

Cluetrain Manifesto 95 Theses

Reflection

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Abstract

This is reflection 31-45 theses of the 95 these of the cluetrain manifesto this part talks about the importance of the intranet to a company and how they could actually use this intranet to communicate with their community. Since the community is the vital entity that would actually dictate if the company would be successful or not.

31. Networked markets can change suppliers overnight. Networked knowledge workers can change employers over lunch. Your own “downsizing initiatives” taught us to ask the question: “Loyal? What is that?”

Each individual has their own free will if the companies would think about it consumer loyalty something that would boost their businesses but are the companies loyal to their consumers? All the companies rely on their consumers so that they could earn profit but do they actually take care of these consumers? I could say that I am loyal to some products and would prefer their brand over the others but of course I am loyal to them because I know that the company gives good quality products for the right price and they would be there once I would need help regarding their product. These are some traits of a company that could actually give customer loyalty. Most companies that are usually just there for the money would not understand this. They would think of this as an additional expenditure and would find other ways to get the customers to buy their product.

Each person needs work and the best way to get work is to apply in companies but do the companies actually take care of their employees? It is true that they could get more employees because of the endless demand for work but after some time people would realize that this company is actually scamming them or not giving them what they actually deserve and sooner or later there will no longer be any employee that would apply for that company or if there would be that person would not stay that long because there would be other jobs that may offer better benefits.

32. Smart markets will find suppliers who speak their own language

There are a lot of other markets out there that would offer the same product or has a product with the same features as the one that is being sold by a certain company. So if the consumer is smart they would look for a different person or company that actually sells the same product as the company or supplier that they are currently buying from. Of course who would buy from a company how gives less effort to please their consumers. The better the service the more the customers would go for it but of course there are still some people that would go for the lower price even though if the service is bad but they really need the product then they would go for the product that has lower cost and has no service as at all. True there are a lot of similar problems like this which keeps that market of the low end companies alive but if the consumer actually has enough money to spare to buy a better brand that has a better service it would be advisable to go for that company since it would actually benefit them more.

Companies should really watch out for this since there are a lot of consumers that actually goes for a small time retail business online since he is also a consumer there is a bigger chance that this small time sales person knows how the networked market thinks and this would be an advantage for him since they do speak the same language.

33. Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference

Don't take this sentence to literal but it is true that it is hard to speak with a human voice since each specie has their own voice and not all humans could actually speak in a human voice since there are some unfortunate people who were born different. There are people who were not born normal its either they could not hear or they could not speak because people with this disability could not speak in a human voice since its either they are not capable of doing so or because they never really heard a human voice so there is no idea in what a human voice is since they have never really hear it.

Now for the real meaning of this sentence, they are taking about the companies and the networked market. It is hard for the companies to communicate with the networked market because they have different point of views and they could not understand each other because of this. It is similar to a culture shock where in the company is one culture and the market is the other. People do not really adapt that fast and it seems that the networked market and the companies could not adapt to each other's culture and because of this they could not communicate properly and they have a hard time to actually fit each other's needs. The human voice is used in this sentence because humans have different languages but they all have the same kind of sound just like the voices of each animal.

34. To speak with a human voice, companies must share the concerns of their communities

For the companies to understand the community they should learn to have concern since they could not understand each other because of the line of thought. The companies are worried about their profit and their reputation while the community or the networked market is concerned about the service or the quality of the product they bought from the company. This is the major difference that has been concerning both sides. Their objectives are too different which makes conflict among the two parties.

The companies should be able to think about their market more like they should place themselves in the shoes of the consumers as the consumers should place themselves in the shoes of the company. Now by knowing how each of them should feel or to understand how each of them think then there would be communication among them since they now understand each other. This is the main gap that they both should remove since there are some companies that are actually willing to communicate with the community but the thing that has been hindering them is the fact that there are a lot of people that are scrums and are very self fish that they would actually try to fool the company so that they could take advantage of the situation and gain something from it. This is a common fact that is common these days so the best solution is to actually be trustworthy and learn to get along with one another no matter what the difference may be.

35. But first, they must belong to a community

This statement means that before a company could understand the market they must first belong to a community or they should learn to go out and meet with their market to understand their needs. This is a similar concept when people would like to understand a different culture they would have to live with them to fully understand how they think and what they do. It seems that the company has a very different line of thought compare to the networked market so not for them to be able to communicate and understand the needs of one another the company should know their market because by knowing their market they could try to blend in and know what is in their mind.

Now how could the companies actually blend in with the communities of their market? First of blending in with the market does not literally mean that they are going to live with them like what other people do to learn a culture of a certain race. This is more like they would look in the networked market of the should we say the online forums that is the place where people actually interact with one another about certain products. They could also interact with the networked community by simply asking their customers to answer and evaluation form while they wait for their product or while they are in the store or company this way they could give their thought that the company could read and analyze so that they could easily understand the ideas of the community.

