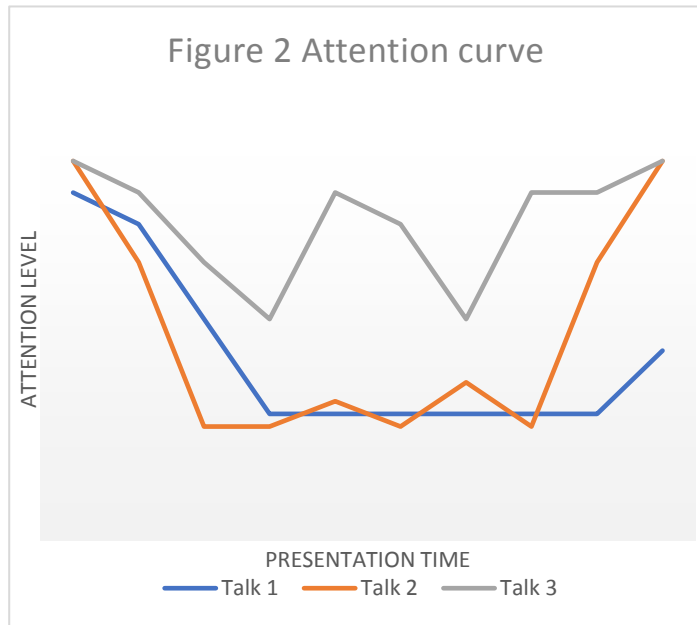
Similarly to introductions, conclusions represent a highlight of the presentation. Signalling the ending of the talk, we can focus the audience’s attention on the main message, and call for action or leave a question to be considered, depending on the main purpose of your talk.

Look at the graph again, which illustrates the attention level of the audience during three presentations. Now focus your attention on the final part of the talks.

1. Why does talk 1 “fall flat” at the end?

2. How do you think the presenter in talk 3 manages to achieve an overall higher attention level in the conclusion than that of talk 2?

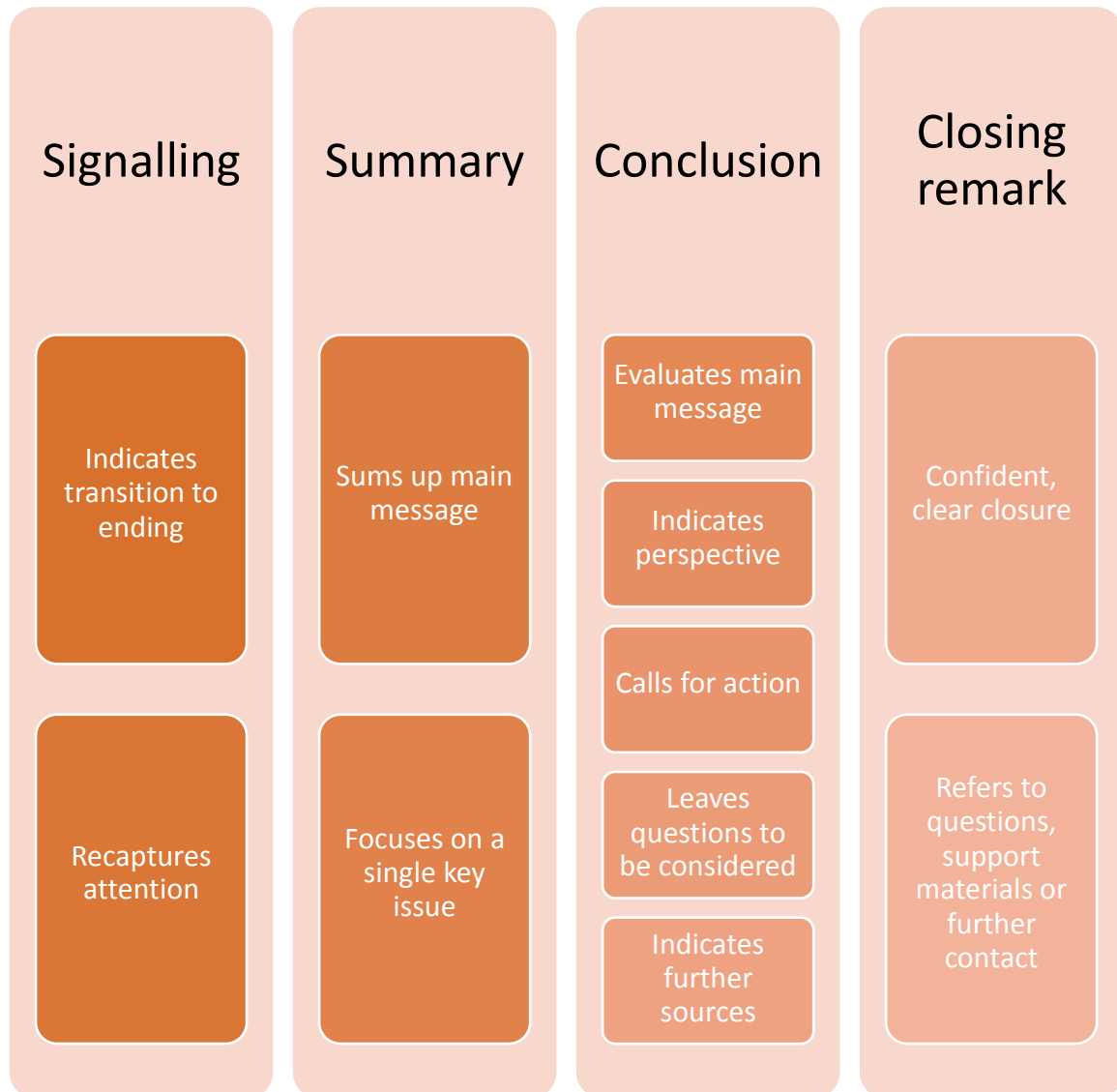
Discuss your observations with your partner.



