

Cluetrain Manifesto 95 Theses

Reflection

Timothy Kevin L. Co

De La Salle College of St. Benilde

Professor Paul Pajo

Abstract

This is reflection 46-60 theses of the 95 theses of the cluetrain manifesto this part talks about the importance of the communication between the networked market and the company. The companies should adapt to the new era where in people are open with each other and are connected together as one community. They may find it hard but there is still time for them to grow and know the ways of the market. They may at first thing this would kill their business but actually it would help them develop a better relationship with their customers.

46. A healthy internet organizes workers in many meaning of the words. Its effect is more radical than the agenda of any union

Internet has a huge scope it can be anything under the sun so unlike any union that would focus on just one topic or would only have one agenda to focus on. The internet is composed of so many people and so many organizations. It is actually very easy to create an organization in the internet because there are already websites that actually offer such services.

Unions are very limited as to compare to the internet since unions would need to have personal meetings and have an office permit from the government but since the internet is owned by no one and anybody can actually go access it then create their own organization plus here the members could be anywhere in the world since they are already being connected by the internet they could have a net meeting or a video meeting where they could meet about certain topics they would want to tackle.

The internet would actually make better results compare to a union because a union may get the support of the employees but how would they actually get the attention of the public to help them out? In the internet there is no problem with getting the word out because once someone publishes something and makes it ready for all to read or public then the whole would see the message and they may actually get support from other organizations or even the government plus the public who may actually understand their situation. The internet offers a fast and easy way to communicate with everybody that in which makes it the best way to broadcast something.

47. While this scares companies witless, they also depend heavily on open intranets to generate and share critical knowledge. They need to resist the urge to “improve” or control these networked conversations.

Intranets are still in the internet so even though is protected by user accounts and passwords to keep people that are not part of the organization from accessing their site. There are still individuals or even groups that are able to penetrate thru the security. Companies are very protective when it comes to information and they always try to assure that it is always secure but to make their business more efficient they need to build an intranet which if it is not properly secured could be the actual cause of the down fall of the company because there are vital information that is in that site that only a certain people should be able to access.

When I was an intern I noticed that not all the employees could access everything in the company's network. In our own computers we did have admin rights but our internet connection was monitored by the administrators to assure that the employees would not visit any of the sites that are stated in the contract. We were only given access rights to certain parts of their system actually at first we were not given any rights we had to ask for the rights from the help desk there they would check if the access we are asking for is actually related to us or do we really need to access this for our work. I was given access to their project management site program because I was one of the administrators plus I was also given a source code for a patch and a part of the database so that I could get my work done.

48. When corporate intranets are not constrained by fear and legalistic rules, the type of conversation they encourage sounds remarkably like the conversations of the networked marketplace.

The network provided by the company usually has their own rules just like what I have said earlier that during my on the job training or OJT our network was restricted and monitored by the administrators. When the networked is monitored of course people are now monitoring themselves to assure that they would not say something that is either impolite or something that has nothing to do with their work.

A company is a business so they also have to think of how they would actually earn it is true that they should give their employees freedom but of course there are limits so that the employees would not abuse that is the reason why they have made rules. The fear actually would depend on the employer if the employer would actually scar their employees or would he be lenient with them. The network was given so that the employees could be more efficient and they are getting paid for their work so the best thing to do is to actually do their work and then goof around at home or with their private connection.

There should be a balance in within this that the employers would not abuse the employees and give them more freedom but at the same time the employees should not abuse the rights given to them by the employer so that there would be no conflict. It's actually okay to use the network for private use as long as it would not affect your productivity and the productivity of others.

49. Org charts worked in an older economy where plans could be fully understood from atop steep management pyramids and detailed work orders could be handled down from on high.

The organizational chart is something that each company has because this is the chart which shows the list of the employees and the bosses of the company. It is also stated there to whom one shall report to and the ranks of each individual in the organization. During the earlier time an organizational chart is actually something that is always displayed in the company to remind the people who to follow and who is in charge of this person. Recently companies grew bigger and bigger that a whole wall would not be enough to fit the organizational chart so it is usually digitalized and placed in the intranet. They have also considered that companies are very stiff if they would actually act only via the organizational chart since there companies that have branches in other countries so there are times that the departments would actually need to interact with each other which would now change the arrangement of the organizational chart.

Now a days the organizational chart is actually used so that people could see all the employees it is not really something used by the company to show people who the boss is since there are usually changes depending on what the work is and now there are times that the work is handed down differently there are times that there are different people or different departments that would be the one in charge of giving out the wok to the people in the company. It is actually very common this days that the organization char t is not followed.

50. Today, the org chart is hyperlinked, not hierarchical. Respect for hands-on knowledge wins over respect for abstract authority.

These days it's not how long you have worked in the company but it's how good you are or how helpful you are in the company. Usually the experience is the most important thing that would lead a man to success. Promotions or there are even some people that are hired to be at the top of the company the knowledge one has is the most important factor that would actually lead the company so that they could become number one.

