



SuperStar Communicator Podcast

The Power of the Outsider

Hello, everybody. This is Susan Heaton Wright from Superstar Communicator. You will see that my sidekick, Nick Simon, the co presenter, isn't here today. He's obviously got something far better to do. So, apologies, Samuel, this is nothing about you. It's about his other work. So today, we are absolutely honored. I mean, this is absolute royalty on, on the podcast and the livestream.

[Susan Heaton-Wright00:00:33 - 00:01:30](#)

This is Samuel Camuzu, award winning social entrepreneur, commentator, and strategist. He served as special adviser to prince sorry. To prime minister Boris Boris Johnson where he held the civil society income, communities brief. His work included leading on the cross government vaccine seen deployment confidence program. He's the most senior black adviser in government and was running to become the next mayor of London, and he's been involved in setting up and growing a number of initiatives to support the progression of Britain's black a minority ethnic population. This includes setting up a student network connecting peers with employers was at university that grew to 30,000 members. That's the size of a big university.

[Samuel Kasumu00:01:31 - 00:01:31](#)

Mhmm.

[Susan Heaton-Wright00:01:31 - 00:01:57](#)

He went it is. It is. He went on to set up and run a campaign that supported over 8,000 start up businesses and has won numerous awards including Barclays Business Enterprise Award, Spirit of London Awards, Entrepreneur Champion of the Year, Great British Entrepreneur Awards, and many more. Welcome. Thank you so much for being here.

[Samuel Kasumu00:01:58 - 00:02:03](#)

Hey, Susan. Thanks for having me. Thanks for that warm introduction. I should take you everywhere with me, Susan.

[Susan Heaton-Wright00:02:03 - 00:02:04](#)

I beg your pardon?

[Samuel Kasumu00:02:04 - 00:02:06](#)

I should take you everywhere with me.

[Susan Heaton-Wright00:02:06 - 00:02:33](#)

Absolutely. Well, Yeah. I'm happy to send it on to you. So I heard you speak and was bowled over when you spoke at the Institute of Internal Comms here in Wellin. And then I realized that you are a local council counselor for



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the Welland Hatfield, borough. Aren't we lucky? But what made you go into politics?

[Samuel Kasumu00:02:35 - 00:03:06](#)

That's a good question. I got involved in politics, when I was 19, and it starts off with student politics. So I, I was the president of a society on my campus. It's the largest at the time, And I wanted to do an event, and the student union, tried to prevent me from doing the event. So I decided to run to be the vice president of Union. I had no idea what the union did. I just the side is blocking me from doing events. And then Yeah.

[Samuel Kasumu00:03:06 - 00:03:44](#)

And then I managed to get, a record number of votes for a contestant See, I mean, about a 1,000 votes. And, it wasn't because I knew what I was doing or because I, I had a great plan. It's just because I was a quite A passionate voice, and I and, literally, my slogan was vote for a passionate voice because that's all I had at the time. And so as I get involved in the student politics, I got involved in, The national union students, where most of the people were labor members, and some were members of parliament now, and and and that's really how I got involved. So it's a bit of an accident, but probably I'd say.

[Susan Heaton-Wright00:03:45 - 00:04:00](#)

But I wonder if people voted for you because you're a very authentic person. And meeting you and hearing you speak at the conference. I certainly felt that I trusted you.

[Samuel Kasumu00:04:02 - 00:04:23](#)

As a 19 year old, The people both read yeah. Me. Perhaps. Maybe. Maybe. But but just probably probably primarily because they knew me and Yeah. And and I wasn't like some of the other candidates. I had a had my own constituent sort of students who probably, like me, weren't very engaged in student politics.

[Samuel Kasumu00:04:23 - 00:04:30](#)

But because, like, they knew who I was and that I decided to run, they were like, well, I don't quite understand what you're doing here, but sure. Fine. We'll go through.

[Susan Heaton-Wright00:04:30 - 00:04:52](#)

Yeah. Are brilliant. But your journey has been from that to ending up at number 10 as an adviser. I'm sure I I mean, I don't want you to go into details, but I'm sure that people are going to would be interested about 1 or 2 things that you've learned from working in number 10.

