

**CONSOLIDATION OF MY 16-30 REACTION PAPERS ON THE 95 THESES THE
CLUETRAIN MANIFESTO**

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Abstract

This paper is a consolidation of my 31-45 reflection on the 95 The Cluetrain Manifesto. This paper talks about the importance of having intranet in the company. How intranet can help the company, and how employees be more productive in their work having intranet in their workplace. Also talks on the importance of communication between the company and the community that a community is the discourse market.

31th Reaction: Networked markets can change suppliers overnight. Networked knowledge workers can change employers over lunch. Your own "downsizing initiatives" taught us to ask the question: "Loyalty? What's that?"

Integrative Questions:

1. Does companies loyal to their consumers?
2. What does loyalty denote in the business world?
3. Why does companies takes necessary actions in making in making the loyalty of their consumers, suppliers and workers stronger as the time goes by?

In today's marketplace, employees are all networked together. Is it a wonder that with all those publically available profiles, employee poaching is not going on or that employees are targeting employers that they want to work with? Like the early BBS's of the early internet if the information is available more lasting connections can be made but with that comes the danger of empowering employees to make better decisions.

Loyalty means to me, it has something to do with having trust, that you are faithful and trustworthy with someone or into something. In business nowadays, the market is a place where a saying is applicable that constant is change or in other words, the market is always changing. This phenomenon affects all the aspects in the business industry including the trust or loyalty onto them.

The companies takes necessary actions in making the loyalty of their consumers, suppliers and workers stronger as times goes by because they want to sell more, they want to gain more and to have a good relationship because that measures the success of the company. If everyone is loyal everything will going to be in good condition. But what is happening now is that companies can easily gets their employee because of the lack of work to the people 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.

Gone are the days of a single job and a single employer for life. Enter the new reality which places employee and employer on a level playing field with both looking for that elusive loyalty.

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

Integrative Questions:

1. Explain what the statement “smart markets will find supplier who can speak their own language.”
2. Why does markets nowadays were so smart?
3. What can you do as a supplier to your smart markets?

Smart markets will find suppliers who can speak their own language. It basically says that markets now are smart enough to choose their supplier. They will look for a supplier who can satisfy their wants and needs.

Markets now a day are getting smarter and smarter and that's being possible by the help of the amazing World Wide Web. Corporate firewalls have kept smart employees in and smart markets out. It's going to cause real pain to tear those walls down. But the result will be a new kind of conversation. And it will be the most exciting conversation business has ever engaged in. There are a lot of other markets out there that would present 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 enough he/she would look for a different person or company that actually sells the same product with the same feature but at the least price but the quality of the product is just the same.

If you wish to become the best supplier in town you should know and must analyze what market you're having. You have to know their wants and needs for you to be able to reach the goal which is to satisfy the needs and wants of the customer because that is really very important and you must have a good relationship as a supplier to your customer.

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

Integrative Questions:

1. Explain what does the statement “learning with a human voice is not a parlor trick.”
2. How to speak with a human voice?
3. Can speaking with a human voice learned?

Learning to speak with a human voice is not a parlor trick. What I understand on this statement is that in speaking, you must speak in your natural voice. Learning to speak with a human voice is basically saying to speak with your natural voice and it's not a joke to learn how to speak with a human voice.

In a business, when dealing with the customers an employee should speak genuinely to the customer. The employee should not use bias words to the customers, just be your self is enough for the customer to be able to like your products or services that your company provides. To speak with a human voice is dealing to the customer with honesty and integrity. You can earn their respect and loyalty by just speaking with a human voice to them and that is a big deal to the company. The customers will going to be loyal to your company and will talk about your company with their family and friends. Speaking with a human voice can lead your company to success.

Learning to speak with a human voice can't be picked up. There is no school where in you can learn to speak with a human voice perfectly. It is with in the person. Human voice comes out in a natural way.

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

Integrative Questions:

1. Explain what the statement “to speak with a human voice, companies must share the concerns of their communities.”
2. Why does company must share the concerns of their communities?
3. What is the role of the community in the company?

To speak with a human voice, companies must share the concerns of their communities. What I understand in this statement is it basically says that companies who are trying to reach out for their customers or the community must know what the concerns that the community have. They must know the needs of the community in order for them to come up with a products or services that suits to the community where there company located at.

Without a community, there is no business. The community that composed of people is your customers and they are the reason why you put up that business so it is really important that you share their concerns. One representative from the company must do some research about the community needs and analyze the situation of the community. The company must know what the priority needs of the community are so that they can provide that and that they can provide quality products and services that will satisfy the customer’s needs and wants.

It is just a give and take relationship between the company and the community and that relationship is being done by speaking with a human voice.

35th But first, they must belong to a community.

Integrative Questions:

1. Explain what the statement “but first, they must belong to a community.”
2. How could the companies actually blend in with the communities of their market?
3. What happen when company doesn't know what is in the community that their business located?

This statement has something to do with the previous topic which is the statement “Companies need to come down from their Ivory towers and talk to the people with whom they hope to create relationships.” For a company to understand what's going on in the community, they must first be a part of the community. It's like joining a group of people; you cannot understand their culture, the way they live and what are their wants and needs unless you will be a part of that group.

