

Conclusion of a Speech

What are Essential Requirements

Once you complete the body, it is time to create the conclusion of a speech. This is where you will reinforce what you said in your talk to get the response you had hoped to gain.

This is like receiving the Certificate of Occupancy to your finished house and moving right on in. Only thing, you want your audience to mentally move in to the thoughts you conveyed if you have not already.

In speech writing, this involves different things, depending on the type of talk you're delivering.

Informative Public Speaking benefit greatly from a review of the information you want them to leave with.

This is also a form of repetition. It will help the audience remember.

One often cited but nobody knows where from study says we remember:

20% of what we read

30% of what we hear

40% of what we see

50% of what we say

60% of what we do

90% of what we see, hear, say, and do.

I first heard this at a 1976 interview when living in Colorado. However, I can find no actual study that it was taken from. I can also find no follow up study that confirmed the information.

What were the parameters, ages, settings, learning style preferences, listening style and so forth?

What is known about learning, some are visual learners, some remember what they see, others what they hear and some what they do. These are also affected by age and education. Finally memories are influenced by when it is used and moved from short term memory to long term memory.

Repetition in the conclusion would seem to help a public speech be more memorable. A call to action would encourage putting to use the information and further the memory of the information.

Motivational Public Speaking requires a call to action.

What ever the motivational goal, there needs to be a call to action. If you facilitated the the audience to tap into their inner motivations, then ask them one more time to just do it.

Persuasive Speech requires both review of the persuasion and a call to action.

If it is a persuasive speech, you want them to buy into your proposition. Reviewing the key persuaders will reinforce the emotional buy in. The call to action will encourage the audience to do something.

Knowledge of these speech writing principles is the start to building a good speech. Understanding them allows you to deliver a great speech. Using these principles wisely enables you to attain speechmastery.