[Samuel Kasumu00:04:54 - 00:05:34](#)

Okay. Yeah. So I I one of the things I've learned. 1st is that, you know, power is very, very highly concentrated in In the center of of of government.



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Ministers can't announce policies as you can imagine without it Been signed off by number 10. And in fact, very often, they sign their ministers are announcing policies that were dreamt up in Downing Street. Ministers can't give speeches, but without it being first by number 10 or, you know, ministers can't approve budgets throughout it being certainly passed off passed by, Number 11 is is is people are gonna be reading about or listening to today. And so, yeah, power is highly concentrated.

[Samuel Kasumu00:05:34 - 00:06:29](#)

And then the 2nd ring, I I would say I probably learned was that incredibly privileged people are not necessarily the smartest people, But they're just the ones with the most access. And so very often, you know, I found folks who were confident enough to walk through those doors and to try and demand things Simply because they, they were privileged, and not necessarily because they had the best ideas. And so, you know, we we still we still live in a world where, you know, the same people regurgitating themselves in the behind the power. And that doesn't necessarily, change But via changing the government because you I I think we'll probably find that even if we have a new prime minister, which is very like, you know, the same privileged people will still have the same type of access. And so, you know, there a lot more needs to be done to get ordering folks into into positions where where decisions are being made.

[Susan Heaton-Wright00:06:30 - 00:06:42](#)

Now what do you mean by privilege? Is it that those people have got a huge network so that they are recommended for roles and, have access to people's ears?

[Samuel Kasumu00:06:43 - 00:07:13](#)

Yeah. Not necessarily a huge network, the right network. And also maybe the the certain types of upbringing. Maybe you went to a certain school, you stay at a particular university. You know, if you look at their labor because there's a front bench, you will probably I know that you will find There were some, folks on both sides who went to school with each other. Yeah. So, like, you know, as much as they might be a different They might wear a different rosette. They're basically, you know, from the same place.

[Samuel Kasumu00:07:13 - 00:08:03](#)

Not necessarily the same perspectives, but certainly, like, you know, they're the contemporaries. And so You have a lot of the same. And and very often, those people, maybe they trust, individuals, more who have the same background. Right? And so it's not an accident that for A lot of the the the last 15 years we've had or folks who study PPE PPE at Oxbridge, you know, being the ones who are chosen for the key roles. And not just for key roles in the cabinet, so not just people that you know, but also people



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behind the corridors of power who are making, you know, some of their big decisions. You know? There were new examples, But but, you know, it's very clear. You just you look beneath the bonnet. Still very privileged folks are the ones who are in charge.

[Susan Heaton-Wright00:08:06 - 00:08:14](#)

I experienced that. I mean, I went to university well before you did, but I went to I'm gonna say it say it. Durham University.

[Samuel Kasumu00:08:14 - 00:08:15](#)

It's good to know.

[Susan Heaton-Wright00:08:16 - 00:08:29](#)

Yeah. Nice nice middle class girl. But because I was not from the south because I wasn't from one of those so called elite schools, I was a social experiment to some of those people.

[Samuel Kasumu00:08:30 - 00:08:47](#)

Yeah. Yeah. Yeah. Yeah. And and yeah. I mean, we now have a a member of parliament from the north. I think there's a party chairman who is you know, has a seat at the table in the cabinet. But before we had a new well, the Tories had a new chair.

[Samuel Kasumu00:08:47 - 00:09:11](#)

There was no northern member Member of parliament sits in at the cabinet. Imagine that. I mean, there was 1, technically, which is the prime minister because his seat is in the north. But, you know, he's from Southampton, So I'm not gonna give him that pass. And so, you know, we still have huge challenges around regional representation. Yes. You know, jobs are still going to to the boys. And even if it go into the girls, those girls usually quite privileged too.

[Susan Heaton-Wright00:09:11 - 00:09:12](#)

Yes.

[Samuel Kasumu00:09:12 - 00:09:28](#)

So, Yeah. Big challenge. Big challenges. And that just that just means we have to redouble our efforts to to try and make sure that we're breaking those barriers, and and we're not accepting This idea that actually folks who are different are not as good because that's just that's just for the birds.

