

SANDRA KEMAYOU

Solving the \$300K–\$650K Cost of Identity
Erosion in High-Potential Women



ABOUT ME

Organizations aren't losing women because of skill gaps. They're losing them because of identity erosion. Replacing one mid-level woman costs \$300K–\$650K in recruitment, lost productivity, and institutional knowledge — yet most retention strategies focus on compensation, engagement perks, or performance coaching, missing the silent drivers of attrition long before resignation letters appear.

Sandra Kemayou is an international keynote speaker and Retention Strategist who helps organizations identify and retain the women quietly holding entire systems together — often while operating at a fraction of their capacity.

Before stepping onto global stages, Sandra spent nearly a decade as a corporate trainer and leadership developer, strengthening retention and performance while training 2,500+ employees. She later led multi-million-dollar initiatives and built a leadership institute that has coached 1,000+ professional women across continents.

Across industries and leadership levels, she has observed the same pattern:

Women are not burning out from work — they are burning out from hiding.

Through her proprietary framework, The Power Evolution™, Sandra helps leaders diagnose identity-driven disengagement before it becomes turnover — producing immediate behavioral change, stronger leadership presence, and measurable retention impact. Helping organizations stop losing the women who hold everything together.

BOOKING INFORMATION

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📍 Based in The Gambia | Travels Internationally

MY KEYNOTES TOPICS

KEYNOTE 1: Oprah Would Not Survive Your Performance Review

The Leadership Blind Spot Costing Organizations Their Best Women

If Oprah walked into your organization as a Business Analyst, she wouldn't survive your performance review.

Serena would be labeled "too intense."

Michelle Obama would be praised — and quietly sidelined.

This keynote exposes the identity-level blind spot embedded in legacy leadership and evaluation systems — the same blind spot driving disengagement, stalled leadership pipelines, and preventable attrition.

Using The Power Evolution™, Sandra helps leaders see what their systems are misreading and correct them before high-potential women disengage or exit.

KEYNOTE 2: The Whisper You Can't Ignore

Identity-Led Leadership for Women at Retention Risk

Every high-performing woman hears it — the internal signal that something is off:

You're too big to be this small.

Most silence it, calculating the professional cost of visibility inside systems that reward adaptation over truth. Over time, this fragmentation erodes confidence, performance, and commitment — often long before leaders notice a problem.

This keynote names the personal and organizational cost of identity suppression. It introduces Sandra's Identity Before Strategy™ approach — restoring clarity, authority, and leadership presence without asking women to contort to fit outdated models.

WORKSHOP/IMPLEMENTATION OPTION

The Power Evolution™ Leadership Intensive

From Insight to Retention Strategy

A facilitated working session where leaders and talent partners apply The Power Evolution™ in real time to assess risk, visibility, and leadership activation across teams.

WHAT SETS SANDRA APART

- Identity-Led Retention Strategy
- Proprietary Frameworks, Not Theory
- A Rare Dual Lens
- Direct. Human. Transformational.

AS SEEN IN

