



# ACCENTURE LIMITLESS

## Episode 3

### Ben Hunte and Abidemi Ogunbowale

/Presenter – Abidemi Ogunbowale-Thomas –  
Tech Imagineer, Senior Manager, Technology,  
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Guest – Ben Hunte – BBC LGBT  
Correspondent

Abidemi Ogunbowale-Thomas [00:00:11]  
Welcome to the Limitless series. Limitless is a series of conversations with pioneers in different fields, to help us understand what makes them tick. At Accenture creating change is what we do. We don't believe there's one way to do that. So we're speaking to a variety of people who've made transformative impacts in their industries and we're trying to understand the creative genius that allows them to do that. How did they approach their work? Just trying to discover a few of their secrets to success. My name is Abidemi and I'm a Tech Imagineer at Accenture. A senior manager focused on driving change for our clients and our society. Today I'm honoured to be speaking with trailblazer Ben Hunte. Hey Ben, how you doing?

Ben Hunte [00:00:58]  
I'm good thank you. I absolutely loved that introduction. I'm here for a bit of creative genius, a trailblazer. Keep the words coming, it's great.

Abidemi Ogunbowale-Thomas [00:01:07]  
It's testament to what you've achieved. What you achieved is exemplary. And really we'll get onto it in terms of the conversation, but I just love, as I

as I read your story, this sense of constantly raising the bar; constantly finding that thing hasn't been done. And not just doing it but doing it well.

Ben Hunte [00:01:27]  
Thank you. I genuinely appreciate that. I needed this today. In times of lockdown 2.0. So yeah. Thank you for that.

Abidemi Ogunbowale-Thomas [00:01:34]  
Awesome awesome awesome. So I'd love to go through the conversation and just understand a bit more about yourself to start with. And then maybe meander into some questions just to understand that journey you've taken to become the person you are right now. But also, as I'm sure with everybody else, we know that this is just a stage in your career. What does the future look like? I'm hoping that we can capture a couple of exclusives here, that no one else has heard about. Some things about you that no one else has ever heard. And so with that in mind let's start with your background. What did the life of the young Ben look like?

Ben Hunte [00:02:13]  
Wow. So the life for young me was an interesting one. I put it that I am from East London. I'm twenty-nine years old so I grew up being quite a tolerant society. My family moved over to this country from Guyana. And when



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they came here things weren't so tolerant. I was speaking to my dad the other day about the fact that as a black man he couldn't get a bank account. He struggled to just be himself as a black man, going to work and getting on with his day without racism and whatever else interfering with it. So for me growing up — I grew up in a very tolerant society in terms of my race. When it came to my sexuality and my identity that's where I really struggled. I really struggled with it. Not to get deep but if I look at the friends I grew up with, I had three black gay male friends who kind of helped me to understand who I was and to push on through whatever we were breaking through at the time. And the last of those actually took their life in January of this year. So I'm literally the last one left out of the black gay men that I grew up with. And when you kind of look at that and you look at the situations that they faced, the only common denominator with all of their experiences was the fact that they were black and gay. Me... I'm black and gay too. So it kind of gives you a sense of the issues that we were facing growing up within the UK in terms of our identity. But I hustled, I hustled hard as a young person. I knew that with the financial situation that my family faced that I could study hard, I could get scholarships for university and for school, I could learn musical instruments, I could do sports, be an all-rounder try to be the best of everything and hope that that would forward me to something. I'm very lucky that it did.

Abidemi Ogunbowale-Thomas [00:04:03]

That's amazing and resonates with me in terms of the plight of framing yourself at such a young age, in an environment where you can already see such negative discriminatory oppression. Just building on that, a lot to understand, growing up with your parents what would you say were three things that they instilled in you as part of this resilience that you were building?

