



# *Yemu Phiri*

Yemu Phiri

Email: [yemu.phiri@yahoo.com](mailto:yemu.phiri@yahoo.com)

Website: <http://www.yemuphiri.com>

Yemu Phiri is a human resources management consultant, educator, life coach, personal and organizational development strategist and author. She is passionate about purposeful living and loves seeing people living with a deep consciousness of who they are and where they are going.

She is the founder of Inflatas Group, a company dedicated to providing exceptional consulting, coaching, educational and transformational services, products and programs to equip individuals and organizations to live on purpose, achieve their goals and vision and leave a lasting legacy. A career in education and human resources reignited Yemu's sense of purpose and calling in life. She is determined to make a significant and lasting difference in people's lives. Yemu believes that as we develop ourselves, we are able to express our talents and abilities for the enrichment and benefit of others.

She is also the author of *Mighty Women of Africa*; stories of hope, resilience and potential for young readers. *Mighty Women of Africa* is a fictional biography of 10 remarkable and formidable career women of Africa who are on a mission to make a difference in the world. Who said African women can't dream big? The book explores with deep reflection and mesmerizing storytelling the fundamental question of success, women empowerment, passion, potential, determination, ubuntu, positive relationships, human rights and diversity. The book also highlights the importance of visibility and representation when it comes to women and minority groups. The visibility of strong and successful female role models whether fictional or real plays a significant role in inspiring young girls to pursue similar careers, as well as proving that success in any field is achievable. When one looks at the representation of Africa in the context of Western literature, one can see that it leaves a lot to be desired. The books that are inclusive of African content are still mostly characterized by animals, rural, folklore and blanketed narratives of destitution, destruction, disparity and dispute. This lack of diverse and positive representation has serious implications on African diasporic children. The book reveals to readers that Africa has people who are intelligent, capable, dedicated and ambitious. Not only is it important for children with an African heritage to see themselves represented in an uplifting and positive way, but it is also important for children who aren't from Africa to also see children from Africa represented in this way as well.

She holds a Bachelor of Business Studies with a Communication Management major, Graduate Diploma of Primary Education, Master of Human Resources Management, Cert IV in Training and Assessment and Certification in Strengths Coaching.