



## Worksheet 12: Mini conclusions answers

A good mini-conclusion should have:

- Something that marks it out as an end of the analysis. 'Therefore' works well.
- A judgement linked to the wording of the question (the command word is 'Evaluate') so a clear judgement is needed).
- What that judgment depends upon.
- Context.

The following could be used as a good example:

*Therefore, it is not true that a mission statement is only important to a bank if it significantly influences the strategy and tactics, especially for a bank that is also a public limited company as most large banks are. However, this depends on the public perception of the business. As a marketing tool the mission statement can still feed into the strategy and tactics but is unlikely to be part of the strategies and tactics linked to making profit.*