TASK 2 The structure of conclusions

The main aim of a good conclusion is to summarise the main message and leave the audience with a lasting impression. Conclusions have 4 main components as summarised in figure 2:

Figure 2 Aspects of conclusions



Task 2/A Signposts

Indicate which of the four components are signalled by the following sentences.

Signposts	Function
1. In conclusion, I'd like to leave you with the following idea. ...	
2. To sum up, I'll go over my three main points. ...	
3. I believe the only way forward is to reconsider our employment scheme.	
4. At this stage, I'd like to run through the main alternatives I have highlighted.	
5. Should you have any questions, I'm happy to answer them now.	
6. Well, that covers everything I want to say.	
7. To conclude, let me leave you with the following question.	
8. I hope you gained an insight into our new quality assurance policy.	
9. Let me just highlight the main issues again.	
10. The one last thing I'd like to say is: it's your choice.	
11. I'd like to conclude by urging you to take a look at our promotion strategy.	
12. So, that brings me to the end of my talk.	
13. If you want to get a deeper insight into this issue, take a look at Johanness & Bright's 2017 study.	
14. And that is the strategy that will make our clients more loyal than ever.	
15. Now, I'll hand out my presentation outline with my contact information as well. Feel free to get in touch with me.	
16. What I'd like to suggest is tightening our budget in the next three months.	
17. So, that completes my talk.	
18. And finally, I'd like to come back to the idea I started with: learn to think outside the box!	
19. Let me put all this in context for you.	
20. Just to recap my main points:	

TASK 2/B Wording your conclusion

Read the concluding sentences below. Fill in the gap with the correct form of the words in the table.

come	sum	cover	bring	run
put	recap	highlight	make	approach

- a) Well, this me the end of my talk today.
- b) That basically everything I wanted to say about logistics.
- c) Let me briefly back to the key issues of my talk.
- d) To up, I'd like to briefly review my main points.
- e) In summary, I'd like to through the alternatives I presented today.
- f) Let me just one more important observation.
- g) Nearing the end of my talk, I'd like to this in context for you.
- h) As I am the end of my presentation, I just have one final question.
- i) Ok, after outlining the options at our disposal, I'd like to the three main strategies I have mentioned.
- j) In conclusion, I'd like to our company's most innovative products.

TASK 3 Appeal elements

Appeal elements are crucial in the conclusion as well to win the audience for your cause. Just as in introductions, we can choose from a variety of techniques:

Figure 3 Appeal elements in conclusions



Look at the examples and label the appeal technique they represent.

Example	Appeal technique
1. I'd like to close my presentation with the words of former US president Bill Clinton: "You can put wings on a pig, but you won't make it an eagle".	
2. Well, can we really afford further delaying taking the next step?	
3. Remember the story I told you about the ill-received bottle of wine? Just a final piece of advice: make sure you know how to promote your product!	
4. Spread the science!	
5. And investing into solar panels is a business that not only benefits us, the producers, but also helps us inherit a liveable planet to our children.	
6. And, finally, I'd like to remind you of the surprise I promised at the beginning. If you reach under your chairs, you can find some of our sample products taped under the chair.	
7. Along with Steve Jobs, I'm asking you now: Why join the navy when you can be a pirate?	
8. If you have an idea, go until you find a way to put into practice! If you let yourself be limited by what is possible or reasonable, you'll end up with a compromise. So go for it and realise your dreams!	