Ben Hunte [00:04:27]

We have a family motto, which is quite problematic now I look back. And I probably wouldn't put this pressure on my own children. But the motto is Hunte's don't lose. So the idea that second place is not winning, and you need to do everything you can to win. I say it's quite problematic because for me that meant I would pull all-nighters before exams, even though I knew that I'd studied hard, I would put everything into it because I wanted to be number one. It wasn't good enough to get 'A'. I had to be at the top of the class getting that 'A.' And that was just what my parents did, they didn't... they gave me praise for things but at the same time if they knew that I had to put my all into it, that meant that I didn't get the kudos that I thought I deserved. I think also another thing was around being nice. My dad is a very hard, hard big man. He is very on it when it comes to success and pushing yourself,



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because he didn't have the same opportunities I was afforded as I've grown up. My mum on the other hand, she's very soft and she's very nice and I think, for her, she realised that that has held her back in some ways, and she wanted me to be a bit harsher but she always reminded me you have to be nice. You have to be nice. So my dad was more about pushing and my mum was about being nice. But then they also instilled in me the sense of hustle. I tell everybody it's all about the hustle. It's all about putting the time into things that you know are going to benefit you or benefit somebody. Yes I'm working hard at my day job. I know that through me hustling and putting myself on the line other people's lives can change as a result of it. So Hunte's don't lose; be nice; and hustle hard.

Abidemi Ogunbowale-Thomas [00:06:06]  
Succinctly well put. So just before we move off the university — you studied neuroscience. And I guess in many cases you know that really does prepare a person to really understand more about people. Tell us a bit more about what you learned during that period of time and how that's helped you beyond the time at school.

Ben Hunte [00:06:25]  
I love people. People are about everything. I'm actually a massive introvert and I get very tired after being in a roomful of people (although in these times of COVID obviously it isn't going to be happening very much anymore). But I go to networking events and I'd be really drained and tired from it. I just need to recharge my batteries.

But that time at university it just showed me the importance of friends and the importance of contacts. We were in the middle of a jungle, in Malaysia, we were so far from our family and our usual friends, that really just came together and you had to have contacts there. You had to build those contacts. Even if you didn't like people. You needed to end up best friends with them just to get through that time because there really wasn't much else other than people. So as a result of studying that neuroscience degree, I would say that the biggest thing that the degree gave me was just that sense of the extracurricular, it was knowing that I needed to build these contacts and I needed to understand people, get to know their needs and their wants, help them and help them to help me in many ways. And it was really just that sharing my expertise and that knowledge that kind of propelled me on. And I have to say as well that there was a different sense of work ethic in Asia. I went to Asia as a straight A student and I entered into my degree course at the bottom of the school. My grades were never good enough to get me even into the top quartile of our course. The work ethic that existed in Malaysia, and still exists today, was just so hard. I think almost, whereas I'd always relied on my academic skills to get me through, I realised actually I'm no longer going to be the best at numbers — so I need to find something else. So that was why I then hustled to start a magazine and start an events agency because I needed something to win at. I needed something to be good at — the people be like 'Yeah Ben's great



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at that' because it had always been academic stuff, always, or music and I didn't have that. So yeah I think it's... studying neuroscience allowed me to do my exams and do my lectures and be good at that stuff. But at the same time because I knew that I could cram before an exam, I could then focus my time on other extracurricular stuff that in a lot of other courses I wouldn't have been able to do.

Abidemi Ogunbowale-Thomas [00:08:56]  
That's amazing and you know what really resonates in that statement is — taking that step back and saying 'hey, I don't need to compare myself to running lanes, like other people, I'm going to find something I'm good at and really press the pedal on that and really drive excellence'. And to your point, just continually pushing that boundary that bar. Right? I think that coupled with the fact that neuroscience and this discovery and understanding of people, really builds a strong storyteller. And again these things are intrinsically linked. When I look through your journey is, it's as though you've been training to be this person, through all the seeming coincidences of your life, that's made you really strong at telling the stories, whether it be yours; whether being the voice for other people; the underrepresented. But saying it from a perspective that really resonates with people.