[Susan Heaton-Wright00:09:28 - 00:09:37](#)

Absolutely. And you wrote an excellent book on the power of the outsider. What is your definition of an outsider?

[Samuel Kasumu00:09:38 - 00:10:14](#)

Good question. Good exam question. So outside is mean different things to different people from different backgrounds and different contexts. And so What I found was after I left Downing Street, I wanted to go on this journey



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of discovery to try and really understand my experiences in in that building, but also, to try and create a blueprint for folks who may have entered a space for the 1st time and may feel like they might be an outsider. And what I found was, that there are different types of outsiders. So you could be a you could be a an outsider based on what people would call an objective fact. I don't know. Your gender, the color of your skin, where you grew up, the football team support.

[Samuel Kasumu00:10:14 - 00:11:07](#)

She's a relatively objective facts. Right? So social or demographic Outsider. You can also be an outsider, because of, psychological reason. So, you know, you might look and sound like everybody in the room, but there might be a reason why you think that you were different or or why you believe you're different. That could be because you're an introvert or in a room of extroverts, or It could be because, you were the 1 in your family that you might say is not the academic one, Or it could be because you suffered some kind of trauma growing up, and many people may never know that trauma. But, you know, a a discussion is sparked in a room where everybody seems relatively similar. And for that reason, you feel excluded or like an outsider, or or it could be because you suffer from dysphoria. So there are reasons why You could be an outsider, and nobody might think you are, but you might feel like you are.

[Samuel Kasumu00:11:07 - 00:12:03](#)

And then and then there's and then there's your, your your tactical outsider. So that's your outsider that, separates himself from a majority or dominant group in order to achieve some form of, advantage or because of disdain for a particular, set of principles or above you. So for example, you know, Nigel Farage, I He is now eating weird stuff in in Australia, and I'm a Celeb. He is from a Previous background, was a banker, friends with Rupert Murdoch. You know, in many respects, you would say he's your your your example of a an insider, but He separates himself tactically, and positions himself as an anti establishment outsider in order to secure what he believes was right for the country, which is To leave the European Union. And and, actually, there may be even some broader reasons why he decided to go down that route. So those are 3 types of outside. You could tactical.

[Samuel Kasumu00:12:03 - 00:12:19](#)

You could be a demographic or social outsider, and you could be a psychologist. What brings them all together? Am I definition of an outsider is somebody that is sets apart for a purpose. So there's a reason why you were different. That's what makes you an outsider.

[Susan Heaton-Wright00:12:19 - 00:12:32](#)



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And the title of your book is The Power of the Outsider. So let's twist this round. You let us know about the 3 different definitions. Why can they be powerful?

[Samuel Kasumu00:12:32 - 00:13:27](#)

Yeah. So the thing is no matter what kind of outsider you are or you think you are, the one thing that I believe is that there is a value that your outsideness can bring. And so your tactical outsider who is not necessarily always somebody that's privileged, but can be someone that's quite Privileged will use it tactically because they recognize if I separate myself from a dominant or majority group, I'm gonna be able to be more distinctive. I'm gonna be able to mobilize people in a different way. I'm gonna be able to maybe be more disruptive than if I was as monolithic as as my background might suggest. And so no matter what type of outsider you are, You can use it as a superpower, in order for you to, either seek out in Some form of advantage, but also, you know, for good. And so that's why, the title is the power of the outsider.

[Susan Heaton-Wright00:13:28 - 00:14:10](#)

But the challenge can be that you are an outsider, and you're not being listened to. You're not you're not able to push through, and influence. I use the example of well, we've got the COVID the the COVID, analysis going on at the moment, and there was a very senior civil servant that was struggling to be heard and listened to without going into names or details. How do you how would you suggest that person or a similar person could push through all of the noise and perhaps the microaggressions that go with that?

[Samuel Kasumu00:14:12 - 00:14:19](#)

Yeah. I'm not sure which which is. I mean, there's 400,000 civil servants. I'm sure they would all probably argue that They've been

[Susan Heaton-Wright00:14:19 - 00:14:20](#)

This is a very senior one.

