

CONSOLIDATION OF MY 46-61 REACTION PAPERS ON THE 95 THESES THE
CLUETRAN MANIFESTO

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Abstract

This paper is a consolidation of my 46-61 reflection on the 95 theses the cluetrain manifesto. This paper basically talks intranets used by the companies now a day; how unions were formed within the networked employees in the company; talks about the two types of organizational charts which Is the hierarchical org chart and the hyperlink org chart.

46th Reaction: A healthy intranet organizes workers in many meanings of the word. Its effect is more radical than the agenda of any union.

Integrative Questions:

1. How intranets can organize workers?
2. What is the advantage and disadvantage of having union in a company?
3. Is it good to have a union in a company?

Today, how workers communicate with each other in a company is very easy and that is because of the power of what they so called technology. By having intranet installed in a company the workers can now easily share their ideas, share information to each other and even they can form unions within the intranet. Unions within intranets being formed by the employees helps them to have the company listen to their needs and concern. But sometimes unions are also a threat to a company but it depends on the purpose of the union formed.

Having unions in a company are unions formed by the employees who has the same ideas, hobbies, interest and opinions. And the advantage of having a union in a company is that the company will afraid to do something not good to the employees because employee who is a member of the union have the courage to fight for his/her right because there is a union protecting the employee.

Unions formed through the intranet is more essential because the unions formed are skill developing, mind enriching and lastly unions created or formed through the intranet will create happy and healthy employees. The effect of organizations with the use of intranet is more radical because it will create productive and efficient workers.

Having unions in a company is good if not being taken for granted. Organizing organizations in a company with the use of intranets is good as long as they know what are their limitations so that they harm the image of the company rather unions within the intranets can help the company to be more successful and for the improvement of every individual in the company.

47th Reaction: 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.

Integrative Questions:

1. What is the effect of having intranets in a company?
2. Why should company need to have control in these networked conversation?
3. What happen when companies don't monitor what is happening in the networked conversation within the company?

Intranets that are used in companies help the company to communicate with the employees. Employees communicate and share their thoughts, ideas, and opinions. Using intranets, higher heads in the company can easily draw good ideas from their employees. And also the higher heads can easily examine the performance of the employees.

Companies depend on the open intranets because of sharing the critical knowledge. Using the open intranet helps the company to share and this are the good thing about the intranet. They want to resist the urge to improve to control these networked conversation because this network conversation are the powerful thing that might make the company fall or sometimes this are the key for the success of the company.

By using the intranet, the company will be able to improve because of the communication between both of the higer heads and the employee.and It is important to keep in mind that there should be a control of these. Using intranets are helpful in the company but if the heads will not monitor it, some employees will abuse the use of intranet and if heads will not monitor daily, it will lessen the productivity of the employees.

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

Integrative Questions:

1. What happen when corporate intranets are not constrained by fear and legalistic rules?
2. Why is it important not to set much rules and regulations in the company?

If someone is constrained by fear and legalistic rules, he/she cannot express his/her thoughts is best way because he/she is not comfortable in expressing her thoughts or ideas and even not able to work properly thinking of the company rules and being constrained by fear. Having limitations, rules and regulations in the company is normal but the company should also make sure that the employees were not constrained by fear. There should be a balance on the limitations of the employees so that they will not also abuse the use of intranets in the company.

Intranet was created for the communication of everyone in the workplace but if the employees were constrained by fear then the goal of intranet will not be achieved. If the employees will have a good communication with each other it will encourage the employees to share their ideas for the improvement of the company. And if employees were not constrained by fear, they will create a happy work environment. The works of the employees will become light even though it is actually hard because there is a good communication among employees.

Being open to employees and let them share what is in their minds is the best thing that company can do for the good of the company and also to be not too strict for the employees so that employees will not be constrained by fear and legalistic rules.

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

Integrative Questions:

1. What is organizational chart?
2. What is the role of organizational chart?
3. Why is it important for a company to have an organizational chart?