Ben Hunte [00:09:45]  
You know what's interesting? My lecturers, if they ever come across this will be absolutely cracking up, because the way they had to force me to go to these lectures. They had to force me

to go to these neuroscience lectures. Because in the same way as what you said that I really struggled to find myself in neuroscience specifically once I'd started my course. And I knew very quickly that actually I was not destined to be a doctor. Even though my grades may have aligned with me — cutting people open and repairing them. I knew, deep down, that once my course started that was not in my future. It just wasn't. And then I required finding those other skills and really just evaluating. What do I actually want to do? What is it that I'm good at? And if I look back now I find it weird I've almost ended up in this position, because I remember at the time in university in Malaysia, I said I can't be a journalist because I don't have the contacts. I don't have what you need to make in a UK newsroom. I'm actually — that's just hit me quite deep actually, just even reflecting back and thinking back to that moment and being I'm not gonna be able to get onto one of these journalism training schemes because I'm not a journalist. I don't feel like I have that. So yeah that's a good moment.

Abidemi Ogunbowale-Thomas [00:11:05]  
That's excellent because evidently you called your own space and I think this is something that people do need to think about. And we talk about it a lot of Accenture, which is this sense, as we said at the top, the sense of saying you know it's important to understand the unique relevance and value you can apply and you can offer. But in this day and age of technology advancement and just this breaking down of boundaries there are so many new



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ways you can achieve the same goals. And it's really about understanding your talents, as I say before, and making sure that you're applying them in a way that allows you to amplify that impact you have. And I think naturally you're a YouTube star. But I notice you also went to Google. And again this is a nice intrinsic link to this building up of your capabilities over time. That has uniquely set you up to be this awesome, prolific and consistent storyteller. So tell us a bit about your time at Google.

Ben Hunte [00:12:00]

I loved Google. So Google to me was very interesting because it allowed me to be disruptive. And I needed that. I needed to join an organisation, which I'm guessing very much like Accenture and a lot of tech companies, you're allowed to disagree. You're encouraged to disagree. If you want to make a name for yourself and you want a push and you want to hustle, and the organisation tells you 'be yourself' and you don't need to fit in you're going to make space for this to work for you. And Google allowed me to do that. So at Google, as a strategy manager, I was advising media clients on their digital strategies and how to utilise Google services in order to improve their businesses. But it was a good time because, it was also outside of London, it was in Dublin, and I was based across Europe. I was always flying in and out of places and it was incredible because my team were all a lot more senior than I was. I was the youngest one there. And as a result I learned so much from them.

Abidemi Ogunbowale-Thomas [00:13:10]

I'm blown away by the answer right. For many reasons. Because right there you epitomise just this demonstration of — I think the advice I wish I had when I was younger, which is this sense of being okay to be different. Because in amongst a group of other people, who think differently, they actually help you elevate an understanding of who you are, the things you do well and the things you don't do well. And it really then leads into this sense of building a network of people around you: that diversity of thinking not only adds to your way of thinking, but it helps you understand ideas about things that you could do well, that you didn't even have in your own mind. I know for me one of the things that's really been valuable throughout my career is a sense of 360° feedback. When other people can see these talents in you, that maybe you take them for granted but can't even see, it helps you really start to zone into the things that make you uniquely different. What's also great about what you said there is it meant that you didn't have to fit to the mould of what journalism looked like. You could create a new lane. A lane that felt more natural to who you are in terms of not only delivering the news and storytelling but doing it in a way that's authentic and I think that's part and parcel of the reason why you've been so well received in a lot of the correspondents work that you've done. Is because you're not trying to be anyone else but yourself.

Ben Hunte [00:14:30]

You need to come over here and snatch my job



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because you can do it. Your way with words. My gosh. I'm ready for your book. I'm ready to sit down headphones on it is listen to you talk.