[Samuel Kasumu00:14:21 - 00:15:40](#)

Struggled to be listened to. But I I would I would, I would say that The challenge for an outsider is, is twofold. 1 is to recognize that there is a value in your difference, And then the second is to be able to, I guess, utilize or or maximize the output of that value. And so The first part is quite internal, and the 2nd part has external factors that and so, you know, for example, if people are very used to A particular type of person where decisions are being made. And so if you're an outsider, then actually, they they might be some biases that you have to try and overcome. That And and and and so but the the challenge is still that you have to respond to it with a bunch of principles. You know? In politics, it's How do you build a a



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network of allies? How do you communicate, the value that you bring, all the things that you want to achieve in a way that, allows you to really push the dial. You know? What is the clarity of the vision? And sometimes, Actually, you know, am I in a place where I'm genuinely gonna be able to flourish? Because, you know, at times, the reality is that you might have to say, well, actually, I've exhausted all avenues, and this This is probably not gonna be the place where I'm gonna.

[Samuel Kasumu00:15:41 - 00:16:06](#)

And so, yeah, so there were definitely external factors. And but some of those principles, whether you're an insider Oh, and outside everyone, how you can, you know, navigate these spaces are are pretty universal. You're you're not gonna be able to I didn't really affect change in, you know, a working environment or in politics, etcetera, if you'd if you're not able to understand the politics of human behavior. And that is ultimately the challenge for a lot of people.

[Susan Heaton-Wright00:16:07 - 00:16:15](#)

So you mentioned about allies. What are your tips for building a network of allies?

[Samuel Kasumu00:16:17 - 00:17:18](#)

Good question. I I think I suppose the first thing I would say is you gotta know what you bring to the table. Because, you know, if you don't believe in your own source, then why would you why should you expect anybody else to, firstly. Secondly, you have to make sure you're a short leader in your space. So whatever it is that you bring to the table, make sure that you've you've mastered it, not just from, an an implicit perspective, but also quite explicitly. You know? Have you have you have you written about this this space for your expert? Have you studied it in a way that is gone in in into some great depth? Right? How how have you how you dealt demonstrably a thought leader? And then I suppose the the first thing I would say is, how are you building and maintaining relationships? So we know we all have LinkedIn, and we're on the platform now. And that's a great place of demonstrating you're a thought leader, but it's not necessarily the the only it is not the only way that you should Assuming you can build and maintain relationships. So you need to you need to get out there, and and also you need to be helpful.

[Samuel Kasumu00:17:19 - 00:17:20](#)

Right. Yes. You must be.

[Susan Heaton-Wright00:17:20 - 00:17:22](#)

Get the helpfulness. Don't they?

[Samuel Kasumu00:17:22 - 00:18:02](#)



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You're very helpful. You know? If people remember you, they think you can help them along the way. And the best way to demonstrate that is by being proactive and being being useful. It's just it it yeah. There there are principles, as I keep saying, that are universal, And it's not just about, you know, how you deal with, some of the external barriers. It's also about how you make sure you're positioned in a way that Even if folks don't like you and even if folks are not necessarily keen to to have you around, you wanna be in a position where people Will struggle to to to to not have you around, and and you need to be in a position where people need what you what you're selling, essentially.

[Susan Heaton-Wright00:18:03 - 00:18:32](#)

Really, really good tips there. Now we've talked about somebody or us being an outsider, someone being an outsider. How about if you are a leader of a team or an organization? Do you have tips for how you can make sure that everybody feels that they belong, that they are of value no matter what their background is, what they look like, how they speak.

[Samuel Kasumu00:18:32 - 00:19:18](#)

Yeah. So it's the first thing I would say is, like, Cultures need to be both explicit and implicit. And what I mean by that is you when it when you walk into an office, even though a lot of people work from home, When you walk when you walk into an office, you should be able to feel the culture that you want. And also it should be very explicit. You know? And so, you know, are your values on the wall? Do you have a culture statement? Is there a way of behaving that if a new person was coming today, they would be reasonably expected to recognize is the standard. And in values can be, actual aspirational. And so you can say that if we wanna be a really inclusive environment. We wanna focus on excellence and teamwork and etcetera, etcetera.