Companies will not going successful if they don't know who their customers are. Company has a 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, they will be able to understand what really their customers wants.

When company doesn't belong to the community they will succeed at all. So companies were doing different kind of stuff to become good in public and to have a better goodwill, some company are true with what they are doing but some also are not, they are just doing it for them to be more known to the customers. So the right thing to do is letting your company give your sincerity and concern with true emotion, let them understand you then for the company also to understand to customer and eventually you will connected to each other and have a better relationship to the community.

36th Reaction: Companies must ask themselves where their corporate cultures end.

Integrative Questions:

1. What does the statement trying to say?
2. What happen when companies don't know where their corporate cultures end?
3. What is the significance of being able to know where your corporate culture ends?

To be able to become successful as individual, you must know what is your goal in life that you want to achieve someday? And you must have strategies or ways on how to achieve this goal that you want to happen in your life. Same to the companies, they will not become successful id they don't know where their corporate cultures end.

Companies who don't know where their corporate cultures end will never be as competitive unlike those companies who know where their corporate cultures end. Corporate cultures are the company rules that are shared and implemented within the members of the organization. These are the rules and values that guide the employees while working in the company and are considered the strength of character of the company where they are working. Having a good culture in the company is a very big help for the company and to the employees as long as the customers.

Knowing the culture of the company is the most important because these are the tactics and strategies that the company uses in the long run of their business.

37th Reaction: If their cultures end before the community begins, they will have no market.

Integrative Questions:

1. What the statement “if their culture end before the community begins, they will have no market” mean?
2. What happen when company culture end before the community begins?

Culture involves people and when culture ends then the community that they are trying to set in will not developed or it will just end. Culture and Community comes hand in hand. In every community they have a culture, a unique culture that makes them different to others. Understanding the community deeply needs the grasping and developing of a good culture. Without the culture and community, they will have no market.

Using some marketing lingo if you want to be competitive today, you don't just have to cater your message to your target audience anymore. You have to take your entire organizational culture and blend your target community's culture into it. The company should think a product and services base on the needs of the community and create something new that you can offer to the community that other companies still don't have.

The fact that simple things like the language of the company's external communications material needs to be that of the community, that the community's culture should dictate their own organizational cultures. Market is seen through the company's culture and community because culture and community bridges the understanding of a market. If the culture ends without the depth understanding of the community then they will have no market for culture and community connects to market.

38th Reaction: Human communities are based on discourse—on human speech about human concerns.

Integrative Questions:

1. What does the statement “human communities are based on discourse- on human speech about human concerns” mean?
2. What is the need of the community?
3. How human speeches about human concerns can helps the company and the community understands each other?

A human voice can understand a human voice so they belong to human communities. Human voice is really based and lives naturally by the conversation itself. Communication is very important for in communicating with others you will get to have a good relationship with them and also in communicating you got to share your ideas, thoughts and opinions in one thing. In a business, in order for you to know what your market needs and concerns you just don't have to make a research about what they need its best when you go deeper than that so you must relate to them.

Community is said to be based on good communication, for with good communication you begin to know more about your community. So everyone in the company must practice good communication because that will leads to the success of the company. If people in your company are good in communicating to the community, the community will like you. A good communication involves listening and understanding the concerns and needs of a person. And that is the need of the community, a communication that understands their needs and concerns.

A human being has the ability to communicate, to relate and to feel other people so use that ability to have a good communication to the community to be able to respond for their needs and concerns.

39th Reaction: The community of discourse is the market.

Integrative Questions:

1. What is a market?
2. What is the difference in the market during the old days and the market nowadays?
3. What does the statement “the community of discourse is the market” means?

Market is defined to be the place where people can do transactions. People who buys and sell meets there to have transaction. It's a give and take relationship between the vendor and the buyer.

In the old days mass is everything in marketing. Marketers have concerned themselves with exposing their products to the most viewers, the most households, or the most eyeballs, often with limited regard or limited ability to target that exposure very well.

If what you're offering is a good thing, people will want to talk about it. They should talk about it. You should talk about it. Sure, some people won't get what you're doing, or they'll reveal that they're soreheads in general. No doubt the product vendor runs into that, too. But the vendor the old-fashioned face-to-face merchant also knows that you can't ignore the conversations going on around your offerings. One more thing: the explosion of the social media in the past few years means that it's easier and cheaper and better to do this sort of talking. Today more than ever, you can identify your market niche, the people who want to talk about and buy your product, be they ever so far-flung around the world.

The statement “the community of discourse is the market” means to me is that people in market place needs to communicate with each other because by communicating to them you will be able to connect with each other and as you communicate with each other you will got to find new things to them. Community of discourse is the market because you are able to connect; you were able to talk with them and to transact.

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

Integrative Questions:

1. What does the statement “companies that do not belong to a community of discourse will die” mean?
2. What will happen to a company who does not belong to a community of discourse?
3. Why do companies that not belong to a community of discourse will die?

