

THE STRATEGIC SPEAKER COACH

Rachael West



CASE STUDY: Women in Mining WA Summit

As Speaker Coach for the WIMWA Summit from 2014 until 2025, I coached “ordinary” industry speakers to seamlessly take the stage alongside distinguished professionals, like ABC’s Lisa Leong and Annabel Crabb. This diversity of voice contributed to the event becoming a cornerstone of the industry calendar.

Audience size 1200

Location Crown Casino, Perth,
Western Australia

Services provided:

- Strategic Speaker Coaching for individual speakers
- Panelist preparation
- Stage and tech run-throughs
- Interview notes for panel moderator Leigh Sales

Coaching provided 2014-2025



Rachael - your coaching is amazing. I love your practical teaching style and your ability to detect the golden threads from a rambling conversation.

Brendon Brodie-Hall, Manager, Rail Logistics & Optimisation, Rio Tinto



How Strategic Speaker Coaching was tailored to this event

I work closely with conference coordinators to understand their vision and contribute to its execution. When WIMWA first approached me to work with them, I had been a TEDx speaker coach for 4 years, and they wanted to draw on this format. Speakers had less than 15 minutes and had to have a clear point.

Feedback from WIMWA's event team suggested that coaching was providing something very unique that differentiated this event from others. Rather than a marked difference between the paid keynotes and "ordinary" members of industry, the summit had a seamless flow across the day.

With this in mind, I evolved my methods to the specific needs of this event and its industry. Over time, Strategic Speaker Coaching helped speakers from this industry to expand the boundaries of conversation around workplace diversity, inclusion, gender and culture. During my time as Speaker Coach, the Summit grew from an audience of 550 to over 1000 people of all genders filling 1850 square metres of the Grand Ballroom at Crown Casino. Tickets sell out every year.

WIMWA speakers say coaching gave them the confidence, self-belief and skills to speak with impact, using their experience to empower others and initiate change. Attendees say Strategic Speaker Coaching gave this event a unique edge.

The result: a powerful and rich perspective on the complex topics of diversity, influence and leadership.

Some of the speakers I coached for the WIMWA Summit:

Andrew Bywater

Megan Kline

Nicole Pates

Lan Tran

Kaushika Hazarika

Pooja Haria

Megan McCracken

Shannon Youd

Sylvia (Weiran) Wang

Vanessa Torres

Annie Llewellyn

Lynn Olsen

Anthony Kirke

Holly Allday

Cailli Knievel

Donna Stace

Rowena Leslie

Elle Farris

Michelle Keegan

Jayne Finch

Mariette Steyn

Andrea Maxey

Nikki Levitt

Sabina Shugg AM

Candis Rhodes

Briohny Evans

Diane Smith-Gander AO

Tashana Jones

Divya Dayalamurthy

Brendan Brodie-Hall

Many have gone on to become in-demand speakers.

**Rachael has a talent to get the best speech out of you. It's as if she can read minds.
Rachael helped me to know more about myself.**

Weiran Sylvia Wang

“Hands down best talk of the day.

You don’t expect an electrician to be such a good speaker.”

Leigh Sales & Annabel Crabb

on WIMWA speaker Shannon Youd, in their podcast Chat 10, Looks 3.

”Rachael didn’t just guide me to prepare a very well received presentation; she helped me to affirm I am a capable human being with something meaningful to contribute.”

Jayne Finch, Senior Underground Mining Engineer

Event photography: Rift Images (L-R): Megan McCracken. Lan Tran with Lisa Leong. Catherine Fox.



“This conference gets better every year.”

Megan McCracken, Chair, NAWO