

# Assembly Final: Coaching Tips

Coaching students between the workshop and the Assembly Final is a key opportunity to develop their communication skills. As your students already have a first draft of their speech and have advanced to the Assembly Final, your role is **refining** and **elevating** what they say and how they say it.

## Coaching Strategies

- **Set clear goals** e.g. “let’s focus on improving your transitions”
- **Be honest and specific.** Use specific praise and specific critiques.
- **Model techniques.** Show them past winners on YouTube or demonstrate delivery yourself.
- **Encourage self-reflection, let them tell you what help they need.**
- **Celebrate growth.** Highlight how far they’ve come, don’t just focus on the end goal of winning!

### 1 Content: Deepen the message

Encourage authenticity, clarity and careful use of persuasive language.

- Clear Key Message** (can they give a one sentence summary of the purpose of their speech?)
- Engaging opening** (do they have a “hook” that grabs the audience’s attention?)
- Memorable closing statement** (do they leave a lasting impression with a question or call to action?)
- Personal connection** (do they tell us why they care about this topic?)
- Relevant personal story or anecdote** (can they demonstrate lived experience or understanding?)
- Clear and creative use of language** (do they use rhetorical devices, emotive & figurative language?)
- Cut unnecessary repetition and filler/off-topic content**
- Creative speech title** (can they give their speech a short, enticing title that sparks curiosity?)

### 2 Structure: Tighten the Organisation

Ensure their speech is easy to follow and maintains momentum.

- Logical flow** (does one point flow into the next? e.g. 3-point structure, problem into solution)
- Smooth transitions** (do they use signal phrases like “Let me tell you why this matters”?)
- Balanced content** (does each point have enough time? does one area feel rushed or out of place?)
- Strategic repetition** (do they use any rhetorical devices to ensure their message is memorable?)

### 3 Delivery: Enhance presence

Support their use of voice and body language to engage the audience.

- The 4 P’s** (do they vary their pitch, alter their pace, project for power and use pauses for emphasis?)
- Eye contact** (do they look at the audience to engage them in their speech?)
- Hand gestures** (do they use purposeful hand movements to support key ideas?)
- Facial expressions** (do they express emotion that matches their message?)
- Movement** (do they stand confidently with feet grounded, where movement feels intentional?)

## Competition rules



Speech must last between  
1 min 30 secs and 3 minutes



Speaker must  
not use notes



No rap, poetry  
or spoken word