There's More to Closing Than Saying, "Good-bye"

Elements of an Effective Closing

The closing is just as, if not more so, than the opening. When planning a presentation, don't stop short of planning an effective closing. Consider what you want participants to 'take away' from the session and what final impressions and ideas you wish to leave with them.

ELEMENTS OF AN EFFECTIVE CLOSING

- A reminder of the learning objectives
- A summary of the main ideas and key points
- Encouragement for immediate application

CREATING AN EFFECTIVE CLOSING

- Use bridging statements
- Refer to the opening, to the agenda, or to points made during the session
- Summarize the main ideas
- Share a benefits statement
- Involve the participants
- Activate senses by using visuals, music or movement
- Make it memorable

THE NEVER EVERS OF CLOSINGS

- Never apologize
- Don't admit forgetting (You can do this earlier but not at the closing!)
- Don't change delivery style at the end
- Avoid rambling
- Do not stop cold
- Do not introduce new concepts
- Do not lose energy
- Do not make the closing seem unimportant

PROFESSIONAL
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