



The ECHO™ — Your Weekly Presentation Tip

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End with Impact

This tip came from one of our long-time clients and friends. It ties nicely to a quote we found from T.S. Eliot:

"...to make an end is to make a beginning. The end is where we start from."

As you're reaching the end of your presentation, whether it's wrapping up your speech or handling the last of your audience's questions, make sure you're setting the stage for what happens after your presentation is finished.

End by repeating your main points one more time. You could:

- Restate your purpose

or

- Give your audience a one-sentence capsule of your key message

When you do, you end strong like you began, and you make your ending the beginning of what happens next for your audience—the last thing they hear is what they need to know or what action they need to take next.

Contact Communispond
marketing@communispond.com

800 529 5925

www.communispond.com