

# THE EXTRA POINT

BY JERRY ROBERTS



## # 258 Are There Business Lessons to Learn from AOC?

She has the ability to raise the blood pressure of conservatives everywhere. She drives 'em crazy...and in my opinion that's exactly what she wants. I'm Jerry Roberts and I could be completely wrong about what I'm going to present today, but I'm looking at Alexandria Ocasio-Cortez and I think she's got some business lessons to teach us. We'll toss a little red meat out today and see what comes of it, on The Extra Point.

In the world of conservative politics nobody triggers instant venom like New York's first-term Democratic congressperson, Alexandria Ocasio-Cortez. Republican supporters go volcanic over her statements and ideas. Nobody walks away opinionless when it comes to Ocasio-Cortez. If you love her, hate on her, or think she's just a buffoon, I'm guessing she's fine with all of it. I'm not here to discuss the value of her current ideas. I try to get beyond the headlines and memes to see what might be going on under the surface, and if there's anything I can take away.

She was elected at age 28 in a pretty tough place, a district that straddles The Bronx and Queens in New York City, and she had to knock off a 10-term congressman to get there. Lesson one, it seems to me she's not afraid of a challenge. Don't you be, either.

There are 538 members of Congress. Name 10 that don't include her. Name five. She's the most recognizable face in the Democratic Party, she's growing into a global personality — and nobody knew her six months ago. She does the unexpected, she has what they call charisma, and the media hangs on her every word. Twitter CEO Jack Dorsey says she's mastered his medium. Isn't that a little like President Trump? Lesson two: You want to get ahead? Bury fear and put yourself out there.

Lesson three: work on important things. That will get the attention of important people. Her Green New Deal idea was just commented on

by Microsoft founder Bill Gates. He didn't tear into her or call her names. He said he actually agreed with some of what she wants to do. Guess what? If she wanted to set up a meeting with Gates to discuss things, she'd get it. Lesson four: if important people talk about your work that converts to influence. Influence can convert to agreements, and agreements can change the world, changing lives.

Ray Gibson says "Courage is always rewarded." Ocasio-Cortez doesn't back down. She says some wonky stuff, yes. She looks lost a lot of the time, I agree, but she doesn't run when she's challenged on any of it. She's a tough girl who just stands there and takes it, often doing so with humor. And she fights back. If a worker shows some inner strength along with the will to learn and get better, that's a decent platform to build from. Lesson five: Be courageous.

Congress will change her. Again, she's a 29 year-old street activist. That's the style she knows and now she'll learn the give and take of negotiation, and to articulate her ideas in a more mature manner. She'll learn to appreciate small wins rather than always going for homeruns. She'll still be disruptive and she'll energize Millennials and Generation Z like nobody else can. Lesson six: get others excited about what excites you.

Yes, I could be wrong about all this. Alexandria Ocasio-Cortez may just be dumb as a box of rocks, like some folks say. Or, she could be a brash kid who will learn and mature, and change, and try to do good — like the rest of us.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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