Abidemi Ogunbowale-Thomas [00:14:45]  
Thank you. You're too kind. You're too kind. Just building from this now. We've gone through the narrative in terms of those like real core, I guess pieces of training your parents gave you. We've seen and explored through on the understanding of how life has actually continued to shape the real Ben. And this allowed you to amplify these talents that you have. So as you went into the initiatives and the campaigns that now made you famous with the BBC, could you tell us were there some things or moments in time where you knew this is it? This is what I'm going to be doing. This is what I'm famous for. And if so can you share some secrets with us as to what then gave you that kind of urge and desire to move on with it?

Ben Hunte [00:15:34]  
I have the biggest Imposter Syndrome ever. I think it's because of the way I was raised and that push for more and I push, that hustle. I've always struggled to reflect on my experiences and be 'Oh I'm actually doing quite well. I'm doing quite well with this'. And I would say it's that, that really drives a lot of journalists and probably presenters as well. It's that hunger for more. You do one story and you'll cover it well and it'll go out. And it'll make impact. You sit back and you'll be like OK that's great.

What's next? Like where's the next person and where's the next story? Because you're only ever as good as your last story. So me, it was almost that. It was that drive. And when I joined the BBC initially as an intern, I worked for free for three months and it was the most humbling experience to have that ever gone through to go from being a strategy manager at Google, and like celebrated on LinkedIn to then being an unpaid intern for BBC News. Because those three months, I was basically making tea for the people that I was seeing on TV. And it was a moment, because I thought I was going to absolutely hate it and I thought I was gonna be like Oh my God why am I doing this? But I went into work every single day and I walked into that building underneath that big BBC sign, and I was like wow, like this is it. It was almost a challenge. I saw as a challenge. I knew I wanted to get paid for my work. What can I do to get paid? And the way I came up with getting paid was finding my own stories. But to this day I've never done a story based on a press release. Press relations was everything all the time is I great. That's really cute. Thank you so much. But actually we're gonna wipe that way and dig deep on data, we're going to find our own case study is we're going to do whatever to make this original. And that's where the joy is for me. Is in actually uncovering stuff and then doing stuff that I know that people wouldn't be talking about, or tweeting about, or posting on Instagram, if it wasn't for me sat in my room hustling away at the numbers, or finding the case that isn't picking up the phone. And it was

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that drive. It was that excitement that, for me, pushed me on to want to be in this role. But I will say that the people that I started with, when I was an intern at the BBC news, some of them are still freelance or still interns around organisations. It was only three and a half years ago. And I think that shows that there is an element also of understanding your worth. What Google showed me was because I hadn't gone straight into the BBC, I already had this working sense and this idea of working at a certain type of level. Speaking to CEOs and stuff in media organisations. I didn't really allow myself to be put in a box I didn't want to be put into. Yes someone saw me as just an intern. I'd be like cool. That's great. Fantastic. See you later. I'm gonna go somewhere where they take me more seriously. Or if someone saw me as just a producer and I saw myself as a reporter, I'd be like, great thank you so much for your opportunity, it's been wonderful here. I'm going to go somewhere else when I see me as a reporter. So it's got to the point now where I'm happy with my career and I'm happy with the level that I'm at but almost, until I was working as a presenter for BBC Africa, if I started with a team and I didn't like where it was going on I would leave. I'd just go. And I think that it takes quite a lot of confidence and internal power to do that. But I knew that I didn't want to do a job that I didn't want to do. Without having to 100% commit to it.

Abidemi Ogunbowale-Thomas [00:19:13]  
Excellent. We've seen obviously the work you did with the kids in Africa. Talk about when that

opportunity came up. How did it feel and what were your main priorities in your mind in terms of delivering that?