[Samuel Kasumu00:19:18 - 00:20:10](#)

And so they should just, they could be, values that people will say you you're achieving now, but they all should have some stretch attached to it. So you can constantly ask yourself, You know, are are you heading in the right direction? Where is everything for improvement? So cultures don't get set by accident. And that's the first thing I would say. The second thing I would say is that, it's important to recognize that, you know, you don't all have to agree for you to be part of a cohesive team. And so, you know, you have to embrace diversity of thought, and you need to make sure that you have an environment where it's safe enough for people You might have doubts about particular discourses to be able to to raise some, concerns and and and for people to be able to agree to disagree respectfully. Yes. That's that's really important. And I suppose the first thing third thing I



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would say is, you know, cultures, values, etcetera, always flows from the head down.

[Samuel Kasumu00:20:10 - 00:20:37](#)

And so it is for the leader to set the tone to to to recognize that they are the ones that have That that will predetermine what is acceptable. You know, if the CEO is behaving in particular way or or disregard a particular perspectives, Then that will give license to other people to to do the same thing. And so it's very important that the leader of any organizational institution, is the one that is is is the first to say this is how we wanna do business.

[Susan Heaton-Wright00:20:39 - 00:20:53](#)

So why should an organization spend time and and probably money and energy into making sure that everybody feels included. What are the what what are the benefits to the company or organization.

[Samuel Kasumu00:20:54 - 00:21:23](#)

Well, firstly, it makes business sense. You know, we are in yes. We're in tough economic times, But there's also scarcity of talent, particularly, in some of the roles where you need specific types of expertise. And so, You know, it makes no sense for you to not be in a position where people from from all walks of life feel like you're a good place to to work. And so it makes it makes business sense. And and also, if you want to retain talent, not just recruit talent in

[Susan Heaton-Wright00:21:23 - 00:21:23](#)

Yes.

[Samuel Kasumu00:21:23 - 00:21:38](#)

Then you need to be in an environment where people feel like they can flourish regardless of What background they're from, and and and so it may it just makes business sense. And then the other thing I would say or link to it make your business sense is We live in a country that is becoming increasingly diverse tomorrow.

[Susan Heaton-Wright00:21:38 - 00:21:39](#)

Yeah.

[Samuel Kasumu00:21:39 - 00:22:23](#)

We will have, the latest, migration, data published by the, Office of National Statistics. It's very likely to show that there have been record levels of of of migration into Britain again and regardless of what your views are on the subject, it just it still points to the fact that even if you close all the borders tomorrow, Britain will never look the way That it has done in the past. And so for you to remain relevant, particularly if you're in an urban center, you're gonna need to be able to engage with people from walks of life in a in a meaningful way. So they were they were just very basic imperatives. And



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and that's that's not even with me touching on some of the, you know, the the moral arguments around why it's a good thing.

[Susan Heaton-Wright00:22:25 - 00:22:36](#)

So you work you are a counselor in well in Hat filled in the Hatfield villages. So I presume that's Essendon and those villages, if I'm right, or maybe it's not.

[Samuel Kasumu00:22:36 - 00:22:38](#)

No. No. But keep going.

[Susan Heaton-Wright00:22:42 - 00:22:47](#)

But what are you bringing to the local borough with your

[Samuel Kasumu00:22:48 - 00:23:36](#)

What am I bringing? That's a good question. So the the average age of a counselor is not my age. Probably probably 2 twice 2 times my age. And so, you know, we know that locally, there are big issues around, know, how you get more young people to engage in politics. So I would say I I suppose I bring a relatively young perspective to Some of the some of the decision making processes. I'm also quite an inclusive person, so it isn't I'm not very, not very, partisan. And so I get along with folks in different political parties, which is maybe a good way to do politics. Someone said to me the other day, beef you know, Before you and a few others were elected, the way that we did politics here was very, very parts and, and and things have changed since you've come in.

[Samuel Kasumu00:23:36 - 00:23:46](#)

So I suppose I I do politics a slightly slightly slightly different way. But I don't know. You'd have to ask my, My residents, if I bring anything up to the table.

[Susan Heaton-Wright00:23:48 - 00:23:55](#)

We've got a question from Dan Newton who says, hello. Great session. I don't know if you you know Dan.