Organizational Charts is being used during the old times to be able to see and determine the hierarchal position and functions of each and every one in a company. In an organizational chart, usually what you can see on the top is the president of the company, and then followed by the top level managers down to the clerks. The pyramid of hierarchy is a strategy of a company to slow down the climb of the employees.

The president and the top level managers of the company are the ones who make decisions; they are the one who make the mission and vision of the company; they are the one who set guidelines for the employees while the downwards workers are the ones who really work hard for the company.

By seeing the organizational chart of the company you can easily identify who are the tope persons and you can able to see what are the responsibilities attached by every position in the org chart. Having organizational cart helps everyone to understand the function of every individual in the company and also organizational charts helps to identify how big the company is.

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

Integrative Questions:

1. What is hyperlinked chart?
2. What is the difference of hyperlinked chart and hierarchical chart?
3. Why does company use hyperlinked chart rather than hierarchical chart?

Horizontal kind of organizational chart or the hyperlinked chart is more used now a day by most of the companies. I think it's because it is more competent and less cost to the company. In hierarchical type of organizational chart there are lot of top managers and downward workers so many workers for the company to pay salaries while in hyperlinked type of organizational chart less workers so less people to pay for salaries so less expense for the company. Less employees in the company means also less expense so no wonder now a day most companies use the hyperlinked chart.

horizontal or hyperlinked style of chart use by a company gives everyone a chance to shine and be able to diversify work. Also employees were given a chance to widen their work scope and they are able to try to do lot of things in the company. Horizontal style of management is good for the company because employees will be encourage to do their work and do their best in everything.

Hyperlinked charts encourage employees to be efficient and to work hard because they have to be the best in this kind of chart in order to survive. Usually the one who has the skills and knowledge and has the ability to make things are the ones who wins the position in hyperlinked type of organizational chart. The company needs a skillful, knowledgable and competative person not an authorized person to have a good position in an hyperlinked org chart.

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

Integrative Questions:

1. What is command-and-control management?
2. What is the difference of the command and control?

Command and control management style symbolizes the administration of the company. For the employees not to be confused on is command-and-control management the company must identify the difference of the two. Define what command is and control management so that the employees will not be confused.

If there is no different between the limitations and functions of the command and control, then there will be a paranoia and confusion of power. Employees and the company will not function well if there is confusion between the command and control. Confusion among the employees is not good for the company so it is very important for the company to avoid confusion and power tripping because employee and company will not have good ambience of working environment if the two are present.

For the improvement and more success of the company, there should not have any confusion and power tripping among the company and the employees. The higher heads in the company should be careful in making commands and on how they control their employees so that they will both create a good ambience of workspace.

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

Integrative Questions:

1. Why paranoia kills conversation?
2. What happen when there is lack of conversation in company?
3. Why is it important for the employees and the company to have open conversation?

Paranoia kills conversation, this is really true. An employee who fears his/her boss doesn't want to talk with his/her boss. Conversations are very essential to a company because in a conversation they will be able to know the needs and concerns of every person in a workplace.

Conversation among employees and the higher heads of the company is for the betterment of a company, through conversation companies will be able to know more of their market and by knowing more about their market they will be able to come up with a good products and services that they can offer to them. Without good conversations companies will die. Goals of a company will be achieved through good conversations. Through conversation companies will come up with strategies, goals, work plans and rules for a company to run but without conversations a company will die because no one is talking and reaching out people. Through conversations companies will be able to respond to the needs of the market, without conversations they will not be able to understand their market so they can never come up with a product that the market will surely buy.

The success of the company depends on how they can able to reach their markets and so with the employees they have. A good and open conversation will lead the company into a better performance of every individual in the company.

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

Integrative Questions:

1. What does the phrase mean?
2. What are the two conversations going on in the company?

There are two conversations going on. One inside the company and the other one are with the market. What this phrase saying is that the two conversations going on are one is conversation within our selves and the other one is the conversation outside or basically the people that surrounds the company.

