

Compilation of Theses 31 to 45 of Cluetrain Manifesto

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Abstract

The third 15 [31-45] thesis statement of the Cluetrain Manifesto talks about the effect network costumers on the company and how useful application the internetworked is in behalf of the company. It also talks about the loyalty of the customers to the company, the company to its supplier and vice versa. The company should use the good way in communicating and having a conversation with their customers. The key thing they should use is their “human voice”. And also how and why a company should belongs to a community. It is very important that the company is close to their target market and share concern with their customers, from there they can built a strong relationship and the company will surely last and stay long in the industry.

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

This thesis obviously talks about loyalty, loyalty of the customers to the company and vice versa; loyalty of the supplier to the company and vice versa; and loyalty of the employee to the company and vice versa. Trust is different from loyalty. If we say that people trust us it means that they believe in us or in our capacity. But if we say that the person is loyal it means that whatever we've done they still remain on our side. We know that we can't handle and we don't have the control of people's mind to make them trust us and at the same time gain their loyalty. We'll be able to get one person's loyalty if we make them see and feel that we're really a trustworthy person and they can feel our sincerity.

This theory can also apply to the business industry. Company won't get the loyalty if their customers in a glimpse. It will take them full effort to that. Now a day's consumers become smarter because they are now linked in a network. Because of this reason they now become aware of what is happening to their favorite company. But if the company gain consumer's loyalty they are sure that people will patronize the product or service they offers, same to the company's supplier. If the supplier knows that the company can be trusted it can built loyalty to that company and their business relation can last.

Integrative Questions:

- What is loyalty?
- What's the difference of loyalty from being trustworthy?
- What's the benefit of the company if they gain consumer's loyalty?

Thesis 32: "Smart markets will find supplier who speak their own language"

In business it is important that the markets and the suppliers have a clear understanding of the both parties want. Smart markets don't take the risk to engage or be involved in supplier where in they're not sure if it can provide the needs they're looking for. Company looks for a supplier which they can count on to provide the service they need. In looking for a supplier to do that, it is important that it complies with the company's standard of acquiring supplier. It should also suit the business transaction of the company and improves the quality of product its produces. The companies are sensitive enough to distinguish which supplier can really help their business. This is for the part of the Company.

In supplier's part it is important that the company their tying up with can maintain its credibility in paying their debts in acquiring their service. The supplier should their own language which should be understood by the company. They should know which company will benefit the kinds of service they're offering. If the company and the supplier have a good relationship they can be successful in their own business.

Integrative Questions:

- What are the benefits of tying up with the right supplier?
 - What do we mean by supplier speaking in their own language?
 - What will happen if both parties agree to each other?
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Thesis 33: "Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference"

Company and its customers must have a clear understanding of each others needs and wants. To speak in human voice means to speak in a way the other can understand what you're trying to perceive. It is a matter of using the right way of communicating to people. From the start we talks about how company communicate to its customers. Basically we make used of our human voice to conduct a conversation. It was said that it is not a 'parlor trick' or a 'magic' that is amazing how each one of us others what other's trying to say. It is fundamental to us to make used of our voice, it is just one way of how we communicate.

Learning to speak is not what we've learned in school rather it is the way we talk and communicate to other people. Communication is very essential to gain understanding. It is important to know the right way of delivering ourselves to other people. People can know our personal intention by listening in the tone of our voice and looking in our expression. The way we talk has something significant to do for us to gain confident and credibility.

In relation to the company, it is better those who personally talk to their target customers to know their needs and wants. They can both speak in human voice so it means that they can easily deal with each other. Through this, company can easily address their customers' needs and give them the satisfaction.

Integrative Questions:

- What is the relation of human voice in communication?
 - How can human voice help the company?
 - It is important to speak in human voice?
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Thesis 34: “To speak with human voice, companies must share the concerns of their communities”

The company’s task is not only to be able to speak in human voice but also to know the concerns of their customers. One of the goals of the company is to give their customers satisfactory. But for them to do that they should identify first the concerns and the uneasiness of their clients. They should go down to the community where they belong. They can conduct interview, survey and study about their communities. Through they will be able to know and address each individual concerns that relate to their company business.

I think this could be one of the strategies they can make use of to gain more customers. If people notice and appreciate what they’re trying to accomplished for the community they belong it would be easy for them to vend their product. For the customers part it also beneficial because they are confident that they can rely on this company if they’re experiencing the concerns that this company has already deal with.

In this thesis, it talks also about how the company can be part of the community they are rendering their products and services. Through this the company’s can gain the loyalty of their market and at the same time the market is sure this company can really address their needs. But of course it should relate the company business.