36. Companies must ask themselves where their corporate cultures end.

Corporate cultures are the company rules that are shared within the members of the organization. These are the rules and values that guides the employees while working in the company and is considered the backbone of the company.

This phrase tells us that the company should really asses their corporate culture because this is what all the employees follow and they should also assure to state the limitations of the corporate culture so that the members would know where it would actually end. It seems that there are some corporate cultures that are too much or is unjust to their employees. Each employee may ask where does this corporate culture end or till where does it cover? I read a lot of these so called corporate rules in the two school's I studied in, in some of the companies that I visited and of course the company where I had my on the job training. So far most of the corporate culture are unclear in what exactly does it cover or till where does it cover it seems that most of the companies should make it clear whether it is only during work hours or if it only covers while the employee is in the office or if it covers as long as the employee works for them.

This corporate culture is a guide for employees it is not something that is there to actually be used to take advantage of the employees. Since it is true that they are rules but rules are made to make the community better not to destroy it.

37. If their culture end before the community begins, they will have no market

This is a little different from the other statement here they are talking about the trend of the market and the culture is the nature of the business. If they have invented something new but this product has no actual use at the current community then there would be nobody to buy their product which would make the whole idea useless.

The company should base its products or services on the needs of the community if they created something that has no use for the current market then they must find a way to show the market that there is use for this product and they should buy the product or avail for the service that they are currently giving. There were some instances that companies would invent something new but has no use for the current market but after a few years time or sometime even in a few month there would come a need for that technology or service but the sad part about it is the company got bankrupt because there were no consumers to buy the company's product or service.

The key on making the right business decisions would be as I said earlier to adapt the behavior or the culture of the market which would now be the guide of the companies to know where they should start and what should they invest in so that the development of the product would not be hindered because of the lack of information or the lack of knowledge of what the consumers really needs or wants.

38. Human communities are based on discourse – on human speech about human concerns

It is a normal thing for humans to communicate all the time and since every person is based on a community or belongs to a community then that is where they would actually begin with the communication. People would usually talk about themselves or about other people it is rare for someone to talk about things not related to their lives.

It seems that most people love to talk about people close to them and know more about those people. I guess the right word for this would be people really likes to gossip. It seems it is a normal thing now but there are some people that really gossip for useless reason like they try to make false stories about other people this usually happened to actors or actresses or other famous people. I don't really see why people would actually have these kind of conversations I really see it as something useless and would never have any productive result.

Well my friends seem to want to know about other people or gossip about people they know. Well for me I don't really see the point why they do that since it would not affect me anyway I would only want to know about things that might affect me. Like what is happening with my best friend or in my group of close friends. For me I believe that I don't have to know everything all I really care about are the people close to me since they are the only people that I am really concerned about.

39. The community of discourse is the market

It is true that the market is a community of discourse because in the market people would always communicate since the main purpose of this market is to sell and of course the sellers or the companies are there to promote their product or service. Plus there is the networked market which was formed for the sole purpose of communicating the main idea why people actually formed a networked market in the internet is to inform everybody about the products and services of the companies and to help each other to choose the right product to buy since not all the products are actually good plus here they also help one another with problems with the product like the how to or the fix it yourself.

If we would check most of the professors during our high school days would say “this is a classroom not a market yet I feel like I am in the market because of all these noise” to add to this yes the market is a noisy place because everybody is talking or promoting their product not only online but also in everyday markets or what we call the wet market. Aside from promoting products the discourse here also talks about each other since they do see each other every day people tend to start gossiping about each other well some in a good way some in a bad way. It really depends on the person gossiping. But the main idea here is that markets are made to converse among people.

40. Companies that do not belong to a community of discourse will die

In the market people should converse and these conversations are actually important factors to the companies they have to actually penetrate and enter the conversations of the mass or the community for them to sell since most people would buy a product because it was referred to them by a friend or a co-worker. As I said in the first few theses people do not believe in the companies they have trust with people close to them so the best way to penetrate the market is to enter the conversations of people and to do this they would need to of course first be popular so that they would be that talk of the community then little by little the company would actually form its own community that would support them since in a community usually people there have similarities or has something in common and this in terms of the company all of the members of the community owns one of the products that they are selling.

This would not create a new networked market wherein they would not talk about the problems or good traits of the product and the company. This now shows the importance of the community and the company to interact and help each other grow. A company that has no community would eventually die because the company has no consumers or customers which would buy their product and actually help in advertising the product or service they are actually offering to the discourse community.