As said in the previous topic, communication within the community is very important for a company to become a successful company. Communication between the company and the community is very important because it is by communicating with each other that they can understand each other and for the company to be able to know what are the needs and concerns of the community. In market there is a give and take relationship between the company and the customer and that is only possible if they have good communicating with each other.

If a company fails to have a community of discourse then they will fail in getting potential target market. Failing to get a market, a company will die; they will have no customers to buy their products or to use their services so it is very important for a company to be a community of discourse. And if the company is not communicating with the community their company will become weak and so with the opportunity for the company to become well know to the community.

Impossible that a company cannot understand their market says, it is just that they don't want to understand their market.

41th Reaction: 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.

Integrative Questions:

1. What is meant to be secured?
2. What is the importance of making your company secured?
3. Why do companies need to make a religion of security in their company?

Being secured is one important factor in having a business. Securing your company is the wisest thing to do and it's really good to secure your company because it will lead your company to success. Every company has a secret and a unique tactics that they use in creating or designing their products so they really need to secure their company so that other company will not going to copy their products. Maybe other company can imitate your product but there is still a unique way to identify what is your product between the two.

A company's success is tied up with its market and workforce. Knowing your market and workforce will surely lead you to excellence and success to your company. Focusing on market and workforce is good thing because every company is aiming to maximize profit so they really need to be secured instead of focusing in the competitors. Let your competitors do their own strategy in marketing their products and services don't bother more to them instead you think on how to improve your own products and services and to continuously producing the best products and services so with satisfying your customers so that you can gain their trust and loyalty.

Acknowledging the importance of the markets and the workforce in the company will surely lead your company into more success.

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

Integrative Questions:

1. What does the statement mean?
2. Do employees also talk bad about the company they are working with?

Company should not only focus attention to the networked markets outside the company who talks about their company but also the company should pay attention to their employees because they too talks about the company they are working with. Employees inside the company sometimes talks about the rules and regulation but they also go beyond the line. So it is important that your employees are loyal to the company because the success of the company depends on the employees.

The employees of every company is also part of the networked market since they also buy products and use the company's services and most of them use the internet or their friend uses the interne in buying some products. So the networked market can get information almost everywhere.

What comes out of the employees' mouth speak of the company. If the employee talks about good things like business topics, topics that are mind challenging then it reflect that a company is a good and top of the line firm while if the employees talk about gossip all day long then it is not a good reflection about a company. The employees talk with each other often and so the company must also have time to listen to the employees because if you have a good relationship with your employees, you will have their trust and they will be loyal to you whatever happens to your company they will be still there.

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

Integrative Questions:

1. What do the statement means?
2. What is the advantage of having new technology nowadays?
3. How intranets can helps the company?

Communication is said to be very important. Companies nowadays use computers and along with those computers is the use of intranets. Intranet is a network restricted to the use of only one company. Intranet is very useful in the dissemination of company news and updates. Employees use intranet to communicate with each other within the company unlike with internet which you can have access to the things outside the company. Using intranet in the company is very helpful to everyone in the company.

Yes having intranet is very helpful to the company but there must be also some set of guidelines in using it. There must be some rules and regulations so that the use of the intranet is much more effective to the employees and to the company. There must be a limitation on the use of the intranets in the employee's workplace because some may tend to abuse it and when the intranet breaks down the whole company will suffer because it will surely affects the productivity of the employees and also that is another expense for the company.

Nowadays the way we communicate with each other makes easier and convenient because of the new technologies that we are using so what we can do is to use that channel of communication in a right way.

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

Integrative Questions:

1. How intranets can help the employees in the company?
2. Is installing intranets in the company helpful or expensive?

Using intranets is really a big help for the company because for example there is a new announcement employees can easily get informed. The purpose of intranet is for the employees to know and be reminded of the new rules and regulation and updates about the company. The boss will no longer go to the employee's workplace just to make an announcement. Some employees may try to ignore some rules that they do not agree with but with the help of intranet, they will be able to at least be open about it.

There are some companies that actually use the intranet so that their employees could access their work stations outside the office or when they are at home since there are times when the employees would be out of the office but they need some data from their workstation in the office so they could remotely access the computer via the intranet of the office and this is very helpful because for example you really need to finish something you can just do it at home.

45th Reaction: Intranets naturally tend to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intra networked corporate conversation.

Integrative Questions:

1. What does the statement mean?
2. Why is it that intranets naturally tend to route around boredom?
3. What is the importance of intranet?

Most of the companies now installed intranets in their company because it is more convenient and it is more accessible to everyone in the company. 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 because it makes the employees work more easy and faster.

Intranets naturally tend to route around boredom because some people don't actually know how to use it properly. Employees use intranet to talk about non sense thing. They chat with other employees and that is not supposedly the use of the intranet that why it leads boredom to the employees and I leads laziness of the employees.

Using the intranets, employees can communicate with each other. They can share their thoughts, ideas and opinions on the things that can help in developing the company. And by having intranet in the company, it is advantageous for those employees who prefer things in written because some employees were visual person, they can easily understand things if that is written or in documents rather than just hearing the instructions or the announcements coming from the top.

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