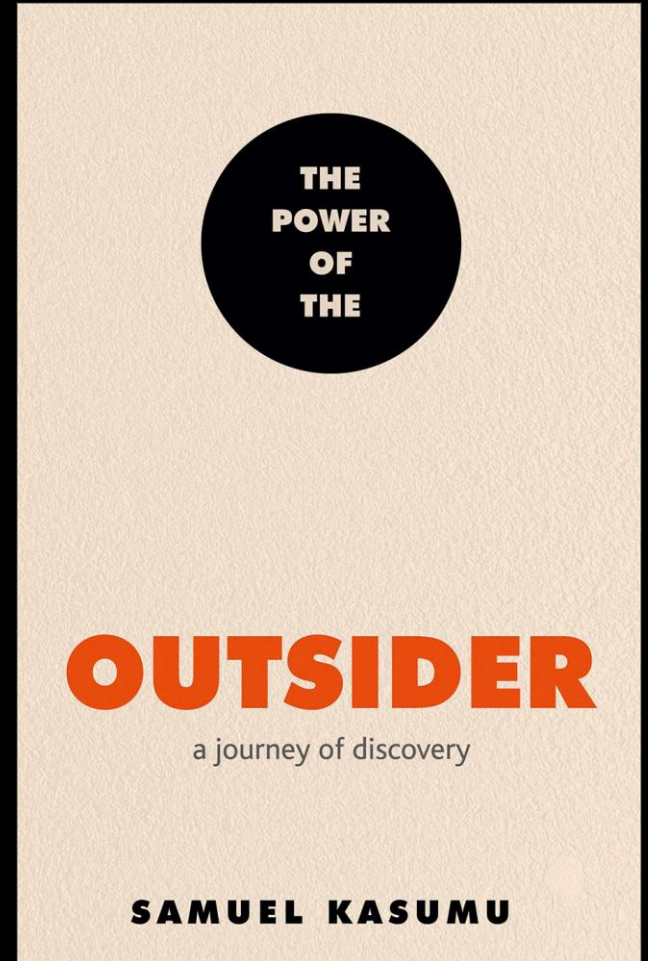


# The Power of the Outsider







# 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



**S**urrounded 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.

# Injustice



## Challenge orthodoxy



# Vaccine deployment



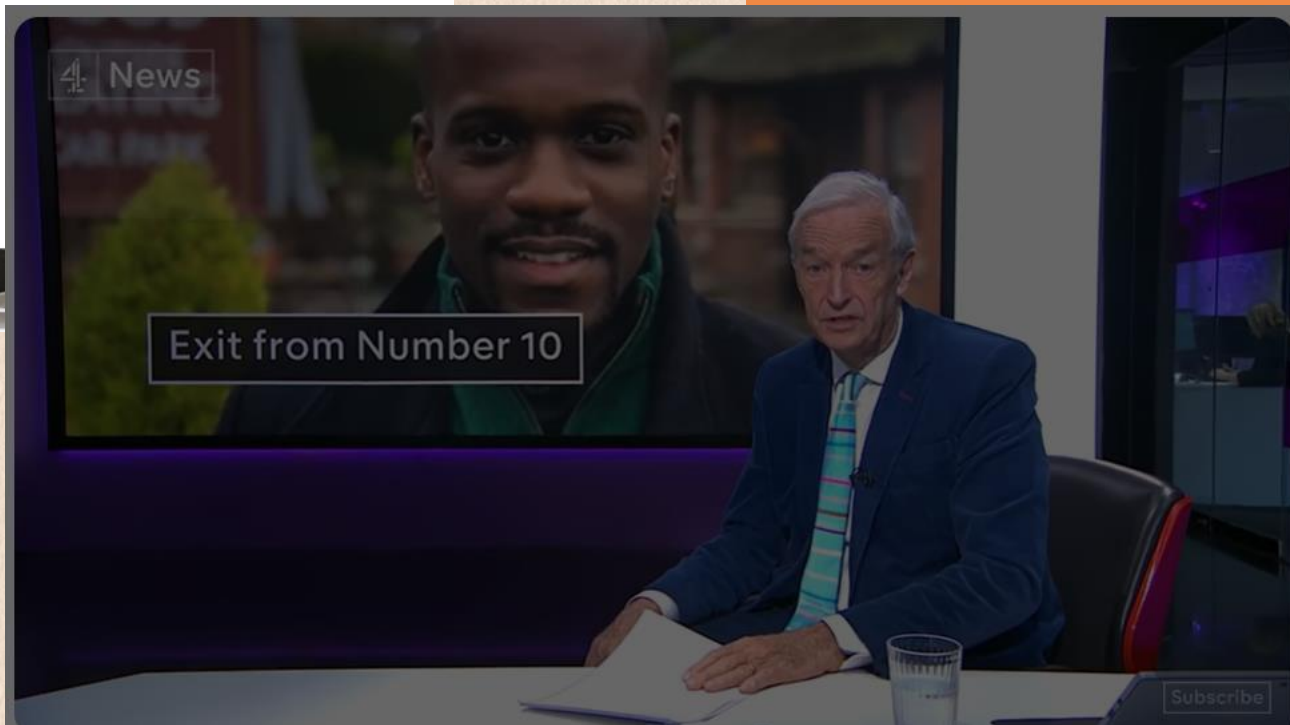
# NEWS

## In full: Samuel Kasumu resignation letter

5 February 2021



bbc.co.uk/news/politics/uk\_leaves\_the\_eu







# 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**

# Keys to both the past and present



# 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**



“You know there are times, perhaps once every 30 years, when there is a sea-change in politics. It then does not matter what you say or do. There is a shift in what the public wants and what it approves of. I suspect there is now such a sea-change”

**James Callaghan**

THE  
POWER  
OF  
THE

# OUTSIDER

a journey of discovery

SAMUEL KASUMU

AVAILABLE TO  
PURCHASE ON  
AMAZON



@samuelkasumu  
contact@samuelkasumu.co.uk