The Power of the Outsider

THE POWER OF THE

OUTSIDER

a journey of discovery

SAMUEL KASUMU
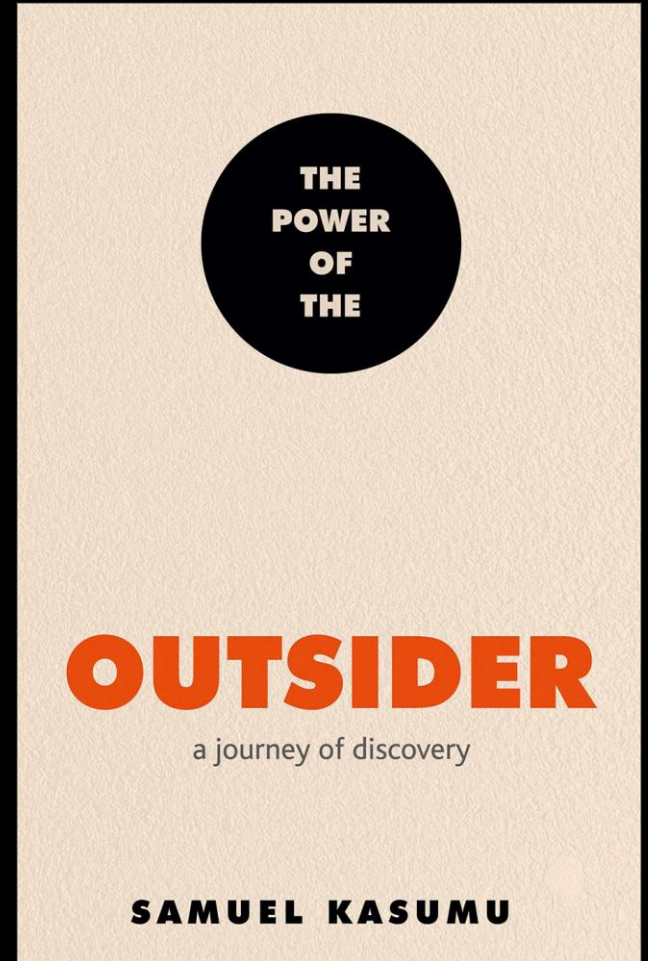
The Outsider

Conservative mayoral candidate hopeful **Samuel Kasumu** knows many in Westminster think of him as an outsider. But, he tells **Seun Matiluko** and **Tali Fraser,** that won't stop him fighting to be in the room where it happens

Surrounded by portraits of white men, many dressed in the elaborate military regalia of a bygone colonial era, Samuel Kasumu is relaxing at the Institute of Directors on the capital's Pall Mall.

The setting could be considered uncomfortable for a Black man who grew up in multicultural Barnet, north London – "the best place in the world" – but the meeting place was his choice. Having been a member of the Institute for a decade, he is not afraid to "walk through doors, where I am the only or the first".

Kasumu announced his campaign to run for mayor of London in early September, arguing he has what it takes to regain a Conservative foothold in the capital.

Outsider Categories

Social or Demographic

Psychological

Tactical

Outsiders are **individuals or groups set apart for a purpose**

The Value Outsiders Bring

Challenge commonly held orthodoxy

Increase productivity

Stand out – send a signal

Heal divisions

Broaden Audiences

Inspire others

Blueprint for Outsiders

Be strong advocates for others

Accept your difference

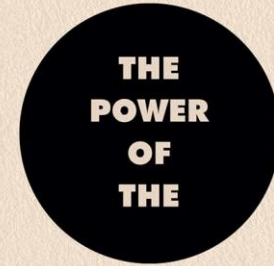Seek out and grasp opportunities

Have a network of people to help

Do not fear failure

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, 'Who am I to be brilliant, gorgeous, talented, fabulous?' Actually, who are you not to be? You are a child of God. You playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others."

-   *Marianne Williamson*

@samuelkasumu
contact@samuelkasumu.co.uk

THE
POWER
OF
THE

OUTSIDER

a journey of discovery

SAMUEL KASUMU