[Samuel Kasumu00:23:55 - 00:23:56](#)

Yep. Good, man.

[Susan Heaton-Wright00:23:57 - 00:24:09](#)

Oh, brilliant. Thanks, Dan. Thanks for hosting. Are there 1 or 2 things that you think are are typically misunderstood about an outsiders? Brilliant question. Thanks, Dan.

[Samuel Kasumu00:24:11 - 00:25:04](#)

One of the things that I think are typically referenced yeah. I I I would say, yeah, a good question. I would say the first thing is that People assume that being an outsider is a bad thing. Both both Both outsiders and and and maybe even insiders, but, yeah, this this idea that, oh my goodness, because I'm an outsider, it it it is a negative disposition. And so, you know,



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as I said, often the tactical outsiders, he he can often be from quite privileged So the ones that have cottoned on to the fact that it is often or more often than not, an advantage if it can be used and utilized in a way That it's a superpower. Right? And so sometimes groups that are also quite marginalized and realize that actually my difference is a strength. If I can get that Sense of confidence in it. Other people will also buy into that confidence.

[Samuel Kasumu00:25:04 - 00:26:04](#)

I'd say that's the first thing. And then the second thing I would say is that, Very often when people try to understand, how we behave as human beings, the psychology behind our behaviors is not fully understood. And so if somebody is, I don't know, behaving in a way that is discriminatory. There was always this assumption that maybe just means they're a bad person Well, maybe it's because they haven't checked their period, etcetera, etcetera, etcetera. When actually human behavior is a lot more complex than that. And so The psychology that underpins how we behave, both as outsiders, but as human beings more broadly is is not never is not often fully Understood. And linked to that, actually, being an outsider is quite a universal feeling. And so, You know, at the over there, I was, because I'm on this book tour.

[Samuel Kasumu00:26:04 - 00:26:55](#)

I went to speak in a in a in a in an event in In Brixton. I mean, the work in the week before, I was in, like, in York. So that was a very different type of setting. And then I was in In Bristol and South London, and there was, the lady who was hosting the, the the event, she did this This activity where she got people to stand up, if they had ever experienced certain types of outside in this. And so she said, you know, stand up if you've ever felt like an outsider because of color of your skin. And the majority of the people in the room were were African Cavin, so most people stood up. And then the people who were white, which were in the minority, didn't stand up. And then I thought to myself, well, actually, at this very moment, you probably feel like a bit of an outsider, even though maybe you'd never had that ex experience before.

[Samuel Kasumu00:26:55 - 00:27:15](#)

And so it was just like, actually, that feeling is quite universal, and it can happen to anyone from any walk of life at any moment. That doesn't necessarily mean that the outcomes of that feeling is is is is, homogeneous. It's not. And and there are moments where actually being an outsider has a much more of a Detrimental impact

[Susan Heaton-Wright00:27:16 - 00:27:16](#)

Yes.



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[Samuel Kasumu00:27:16 - 00:27:27](#)

Because of certain variables. But, nonetheless, the understanding of, I suppose the phenomena helps all of us to be able to navigate moments a bit better.

[Susan Heaton-Wright00:27:28 - 00:28:06](#)

Brilliant. Dan, do you have any other questions, or is there anybody else that has a question that they'd like to ask? Because, Samuel, I'm sure, will answer. But in the meantime, what 3 tips can you offer the audience on how to welcome an outsider. So if you have an outsider that perhaps moves in next door or joins your, I don't know, football club. How can you welcome ways that you can welcome

[Samuel Kasumu00:28:08 - 00:29:01](#)

them. Good question. I think first thing I would say is that, we are all naturally Disposed to gravitating towards that which is familiar. So we all like being around The thing that we're used to, people that we're used to, cultures that we're used to. So that's that that is universal. Obviously, the more privileged or more senior a person is, the more material that that in an impact you have on, on others because of that natural disposition. And so the first thing we have to do is recognize that and be proactive about building bridges and And engaging with folks that might be different to ourselves. So, yeah, if you're if if somebody is new to your football club, Then you need to make sure that actually you're proactively engaged into the fold.