Now the organizational charts are actually more of a reference rather than a picture of who is in authority because companies are starting to practice equality between the employees but of course there should still be a leader among them. The organizational chart is the one to point out on who this person reports to and who to contact if you need this person. It is more of a reference and to group the people in the company. During my on the job training I was treated like an employee all the benefits of the employee and how each employee would treat me would be the same as how they treated the other we were all equal. I even got to talk to the director of the company in a casual conversation I was also the one who communicated with a client and got the specifications of a project. I felt the same pleasures and stress of an employee in the company it felt great but I also felt the responsibility I have.

51. Command and control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia

It seems that during the earlier times there were barely any human rights that there were people who were forced to work and the company was the one who would dictate to the employees what they should do and how they should do it. They had full control over all their employees and some even treated them as slaves.

Because of the turn of events and most of the countries became democratic the leaders enforced human rights and with it the rights of an employee which limited the power of the companies yet the companies still had power over then because they still had the right to fire whoever they did not want to be there. It was hard for the employees because they had no power or had less power compare to the companies that was dictating everything. The employers would give numerous orders for the employees to follow and they are not allowed to question this orders because if they do they would lose their jobs which was the only source of income.

When it comes to giving results in a short period of time the command control style was good but it also neglected a of human rights and it would make most of the works unhappy. If there would be other companies willing to take the employees and would treat them better but given them a lower salary I believe that most of the employees would transfer because there they are treated the way they should be.

52. Paranoia kills conversation. That's its point. But lack of open conversation kills companies.

The companies are so paranoid when it comes to conversations because there is a chance that others would know the secrets within the company that is why they are trying their best to keep quiet or to avoid questions that may lead to a certain thing they are hiding. Due to this they are hiding from the open conversations that they have with the networked market this now would hinder them from gaining the trust of the networked market which could eventually lead to their down fall.

Each person is looking for someone to trust not only a friend but even a brand because would you actually buy a product from a brand you know would sell goods that have low quality or had a record of it in the past? These are some of the samples that would actually affect the reputation of the company once the company would fool a customer or hides something from the customer then the customer would wonder if the company could actually be trusted. This trust is something that the companies should invest in but I am not saying that they should actually say all the secrets but they should share the secrets that would actually affect the customer like if they would increase their price they should give the reason why they actually increased the price and be honest about it or if they have defects in a product they should actually replace them and inform all the customers that there was a defect and they would take responsibility for it.

53. There are two conversations going on. One inside the company. One with the market.

There are 2 kinds of conversations once it comes to the companies because of course they would not want to say all their secrets or non of their secrets to the public so the conversations that happened in the company is where they would discuss the secrets that the company keeps and strategize what they should say to the market. The other conversation is the conversation that goes out in the market or the open forums of the company with the people in the market these conversations are usually censored or has hidden agendas with it and if ever someone would try to give the company a bad name they would try to cover it up or assure that it would not spread.

It is very understandable that there are conversations in the company that the public would never know or the company would not let anybody who is not part of the company to know there are times that even if they are part of the company but has nothing to do with that project they would not be informed because it is actually non of their business or it would not affect them anyways this would be best if the company does not intend to spread the word about what they are planning or of it is a major thing that should only be kept with a few members of the company. The conversations that are given to the market are usually the conversation that are scripted and have been thought about within the company.

54. In most cases, neither conversation is going very well. Almost invariably, the cause of failure can be traced to obsolete notions of command and control

It seems that till now the conversations are still not going well with the market, the company and the employees because most of the companies still depend on command and control they still have not realized that this would not help in solving their problems because their employees are part of the networked market and word still goes out of the company. Almost everybody has an idea on how to use the internet and because of this people are very connected to each other. Employees already have an idea on how to actually form unions that would help them with their problems with the company. These are the developments that the companies would usually forget or ignore because they could not see the possible threat it may cause them.

It is not bad to be traditional but it is also not bad to change to a new approach it would actually all depend on which is right because there are changes are really bad and there are traditions that are also bad so it would be best to check and put yourself in other people's shoes and see who it would be if that was you. How would you feel how would you react and how would you deal with it. Simple questions but these questions are actually the things that changed a lot of people point of view. Humans are naturally selfish but if we would look deeper and put ourselves in that situation then I guess we could overcome the selfishness.

55. As policy, these notions are poisonous. As tools, they are broken. Command and control are met with hostility by intranetworked knowledge workers and generate distrust in internetworked markets.

People are not tools they are not used and abused till they are broken but when command and control is used this is usually the case they would use and abuse their employees so that they could gain more profit cases like these are normal before but now it is illegal. Each human being has a right and that right should be practiced rules are made to be followed and be a guide to the people in what to do.