Ben Hunte [00:19:28]  
Working for BBC Africa changed my life. Straight up! It was a moment for me to reflect as a black man and a black presenter and a black journalist on what I wanted to do with my life, and the impact that I could make with it. Prior to working for BBC Africa I would say I didn't understand myself and my heritage enough. One example of that would be when I was first reporting for BBC Africa. And this is the programme that's essentially like the African version of Newsround. It was for young people on the African continent called BBC What's New? and it was the BBC's first programme for young people on the African continent. And I put forward this story idea, the Chineke Youth Orchestra. An orchestra of incredible, gifted, young, black and mixed race people, who play music. I put forward this to my BBC Africa team and I was like — I really want to do the story about the Chineke Youth Orchestra because I think it is fascinating. These young black people are just so gifted, and they are making space for themselves within what is ultimately a very old and quite classist and quite white space. Orchestras. And my co-presenter, Debula is from Kenya. She took me aside and said — like OK so I know that you were really passionate about that pitch about Chineke Youth Orchestra. But actually it's not really a vibe. Like it's not really something that we should do. And I was like what do you meant that's not something we

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should do? These young black people are absolutely slaying, like they're making space in a white space. And she was like, but you need to understand that for young people on the African continent they've always made that space. Their orchestras are not white. Their faces are not white. Their spaces are black. Their orchestras are black. And she was like — this is your own perspective on blackness because of where you've been raised. But actually if you were raised on the African continent you wouldn't be thinking like that. And that was a really humbling moment for me to actually take a step back and be like Wow. Everything that I know about my blackness genuinely is because of where I'd been born and how my colour has been perceived in relation to other people. Surprise on the African continent, people are just doing whatever they want to do because that is it. They know blackness. They know that. In fact my co-presenter said that she didn't realise she was black until she moved to the UK. That hit boom! Like the idea that I was trying to present these stories that actually reflected colour in my understanding of colour to people that didn't need it. Because they didn't know anything else. And BBC Africa genuinely changed my life in the way that I think about, not only black stories, but just people in general. And the experiences that we've had in the UK.

Abidemi Ogunbowale-Thomas [00:22:18]  
Let's move forwards in terms of — one of the things you know for most, which is about your advancement in the LGBTQ community. Now naturally that's something, as you talked about we discussed before, and that hits right at home with your initial friend groups and the fact that

you now are the remaining one of that initial friend group. Help us understand how you managed not only to centre yourself with something so emotionally charged and then turn that into such a creative set of pieces.

Ben Hunte [00:22:50]  
It's difficult. It's really difficult. I think that one of the weird things about this role is how personal it is. Because the people that I'm reporting on are my friends. They are the people that I love and I care about. Since when I did an investigation into LGBT suicides earlier this year, when I found out that the government does not record any data about LGBT people suicides, even though they said they would. As of two years ago they said we're gonna do a rapid review looking into it and pump all this money into mental health services and then they just didn't. And it was forgotten about until we kind of uncovered it. It is personal. It is. I've personally experienced my LGBT friends take their lives because they felt like they didn't have help out there. So everything is personal. But in terms of utilising that I think it gives me an advantage. Because it means that there is a level of compassion in my storytelling. And when I was producing correspondence and I was working for a number of different UK news organisations, there was sometimes a sense that in some of these organisations — naming no names — it was almost like a correspondent would go in, get the story and leave. And it's like see you. Bye. Done. And I can hand on heart say that every single person I've interviewed over the course of this year, I'm still in contact with in some way. I suppose in the sense that



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because I haven't come from a traditional journalistic background I still have this real human sense where actually deeply care about people's experiences. Which is somewhat quite difficult because it means when stories go out, if I feel like they haven't had the attention that they deserve, I do take it quite personally. Because I'm just like 'I wanted his voice to be heard'. I'm learning to distance myself a bit more from that. But that's ultimately why I became a journalist. I wanted to be able to tell people's stories and fight the system, or whatever that means. But for me it's just making sure that truth and honesty and all of the BBC editorial guidelines and all of the values that the BBC stands for, like dusk, they just align with me in terms of just wanting the truth out there. And if that means I can do that with somebody and get their truth told, or find something that enables them to live as truthfully as they need to then so be it. It's been a journey of learning and understanding and self-discovery for me. I'm only a year and a half into it, so hopefully it's going to be a long thing I can continue on and keep developing myself. I hope I'm doing well so far. Abidemi Ogunbowale-Thomas [00:25:34]

I think you absolutely are. And this is very clear in this conversation that you are pioneering into spaces that need light shed on them. And you're utilising a strategic sense of technology, a strategic sense of the toolkit but what I really love is the sense that it's driven from the heart of human empathy. Which therefore amplifies the authenticity of the message that you're sharing.