For us to communicate with other people effectively, we must also converse with ourselves. By knowing who we are, what we are and what we can do we will be able to communicate to other people in an effective way. Also with conversing with the outside world, we can know more about ourselves this also applies to companies.

Companies have 2 conversations one is within the company and the other one is outside the company which is the market. Conversation inside the company is as important as the conversation with the market because conversation inside the company reflects or mirrors the way companies would communicate with other people. Conversation inside the company will enable every individual to share what is in their minds, their opinions, suggestions and experience that the company will benefit from.

54th Reaction: 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.

Integrative Questions:

1. What is the importance of having good conversation going on in the company?
2. What is the reason conversation fails?
3. What are the effects of failing conversation?

Conversation within and outside the company is very essential for the growth of the company. Many of the companies today fail to make good conversation and failure to connect or to communicate inside and outside the company will be a warning to the company. If the company fails to connect and reach their markets it means they fail to communicate and to know their market and failure to understand the market means failure for the company's goal to have a good relationship with their customers.

Conversations fail because of the command and control confusion. Companies usually create confusion between the command and control because they fail to set the limitations and regulations of both management styles. Command and control in a company is very important because it creates harmony and sets the company in order but if the company does not set clearly the borderlines of the command and control. It is good for companies today to incorporate the two functions to avoid confusion and to avoid power tripping.

The obsolete notions of command and control are the power tripping and confusion between these functions. Usually employees mix both power and this creates confusion between the management styles. Command and control styles usually abuse their power and extend to the limit which results to the paranoia and confusion in the workplace. Confusion and paranoia will lead to losing of the chance to be able to have a good conversation which very essential for a company. Conversations in a company is very important because it is the best and the basic action that is done inside and outside the company for the company to be more effective.

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

Integrative Questions:

1. What command and control means?
2. How does command and control generate distrust in internetworked markets?

The word command and control signifies power. Whenever I hear that two words what comes in my mind is that there is a fear and limitations. Usually words that are associated with fear are not good on setting the atmosphere especially in the workplace. Command and control are met with hostility, this statement is true because employees usually are not in good terms with these management styles. Employees are confused by the powers and functions of each style. Usually the command and control center of a company abuse their power by doing things that supposedly they must don't do, cannot identify their limit which create hostility to the employees. Whenever the command and control center would publicize new things via intranet and employees would ignore it and usually would not agree with it. Employees distrust the management because of the command and control styles, the distrust formed in a company is not good for the company.

Distrust will ruin the goals of the company specially the conversations inside and outside the company. Indeed the company should avoid creating the command and control styles because they will create confusion and distrust inside the company. If the company would like to create a command and control, I think they should study it very well and consider also the opinions of the employees in order to avoid distrust in the company.

56th Reaction: If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.

Integrative Questions:

In conversation, in order to communicate effectively both sides should respond to the needs of the other. They must create first a good relationship so that the flow of the company will go smoothly. Conversations inside and outside the company is very important for its growth. Both conversations within the company and outside are the same, what the inside is talking or relating to the company is usually the same with the market. Both of the employees within the company and outside the company wants and needs are the same thing. Both of them talk to each other in a very casual way so companies should hire really good and suitable employees so that they could get information about their market.

Employees and market interact with each other and usually they listen and respond to each others' needs. It is very important for a company to listen and communicate within the workplace because what the workplace would speak of is the same with what the market wants they discuss things with each other that is the same for the things that outside discuss. Conversations within the company is very crucial to the success of the company because if the employees would not like the conversation between them and the company it will lead to the downfall of the company because they would misunderstand the employees and the future market. Employees' conversation with the company is the same with the market. So the company needs to talk gently and carefully with the employees.

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

Integrative Questions:

1. What does it mean to be an effective company?
2. What really is a smart company?

A good company knows how to foresee things and plans for their own good because change is inevitable. A company who knows how to make plans for the future will not be left out but they will be able to cope up easily with change. Of course there are some things that companies cannot control like things in the future though they cannot control some things they can prevent and be ready for those things. Planning and strategizing is very important for a company and that who thoroughly studies their market is a smart company.