The command and control as I said earlier is a good way to increase profit rapidly because the companies would disregard human rights and focus solely on profit and how to make their company prosper. I would say it is not a good way but it is effective a good example of this would be china they were at first not noticed in the world but they were able to sustain themselves even without the aid of foreign countries and now when they opened their ports to the world they are actually one of the fast growing and leading economies but at first they were under a very strict communist rule which ignored human rights and according to them they treated everyone equally. They were all given the exact same food, wore the exact same clothes etc... but were the people happy? and if they were to choose would they actually live there or if given the chance they would live in another country? Well I would not want to live there I prefer to be free and I believe each individual is unique. People could never be equal because of this uniqueness.

56. These two conversations want to talk to each other. They are speaking the same language. They recognize each other's voices

I think that this is pertaining to the workers of the company and the networked market because like the networked market the workers are also consumers and they also purchase the similar products that are being purchased by the people in the networked market but the difference is that the company is restricting them from talking because they know a lot about the company and they may even know some of the secrets of the company that they would not want other people to know. It is usually stated in the employees contract that they are to keep all their knowledge of the company and its operations within the company and to not tell anyone else this would insure the company that there would lessen the chance of the employees actually leaking to the networked market about the things happening in the company. If the employee would leak the information they could be fired, given a penalty for damages against the company because of break the contract and in some worst cases they are imprisoned because of it.

The employees and the networked market talks the same language and recognizes each other's voice because they are the same and they have the same situation the only difference is that the employees work for the company and is bounded or censored by the company so that the company could assure the safety of their secrets and their operations not only to the networked market but also to their competitors that of course would gain better ground by knowing what the company has.

57. Smart companies will get out of the way and help the inevitable to happen sooner

Most companies does not really agree with this idea but there are some smart companies that saw the opportunity of actually releasing information to the networked market because no matter how hard they try the networked market will sooner or later know what is going on within the company so some actually already release the information that are needed by the customer but of course not all because there are still private data that should never get out such as personal information and other private information that would not affect the consumers. Actually some companies are actually opening the company to the public to show the public the process of how they do their everyday work there this is usually done for the production companies and the research companies that would help the students or some individuals understand and know more about this product.

These acts are actually the ones that would give interest to the networked market to actually buy and use their products since they already saw the basic things they put in the product. This would increase the trust of the public to the company and they could gain a market place without placing an ad because people would start talking about the company and more people would want to know about it. This is what my marketing professor told me that the most effective way of marketing at the same time the cheapest because you won't spend anything for it is to be the talk of the town or by referral from satisfied customers.

58. If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up

Most companies do not believe in the procedure of opening up and they think it would be a great threat to the company if they would actually allow this to happen but little did they know that the few companies that are actually practicing it is already gaining the trust and the opinion of the people which would lead them to success. It is normal for people to be narrow minded well most people are narrow minded and hates change but this should not be the basis if the companies really want to stay in the market and gain market share they should try to win all of the customers because each one of them would count. Once customer may have a lot of friends and once that on customer would refer the product to his friends then there would be more and more depending on the network that they have this is actually very similar to the social networks that people would invite others to join them then eventually they would actually build a community where in each individual would get to know each other.

Most traditional companies have yet to see the importance of opening to the public but it seems that they still have a long way to go the networked market is still growing and there are companies that have accepted that they need to release the information in order to get more market share those who still try to avoid giving out information would have a big problem in the future because they are slowing losing in the race.

59. However subliminally at the moment, millions of people now online perceive companies as little more than quaint legal fictions that are actively preventing these conversations from intersecting

It is true that the companies are actually the ones preventing the conversations or hiding from the conversations but little by little they are learning how to accept these conversations. Most big companies had been there for so long most likely even before I was born it would be very hard for them to actually adjust just like old people they have a hard time to actually follow the trend or the fast track of technology and they try to maintain what they got use to so that there would be no change. This is not bad for individuals but to businesses they should get a heads start as soon as possible because they are not only aiming at the crowd when they were established they are aiming to widen their market. This market is now mostly the new generation who prefers to converse and are very knowledgeable about technology so they too should follow the trend and reach out to the new market.

Usually the companies are passed down from generation to generation so that it would still maintain the old ways but the owners should know since they are part of the new generation that they should also adapt to the new ways of the people the company has a bigger change of surviving if they would make their artificial being a modern one rather than a medieval one. It does not necessarily mean that they should change the company but they should just follow the trend and see how they would improve.

60. This is suicidal. Market want to talk to companies

To most of the companies or the heads of the companies would think that this is suicidal because they would be releasing vital information that each customer wants to know well they don't really need to release that much they of course also have to know the limit or when to stop releasing just like in once personal life we would give information out but not all of them since there are some things that would best be unknown to the our friends or family. Same goes with the companies actually I think that is why they called it an artificial being because people should treat companies as a person and as said "no one is an island" something that the people in the top of the companies should remember that the company is a being and there is no being that should be alone they should also find people and converse with them. To build the relationship that was never there.

The relationship I am talking about is a normal relationship that most people would have a customer and client relationship and just like in any relationship or natural relationship there should always be trust and loyalty these two things are the ones that would actually build and make the bonds stronger. What bonds am I talking about well I it would be the customer loyalty something that each company should try to gain from their customers because this would be the one that could actually get them profit without spending that much.