41. Companies make a religion of security, but this is largely a red herring. Most are protecting less against competitors than against their own market and workforce

It seems that there are a lot of companies that are overly obsessed in keeping their security very high but I do not blame them since once information is leaked out there is a big chance that the competitors would know the secret of the company and little by little they may lose the edge they had over the competitors. All the companies have secrets and these secrets are the one that would keep their company in the top. Usually there are secret ingredients or materials that are hidden away and only a few people would know about it to lessen the chance of this to spread out this is a good way of keeping things intact and assuring the future of the company. Some companies even rely on strategist or market forecasters which may actually predict an outcome of the stock exchange so that the company could properly invest its money in the right way to assure that there would be no loss in their side once the gamble with the stocks.

The reason why the companies keeps high security among the market and their own work force is to assure that there the competitors would not know about their secret they increased the security to those two groups because they are the once that the competitors hire or they could leak the information outside unknowingly unlike the competitor that would actually be obvious who they are and the company could easily increase their guard since they know there is a threat coming.

42. As with networked markets, people are also talking to each other directly inside the company – and not just about the rules and regulations, boardroom directives, bottom lines.

The employees of each company is also part of the networked market since they also buy products and most of them use the internet or has a friend or a relative that uses the internet. So the networked market can get information almost everywhere. There are usually company policies that restrict the employees from talking about their work outside or sometimes even inside the company but because of the internet it would be very easy for them to actually post something online without being traced because they could use a different name or an alias.

Some may not directly hit the company itself by saying the exact secret but they could give negative comments about the company so that they could discourage or warn the consumers of the possible problems that they may in counter. Usually the companies does not really restrict people from knowing there company policies or rules and regulations actually there are some companies that actually post them around the whole office and post's it on the company website to remind the employees about the rules that the company has provided them so that they could follow this rules and avoid conflict.

Even if some of the companies restrict the internet connection so that the employees could not post or to ensure that their employees would not leak vital information to the public well today it is very common to have internet at home or even with a cell phone so restricting the internet connection would not really help that much.

43. Such conversations are taking place today on corporate intranets. But only when the conditions are right

The corporate world has started to understand the importance of communication between customer, regular employee and the executives so now they have integrated in their own intranets forums that may help people with the problems that they usually in counter. This communication hosted to help the company, the employees and the consumers. So how will this help the company well rather than having so much customer service representatives they could not lessen them since the customers could check the possible problem of the item they purchased in the intranet that is provided by the company. This would help the employees with the load of customers calling them for help because the needed information are already posted in the forums or they may consult the other customers that may know how to solve the problem. This could also help the executives in planning because the customers may post comments about the product for improvement or may be suggest a new line up that the company might be able to use. The customer can help fellow customers that has the same problem as he or she did before and this would also remove the hassle of actually calling to the customer service where the customer has to wait for his or her turn to be assisted by the customer service representative.

These facts could give communication to the market and the company and could let their relationship grow as long as they are both using this tunnel of communication in the right way.

44. Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore

Most companies get an intranet so that they could immediately inform their people out current happenings in the company and of course new policies that they have implemented. I guess not everybody is really interested in everything the company does nor are they interested in the new policies that will be implemented. Well that is if they are not affected by the said policies.

There are also some companies that use the intranet for the sake of honoring or announcing some important events actually the main reason the companies really make an intranet is for data transfer safety and to help spread the word to the employees or to the ones that will be affected by the said information. The employees should not actually ignore these because they are also stake holders of the company and should be glad that the company is actually giving them information on what is happening in their environment. There are some companies that actually use the intranet so that their employees could access their said work stations outside the office since there are times when the employees would be out of the office but they need some data from their pc in the office so they could remotely access the computer via the intranet of the office. I have seen this kind of work during my on the job training days because the company I worked for was actually very reliant on their intranet for almost everything since there main branch is in Australia and some of the workers are here in the Philippines.

45. Intranets naturally tend to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intranet worked corporation conversation.

It is true that intranets are very common these days but it is still very vital to companies and some organizations these intranets sometimes the ones that could actually help the business grow rapidly. It is true that an intranet worked corporate conversation would be a good idea wherein there is a communication between the corporate world and they could interact but this could never remove the importance of the intranet since the intranet provides more privacy for the company and this would help keep the important details about the company to themselves because not everything should be broadcasted to the other businesses.

I do believe that there are companies that actually practice this already and are trying to share information to one another so that they could improve each other's work. It may be hard for some conservatives to handle this but it is the best solution so that companies would not have conflict. It would be best for each individual to actually interact and with this communication the build a relationship that would help each company progress in their goal.

I have witnessed the importance of having an intranet because of my on the job training I was actually talking to an employee that was in Sydney Australia because he needed a program done and it was assigned to me. I am a visual person so I would prefer to have a document rather than just having a verbal conversation in what I should do and because I contacted him via microsoft's office messenger I was able to save our conversation and review it a few times to assure that what I was doing was actually correct.