A smart company is the one to prepares, strategize, studies their future market. Also a smart company knows to get out of their way in case there is an uncontrollable thing in the future. Getting out of their way means they can do things that are not required of them. Smart companies plan things for the future and usually help the expected to happen sooner because they are prepared and not afraid of it. Smart companies know what they want and know how to get it. Since there are uncontrollable things in the future, smart companies know of them and know how to handle them.

Companies today are smart and do some studies about the future market, since companies are smart nowadays they want the future to happen sooner because they are long prepared for it and they want to see other companies suffer changes. Smart companies are very good in strategizing for the future that they sell the future today so that the future will happen soon and so that they could be the number 1 and many companies would be left out.

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

Integrative Questions:

1. What is a smart company?
2. What smart companies do?

Companies should be very smart so that their business will not die rather it will grow and grow. Things will not be the same in the future, companies who want to continue business then they should know how to cope up with things. As days go by the trend are changing so the company should be updated on the new trends so that they will be able to go with the new trends. It is true that willingness to get out of the way is taken as a measure of IQ, so companies who are intelligent knows how to do get out of the way. Of course, yes, it is a measure of IQ when a company thinks out of the box. In order to strategize well the company should have a high IQ, high in the sense that they know how to plan, when to plan and when to carry out their plan. Very few companies are wise and a lot of them should invest more of the think-thank team of a company so that they could wised up.

Wised up means that they are able to think how to strategize and make the most of their resources. Companies should also invest on their employees to be able to wise and ace in the future. They could wise up their employees by giving out continuous seminars and with those seminars employees will learn and be able to contribute their learning to the whole company. Getting out of the way by means of the IQ is not usually born in a born; it is usually develop as time goes by. The IQ of the company will increase every year because they are able to develop it with continuous studying by the use of seminars

59th Reaction: 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.

Integrative Questions:

1. What can communication do between the company and the markets?
2. What is the different of the old days and now a day in conversing with their customers?

Market usually perceives lots of companies that still using the old style way of management where in companies were not communicating with them. Conversation is very important for a company and market. Without conversations, the company would have a hard time in understanding and knowing who their prospective market ism they will have hard time to know and identify what are the needs of their markets.

During the old times many companies does not want to interact with the people because they are afraid that they would leak some information about the company but this style had change to the present one because businesses and people change. Changes can be seen through the interaction and response of both parties. Interaction nowadays are every important for a company because through interaction companies will know more about their market.

People today also have the opposite idea about the conversations between them and the company. People today do not want to converse with the company because they are either to busy with things or they do not want some information about them would leak. Companies today should double their effort to converse with the people so that they will understand more their market. Companies should befriend or give out goodies in order to get information and to be able to interact with the people. It is also important to assure the people that information got form them would be very confidential.

60th Reaction: This is suicidal. Markets want to talk to companies**Integrative Questions:**

1. What does the statement mean?
2. What is possible reason why markets want to talk to companies?
3. What will happen when markets will go and talk to companies?

Typically it is the company that wants to talk to market and if market is the one who wants to talk to company is unusual. When markets want to talk to companies, companies would be very nervous because it is expected that customers has something to say about their company. Usually complaints, and sues against the company. When companies hear that markets want to talk to them they find ways not to be able to face the markets. The connotation that markets want to talk to them is usually because markets has something to say about the company and most of the time that is a bad sign for the company if markets wants to talk for they have something to clear with your company.

When markets want to talk to companies is said to be suicidal because they are pouring out all their information about them, it is also considered suicidal because some companies would not try to listen to the complaints of the market and will just take for granted what customers were trying to say. It would be great when the customers and the company will communicate and find a common ground between them so that they would be able to fix their problems without harming both parties. Companies should be very open to listen to the complaints of the customers because these complaints would make the company better and perform productively. By having those feedback by the customers the company will be able to come up with new strategies to improve their business.