TASK 4 How do experts do it?

Watch the conclusions of the TED Talks you have already seen in Unit 2.

Note down which conclusion components and appeal elements you can recognise. Choose the one that best appeals to you and justify your choice.

Sources:

1. Julia Milner: The surprising truth in how to be a great leader

https://www.ted.com/talks/julia_milner_the_surprising_truth_in_how_to_be_a_great_leader

2. Roselinde Torres: What it takes to be a great leader

https://www.ted.com/talks/roselinde_torres_what_it_takes_to_be_a_great_leader

3. Simon Sinek: Why good leaders make you feel safe

https://www.ted.com/talks/simon_sinek_why_good_leaders_make_you_feel_safe#t-7995

	1. J. Milner 11:43 -	2. R. Torres 8:26 -	3. S. Sinek 9:46 -
1) signalling the beginning of conclusion			
2) presenting a summary of main points			
3) concluding			
4) stating a clear closing idea			
5) asking questions			
6) quoting a source			
7) calling for action			
8) referring back to the beginning			
9) offering a vision			

In sum

- **Conclusions provide a chance to summarise your main message and leave the audience with something to think about.**
- **Effective conclusions are further divided into recognisable subsections, and contain both appeal and content elements.**

MODULE 7 PRESENTATION SKILLS

UNIT 3 Conclusions

Key

TASK 1 Why bother?

Suggested solutions	
1. Why does Talk 1 “fall flat” at the end?	There is probably no conclusion, or it is not properly signposted, so the audience doesn't have a chance to get ready for the closing.
2. How do you think the presenter in Talk 3 manages to achieve an overall higher attention level in the conclusion than that of Talk 2?	By starting it after an activity which activated the audience or an anecdote that made them laugh By clearly signposting the beginning and the further, smaller components of the conclusion By keeping it short, concise and integrating some interest element

TASK 2 The structure of conclusions

TASK 2/A Signposts

1.	2.	3.	4.	5.
conclusion	summary	closing remark	summary	closing remark
6.	7.	8.	9.	10.
signal	conclusion	signal	summary	closing remark
11.	12.	13.	14.	15.
conclusion	signal	conclusion	closing remark	closing remark
16.	17.	18.	19.	20.
conclusion	closing remark	closing remark	signal	summary

TASK 2/B Wording your conclusion

- a) Well, this BRINGS me the end of my talk today.
- b) That basically COVERS everything I wanted to say about logistics.
- c) Let me briefly COME back to the key issues of my talk.
- d) To SUM up, I'd like to briefly review my main points.
- e) In summary, I'd like to RUN through the alternatives I presented today.
- f) Let me just MAKE one more important observation.
- g) Nearing the end of my talk, I'd like to PUT this in context for you.
- h) As I am APPROACHING the end of my presentation, I just have one final question.
- i) Ok, after outlining the options at our disposal, I'd like to RECAP the three main strategies I have mentioned.
- j) In conclusion, I'd like to HIGHLIGHT our company's most innovative products.

TASK 3 Appeal elements

Examples	Appeal technique
1.	Quote
2.	Rhetorical question
3.	Framing
4.	Call for action
5.	Vision
6.	Framing
7.	Quote/Question
8.	Call for action

TASK 4 How do experts do it?

	1. Julia Milner	2. Roselinde Torres	3. Simon Sinek
1) signalling the beginning of conclusion	yes (what have we learned from this?)	yes - signposts conclusion and shows three main questions on screen	No clear signposting Indirect strategy: - pause - redefining leadership
2) presenting a summary of main points	yes - counts them (1,2,3)	yes - three main questions as reminders	yes - main features of good leaders
3) concluding	yes - describes effect of new strategy	yes - points out key feature of good leaders: contrast (comfortable past vs. uncertain present and future)	yes - story – metaphor, good leaders facilitate cooperation
4) stating a clear closing idea	yes - ultimate positive effect	yes - key defining feature of good leaders	yes - question, vision
5) asking questions	yes - signposting the beginning of conclusion	yes - signposts conclusion	yes - introduces key features of good leaders - dramatic effect in story telling - vision of the desired company
6) quoting a source	-	-	-
7) calling for action	-	-	-
8) referring back to the beginning	-	yes - focusing on the past vs. present	yes - framing with a war story
9) offering a vision	yes - positive effects of new strategy	-	yes - offers vision of codependent, cooperative business culture

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