[Samuel Kasumu00:29:02 - 00:29:16](#)

So that's the first thing. You know, be proactive about including. So second thing I would say is, again, make sure your values are quite explicit. Make sure certain things are just very clearly not acceptable. You know, certain types of jokes, or Yes. Certain behaviors.

[Susan Heaton-Wright00:29:17 - 00:29:17](#)

Yeah? I'm

[Samuel Kasumu00:29:17 - 00:30:15](#)

making sure that people recognize that actually in in this environment, we want to make sure that everybody feels that they can they can flourish, and therefore, they were there are standards that Must be upheld. And then the third thing is, you know, try to try to make sure that people have a sense of purpose, and that sense of direction, in terms of where you you wanna go and make sure people can feed into that people different voices, different levels. And, You know, when I define outsiders, I often say it's not just about majority versus minority because sometimes, actually, The dominant group might not be the majority. And and so it's not just about the numbers. It's also about who's in the position's power. Of course, Very few people will go



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to relatively few people go to, fee paying schools. And it takes about 7% of the population. So but then but then that that 7% dominate, you know, where decisions are being made.

[Samuel Kasumu00:30:15 - 00:30:30](#)

So they're not the they're not the As a dominant group. And so it's important to recognize the nuances around that. But, yeah, it's just it's just important to be intentional ultimately About how you you do people.

[Susan Heaton-Wright00:30:32 - 00:30:40](#)

So your book, The Power of Outsider, tell me a little bit about it and how people can purchased You're right there.

[Samuel Kasumu00:30:42 - 00:31:26](#)

Yeah. Yeah. So I'm trying to put some water. Yeah. So so, yeah, I left Downing Street, went on this journey of discovery over 2 year a 2 year period. And when I went across the country and to different parts of the world, interviewing, people who I felt had a fascinating story, story and not necessarily your your traditional cliché folks. I'm a classical musician, a family of classical musicians, Police and crime commissioner, former chairman of Sainsbury is a real real real mix of really fascinating people. And so I Ask them questions, and then I was able then to reflect on my findings to to craft what I hope is quite a meaningful book.

[Samuel Kasumu00:31:27 - 00:31:31](#)

And, and also there is some stuff around Downing Street because people like to ask me about Downing Street. So

[Susan Heaton-Wright00:31:31 - 00:31:33](#)

Yeah. I've been very diplomatic.

[Samuel Kasumu00:31:35 - 00:31:40](#)

Yeah. Thank you for that. Many often people are not so diplomatic. But yeah.

[Susan Heaton-Wright00:31:40 - 00:31:40](#)

Yeah.

[Samuel Kasumu00:31:42 - 00:31:45](#)

And yeah. So, hopefully, it's a Really readable book.

[Susan Heaton-Wright00:31:50 - 00:33:01](#)

I've just lost you for a moment. Oh hopefully he'll come back while we're waiting. That was well, we're we're just waiting for this because let me, oh dear, we've lost him for a moment and I'm sorry about this everybody, but hopefully we will get him back. Maybe I'll remove him from stage and then see if I can add him to. No, I can't add him to the stage, so I'm sorry about that. But what I would say is that you can purchase The Power of the Outsider. What I will do is that I will put a link through to, his to, a site where



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you can get books so that you can purchase his books. And I'm hoping oh, he is.

[Susan Heaton-Wright00:33:02 - 00:33:10](#)

Are you here again now? Can you hear me? Hello, Samuel. Can you hear me?

[Samuel Kasumu00:33:10 - 00:33:11](#)

Yes. I don't know why.

[Susan Heaton-Wright00:33:11 - 00:34:15](#)

Yes. There there was, for some reason, you went dead. So I'm telling everybody how they can purchase your book. Are you able to hear me? Don't know what's going on here. Can you can you hear me, Samuel? No. I really wanted to ask 1 more question, and that was related to what your next plans are. Can you hear me? Yes. Can you hear me? I can hear you, but you can't hear me.

[Susan Heaton-Wright00:34:23 - 00:34:41](#)

Yeah he's gone. So thank you very much everybody. If you do hear any more and you want to ask some more questions please put them in the live stream, the questions, and I'll ask Samu to answer them. So thank you very much.

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