Integrative Questions:

- Why should the company share the concerns of their customers?
- Is addressing the concerns of the market can really help the company?
- What are the benefits of both parties in addressing these concerns?

Thesis 35: “But first, they must belong to a community”

What do we mean by community; logically speaking community is a group of interacting organisms sharing an environment. For me if we say that the company should or must belong to a community, it simply means that they have to interact with their markets and the products and services they are rendering must benefit the both of them.

In a community there are many types of people and organisms that live in the same community and share the same environment. If a company doesn’t belong to a certain community they don’t have markets to sell their product with. Where in fact the company can actually interact to the people living in that community and they can render their service. If this happen we can now say that the company really belongs to that society.

They can carry out the give and take scheme for the better living of both companies and customers. Belonging to a certain community can really help out the company because they know where to offer their product, to a community that really needs their services. They can also conduct analysis to support their decision making if improving their product and services.

Integrative Questions:

- What is a community?
- Who or what composes community?
- How can we say that a company belongs to a certain community?

Thesis 36: “Companies must ask themselves where their corporate culture ends”

Corporate culture means the values and norms that are shared by people and groups in an organization. It is something that managers have to establish and run all the way through a business, with clear values and beliefs, successful business principles and operations, and a suitable emphasis on human resources and customer satisfaction. This corporate culture is also a standard of behavior organizational members should use to achieve these goals. The business should know their main philosophy or the main purpose of the firm’s existence. The corporate culture may also be known as "the character of an organization" which makes them unique. This corporate culture embodies the vision of the company.

If the company identifies their values, beliefs and philosophy in their business it would be easy for them to make out what are they should focusing on. But the company should not limit to the values they have to what their company’s capacity in serving their customers. This corporate culture can be the strength of the company. For example if the company has a standard value for the behavior of their employees it would be easy for them to control and manage the people. It could also establish a deep relationship between the employee and the company. Through this values and beliefs it can built the person personal quality and characteristics.

Integrative Questions:

- What is corporate culture?
 - What is the effect of this to the company?
 - Is having a standard values can really help the company?
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Thesis 37: “If their cultures end before the community begins, they will have no market”

When we say company cultures or corporate cultures it means the philosophy, values and beliefs of the firm. It is a set of standard that the company follows to guide their vision. The company should always relate their cultures to kind of business or service they render to their markets.

To belong in a community would be easy for the company to vend their products and services. It is important that the firm knows where and what community they belong and also when is the time that that community needs the service of the company. If the company will take for granted their markets and the community they belong to it will lead a bad impact to the company. They might lost their markets and gain no profit.

The end of your culture before the community begins simply means that you lose the chance to get known by your intended customers and failed to serve your community. It can also means that the era or existence of the company is over that's why they've got no chance to broadly introduce their products to their target market.

Integrative Questions:

- What is the effect of losing your markets?
- What will happen if we took for granted our customers?

Thesis 38: "Human communities are based on discourse- on human speech about human concerns"

First we define the meaning of discourse. It simply means a talk, a conversation or a formal treatment of a subject like in verbal or through writing. In discourse we have a certain topic and from there we can create conversation and exchange our ideas and thoughts.

As it said in this thesis- communities are based on discourse, for me it implies that we, human beings are always involved in conversation. We won't understand each if we don't go through the process we called "conversation". From the start of these theses, we agreed that 'markets are conversation'. And it proves that the community is basically based on *discourse* in a certain topic.

Most of the time we always talk about our concern in a specific topic, it's all about our reactions, suggestion or comments. And through the use of human voice we can clearly understand each other which is fundamental to communication.

Integrative Question:

- What discourse mean?

- When we say discourse, does it mean we talked about human voice

Thesis 40: “Companies that do not belong to a community of discourse will die”

People always involved in conversation. It is our basic means of communication. Because we have a human voice and we can speak using this, we can be able to know the others opinion, reaction and idea. Community of discourse is where interaction among members occurs.

It was said that a company should belong to a community of discourse for them to stay on business. For me it's one of the important things that the company should care about. In business communication won't be gone because as I have said it was the fundamental way for us to be aware of the things around us and exchange of thoughts. Communication is very essential in all of the business because through this they can market their product. In business the right way of communicating can encourage, persuade, and convince people. Company always involved in conversation, there is no times where they won't be engage on this. If you are in business for sure you will conduct a lot of talks about you product because your goal is to gain profit. If the company stops to advertise and promote their product it means that it is the end of the life of the product life or maybe the company can't handle anymore the product.

Integrative Questions:

- Why is there are need for the company to engage in the community of discourse?
- What will happen if the company doesn't belong to this community?