Because it's about connecting humans with humans, so that we remove that ambiguous space that causes us not to be inclusive of each other's cultures. And you're almost providing some sort of salve in the middle that says look at them first as a human and understand them as a human before you go making judgments, before you go to making preconceptions, because what you're undervaluing, if you don't see them as a human first, is that unique sense of what makes them themselves. And imagine if you were in that position? Being pushed out because you had some differences. And for me this is so pertinent to how I talk to my teams and how I talk to clients as well, is this sense of celebrating the difference in people so that they can truly show you just how good they are uniquely relevant, but also their ability to then drive change because they have a little journey that we are completely unaware of, but there are others who can be inspired by. Ben Hunte [00:26:53]

The power of people. That's the vision. It's understanding that behind those group cluster numbers there is an individual voice within every single one. And I think that this is one of the key areas for me, of where I want to make a space in my journalism, is just understanding those individual differences. There's too much of a blanket approach, especially when you're looking at LGBT things. This idea of talking about the LGBT community, for instance, I really struggle with it now. Before this row I thought yeah LGBT community, LGBT community platform, push with confidence and speak up.

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. But now I've seen actually like there isn't so much as one community. There's definitely a bubble. There's definitely one bubble everyone kind of exists with. But there are so many individual communities that are making up this one big LGBT community, that we all seem to just throw this word out there and hope for the best. Ultimately it means that those smaller, those minority voices don't get a platform in the same way. In a lot of LGBT coverage white gay men's voices are front and centre because usually they're the easiest to find. White gay men. A lot of white gay men have it bad as well. Don't get me wrong. But for those that have it good they can be very vocal about their experiences. And one of the most challenging things I've gone through, since starting this role, is coming in wanting to tell them more minority voices. But my goodness it is so hard and people that are already going through shame and going through feeling bad, as a result of their identity, getting them to speak up and be confident in themselves enough to speak on the BBC. It's really really difficult. But that doesn't mean that you should go back to the easiest voices to find. Every single... every single voice matters and it really is about digging deep and finding those to platform, push with confidence and speak up.

Abidemi Ogunbowale-Thomas [00:28:43]  
So Ben. Taking a look at these initiatives and ideas and the things that you do, is there a secret sauce you apply whenever you get these opportunities to ensure

that you're not doing the mundane or automated thing and fitting in the norm but pushing the boundaries and the envelope from an innovation and a disruptive sense?

Ben Hunte [00:29:04]  
For me it comes down to my personality. Because of the experiences I've had in Asia, because of the experiences I've had in Google, and because of being a YouTube or at an LGBT influencer, because of losing my friends young. All of these things have come together to me to actually tell me that — look, you need to live life. You need to live it while you can. You need to make the most of every single one of these experiences but ultimately it's time to dig deep, get what you need and then keep this moving. I've always had, what a lot of people thought was, a very short-term mentality in terms of like my career. I would only plan for now. I wouldn't really plan for the future. And as a result it's meant that everything's kind of built on top of each other. It just worked out into something that is quite cool. But I've never had this this long-term ambition. A lot of people within tech have. I think there's also a sense that people in media have. It needs to feel good for now. I know so many people that have, when I was working at Google, had come from previous tech organisations, I know some Google people used to do a year and go elsewhere. And there was this mentality that actually — it needs to be a fit. It needs to be a fit. You need to find somewhere that works for you, a job that works for you, an opportunity that works for you. And if not then onto the next.



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Abidemi Ogunbowale-Thomas [00:30:29]  
That's pretty incredible because for me I often talk to my colleagues about systems. I'm a system thinker. And so when I look at some of these things that are placed in front of me, I start asking disruptive questions like: why does that step have to be in this? Why do I have to do that step? And then I start moving them and just seeing the type of responses I get. And if I get the response that is positive, that says actually yeah we don't need this anymore. You just start removing these pointless steps in creating what we're looking for, which is solutions to humanity's problems. And that's what we all do. We're trying to solve problems for people. And why make it more difficult when trying to do that?

Ben Hunte [00:31:06]  
Yeah. It really comes down to problem solving and utilising those skills to ultimately get to a goal. And like you said I love the idea of being a disruptor. Being seen to be doing the first and being the first of something — like Vice President elect. Having said it really is down to potentially being the first but not being the last. Disruptive enough that you are making space and making space for others as well. Bringing people on that journey but ultimately making change.

Abidemi Ogunbowale-Thomas [00:31:37]  
I love that. That's a full runner attitude I look for in people. Which is to set the pathway to allow others to follow but be that person who is shining the light on paths that people didn't know existed. And so final question for you. For those who are watching and listening and thinking about their evolving journey as an individual, what three things would you advise them to focus on as they try to hone into their unique skill set and amplify that difference? Much like you've done in you in your journey.

Ben Hunte [00:32:08]  
Okay. Three things this is so easy. Be nice. Hustle hard. And know your worth. That's it. Be nice — you need to go into a new organisation or a new job, you need to get respect from people, be nice to them. Yes. Be disruptive but you need to be nice about how you're doing things, you want people to be on your side. Hustle hard — you need to go in and make sure that you are hustling. Go in with a list of aims that you want to achieve. Set up lunch meetings with people, even if they're over Zoom or Teams. You need to build your network and get people on your side. So hustle hard, know what you want from an organisation. And then know your worth — is if you're being nice and you're hustling hard then hopefully that's going to lead



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to some success, but know your worth. If you're feeling like you've hit a ceiling. It's time to go. Find somewhere else. You need to understand that what you're bringing to the table is incredible. You've got a particular set of skills that employers will love, especially if you're young, fresh minded, at the moment this is your time. This is you time. I went into news organisations and I was just telling them the things that me and my friends were doing on YouTube, and they were like 'oh my goodness. Tell me more about this YouTube thing that you do.' I was — sure I could make a video for you. Use your skills but know your wife worth. Don't be taken advantage of and ultimately if you're being nice, you're hustling hard and your knowing your worth, it will all come together. The other thing as well. In terms of hustling hard is contact people. Slide into people's DMs. Goodness, if I can help slide into my DMs, you need to start speaking to people about what you want and understanding how they can help you. So be nice, hustle hard, know you're worth.

Abidemi Ogunbowale-Thomas [00:33:51]  
Amazing. Amazing. Ben it's been an absolute honour talking to you today. I wish we could continue the conversation, we probably will beyond the cameras as well.

Ben Hunte [00:34:00]  
Start a podcast, invite me on and I'm ready. Honestly I just need to listen to your voice like all day. Anytime I'm feeling bad about myself I just need to listen to you.

Abidemi Ogunbowale-Thomas [00:34:09]  
I appreciate it. I appreciate it. Thanks so much. For everyone else I really hope you enjoyed listening to this conversation and thank you so much for taking the time to hear us. And remember this is just one of three conversations we're hosting. And if you want to find out the others they are also incredible. You will find them in exactly the same place you found this. Why don't you take some more time to listen to another pioneer and find out how they've managed to carve their way in their journey into a state of unique relevance but authenticity to who they are as individuals. Make sure you check them out. Thanks again. Speak to you soon. Bye.



# ACCENTURE LIMITLESS

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