Thesis 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”

Providing a safety measures or security in our business is also important. Through this we are sure that our product is secured. Red herring means a deliberate attempt to divert attention. Company will do everything to protect their product's image and at the same time also the company's image. To make a religion of security means to divide or make a set of security that will really guide your company. The company will study and analyze what kind of safety measure or how they will make their company secured.

For the company they should give focus on their competitors when it comes to security. Competitor would also do their best to pull your company down. This is where you should put your security measure. He level of security measure in competitors is higher that the level of security to the market and the workforce which is your employees. First when it comes to your competitor, one of the security measures you can give was to protect your important data and limit the persons who can have an access on it. Second to your workforce or labor you can consider their safety by making sure that nobody will get hurt while they are doing their job. Third is your market, which you can do a quality check on your product and make sure that it is safe to used, no side effect or peculiar thing.

All these things can be done by the company, not only for their one benefit but also for their employees and markets.

Integrative Questions:

- What is regional safety?
- What red herring means?
- How implementing security is affecting the company?

Thesis 42: “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”

When we talk about network market it means that market or organizations are link to each other. When an organization is in networked style it would be easy for them to talk to each other because they are now link. A networked market is the association between the organizations which deploys a common platform for the betterment of marketing and promotional campaign of the business according to the Small Business Bible. The main purpose of this networked market is to enhance and promote the marketing standards.

It doesn't mean that if you are already in a network set up you don't need to have a face to face conversation. Even though you are a network market you still need to talk to each other personally. It is still better to do the conversation when you are in front of that people you will talk to. When you are in the company it is not only about the company's rule you are talking. People inside the company also use human voice when speaking. It is important also for them to speak directly to the person they want to talk to. Like what I've said people can't avoid having conversation because it is part of our daily lives.

Integrative Questions:

- What is a network market?
- Why is there a need to talk directly to the person you want to talk to?

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

An Intranet is an internal website of the company. The people in that company are the only one who can access personal data of that company. Using intranet they used to deliver tools and applications. Most of the company is now using intranets in their firm to make internal transaction faster and easier. With the used of new technology and means of communication it would be a big advantage for the company. But it is not always advisable to do or used intranet in a company. There are certain conditions to do or make used of it.

To make use of this network, I think the company should be big enough to apply this network. They should know the purpose and goals of using the intranet. They should also consider the functional plans, information architecture, page layouts and design. In this part they should not overlook the details of hardware and software selection and also the personnel who will maintain this system. It's not easy to implement it in a company you need to consider some of the conditions to successfully implement the system. We should not overlook the possible things that may arise if you apply the intranet in your system.

Integrative Questions:

- What do you mean by "conditions are right?"
- What are the things you may consider before applying the intranet network?
- Is this helpful for the company?

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

Intranets have many purposes and benefits for the company; one is for easier communication and easier dissemination of information. This can be an alternative way of having conversation within the company aside from having a face to face talk. And also from the help of the intranets there's no need for the company to have weekly meeting just to discuss the concern matters about the company. They can make use of the intranets to get into the important information.

Although intranet is very help for both the company and the employees because it makes their lives easier, some people take it for granted and ignore its importance. Some people might find it so hard to use especially the older people because this doesn't exist in their age, maybe for them it is a waste of money and think that this tool only teach a person to become lazy. At some point, it is true because using new technology has a good and bad effects and I could say this one of those bad effects. But in the other side, for the people who appreciate it and really knows its functionalities would give them a big help in performing their jobs. This thing could happen in a company but for sure sooner or later they would realize how this thing could really help and make them also more innovative in their work.

Integrative Questions:

- Why do some people ignore intranets?
 - Is there a bad effect of using this tool? Or always good effect?
 - What could be the right way of using it?
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Thesis 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 intranetworked corporate conversation”

Intranet have many uses, I think one of them is to take away your boredom. You can do more on intranet other than communication to your co-workers. You can explore the network and find more interesting stuff that a network can do. The main purpose of an intranet is to share company information and computing resources among employees. An intranet can also be used to facilitate working in groups and for teleconferences. Bottom-up means a company will be looking very closely at the company's management, history, business model, growth prospects and other company characteristics.

This would mean that the company can make the internet network more useful and valuable. Through this network they can have an intranetworked corporate conversation. As a says using this intranetworked employee within the company can have a easy discussion of the important matters they need to discuss. Through this all they need to do is login to the company's site and start the conversation there. The conversation done within the company will remain private within the organization.

Integrative Questions:

- What bottom-up means?
- What is intranetworked corporate conversation?
- How does intranetworked help the company?