

Consolidated Reflections of 31-45 Theses Statements of the
Cluetrain Manifesto

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Abstract

This study is a consolidation of the reflections based on how the author understands the 31st to 45th theses statement of the Cluetrain Manifesto. Every reflection looks at the implication of the thesis statement to the market and companies. It also gives some key point on how far does the company and markets are able to do now according to the 95 Theses of the Cluetrain Manifesto. This study, deals about on how the markets communicate using their human voice and some key points on how should the companies react in order to relate and gain profit to them.

Thesis 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: "Loyalty? What's that?"

This statement is telling us that as the markets became networked through the internet, it helps us find information that we really or maybe we will need in some time. Examples of it are alternatives that we need on the products that we are using in our daily living. The products that we are using are not always on the outstanding performance that we need in doing our task. This leads us to find other alternative/s that can meet their preferred performance. Therefore, they will also try to find new supplier for their desired product. We may not believe it but the markets can really do it in just an overnight. It means that they can now switch to other providers rapidly because they are now networked via internet. With this kind of speed in switching providers, It makes us realize that a loyalty to a certain brand or provider is not are requirement anymore. It would be more suitable when that certain provider of yours is just fooling you with their flowering words but no good at all. This statement reminds the companies that they should be careful on what they are to say on their markets. It's because those words or deeds may lead to switching of providers which is a disadvantage to them. They should remember that markets now value performance over loyalty. They tend to have no reason and ignore having loyalty to a provider because they think that there is no point in doing so.

Integrative Questions:

- How can networked markets change provider in a rapid manner?
- Why the market does ignore loyalty to a provider?
- What does the statement reminds the companies?

Thesis 32: Smart Markets will find suppliers who speak in their own language.

This thesis statement has some relation to the previous one. Going back to the case of my phone line, I have the option to switch provider in an instant because they are hard-headed to understand my need. In other words, they can't understand my language. It is the human language that is always used by the networked markets in order to exchange information with each other. They became unable to understand I was saying because they are again on their robotic language as instructed from their higher management. Thus, it could have resulted to their disadvantage in the end if they didn't do something on it immediately. But even though they do something, it doesn't mean that they already have understood my need. It's because, if they know my need they would have already agreed on it at the first place. As the usual thing, companies were not speaking in human language which would make them alienate themselves from their markets. That's why a great number of companies are shutting down because they can't make profit with their target market. The reason is they can't understand their market in the first place. As for the markets, they will try to find a provider that would understand and cater their needs. The one that they are to possibly find is a provider that caters their needs according to what the markets expect and to communicate with the language that they used. These are what the smart market wants in their provider/s.

Integrative Questions:

- What does the thesis statement mean?
- What does the smart market want in their provider/s?
- What is the language being described in the statement?

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

The markets that are networked are always speaking in a human voice. This human voice can be referring to as "An honest voice" that would speak of everything whether it is beneficial to others or not. It could be one of the many reasons why it is difficult to learn in the side of the company for some they are already used in telling the advantage of their product/s while hiding its weaknesses. They would have taught that it would be best if they do those tricks. But the real thing is that markets know those kinds of tricks. That's why a lot of times, their hard work is just put into waste because they are only ignored by the market. Even it is happening to them more often, some of those companies still don't want to learn the human voice to relate with their intended market. I think it is inevitable. But the more serious one are those companies that think they have already learned the human voice when in fact they don't. It's because they will assume that they can relate with their markets but the markets know they don't. In the end, that company will just shutdown because of their assumptions about human voice. This is the reason why this statement reminds us that learning to speak with human voice is not easy compared to a word that can be learned in a session or a hair cut that can be imitated on pictures in any magazine.

Integrative Questions:

- What is human voice?
- How does the human voice become difficult to learn?
- Why do the companies have difficulty in learning the human voice?

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

In continuation about the human voice, the 34th statement is telling us the way on how companies can speak in a human voice. This statement explicitly expresses the method on how to speak in a human way. It says that they should share the concerns of their communities. This method could mean its literal essence. But it may also say something in behind. It might be telling the company to know where their limit as organization is. It's because an organization always has confidential information within them. But here, the statement wants them to share concerns. It is obvious that they would be sharing it to another business or organization. It would mean that they will give information to their competitors. Of course there will be no business that would let themselves be defeated by their competitors because they give information to them. But the thing here is that they are an industry which should cater the needs and concerns of their customers and communities. That's why instead of keeping the information within them, they must seek help with the other players and together they can come up with a

solution. The only thing that they would be competing against is the way they would deliver it to their market. In this manner, they can now be considered as speaking in human way for they are now honest in telling the other players the concerns of their community. Thus, makes better in finding solution to their problems to satisfy their community.

Integrative Questions:

- How is it to speak in human voice?
- Why is there a need to share concerns of the community to speak in human voice?
- How can sharing of concerns of their community help the company's industry?

Thesis 35: But first they must belong to a community.

This statement is a condition that should be met before the companies can do the method that is prescribed by the 34th statement. It is really a literal thing that they should belong to a community before they can share the concerns of that community to other players in their industry. We may be wondering on how the company could belong to a certain community when in fact the people inside already belong to a number of communities out there. The possible reason is that a company is most likely to be considered as a single identity. In other words, a new being that needs to socialize itself on its environment to become a member of a certain community that it chooses to be. That's why it is a must for them to belong to a community. This community that they would be joining must not be just any community out there, but a community where they want to create relationships and gain profit in the end. By being in a community, the company can now relate themselves with their intended market for they now belong in the same community that shares information with each other. The company can now listen to the needs and concerns of their intended market and can now share this concerns with the other players. On the other way around, the markets will now be knowledgeable about the company in which they can understand the position of that company from its strength to its weakness.

Integrative Questions:

- What is a community referring in the context of this statement?
- How can the company benefit by belonging to a community?
- What kind of community must the company should belong itself with?

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

Corporate culture, as defined by entrepreneur.com, is a blend of the values, beliefs, taboos, symbols, rituals and myths all companies develop over time. In other words, this is the characteristics and traditions of a specific company that just evolves over time. In connection with the 36th thesis statement, this thing should be limited in the way that the company knows its ends or boundary. The reason for it is because this corporate culture may hinder them in relating themselves with their intended markets. It can happen by means of their beliefs that might be a contrast to what they should do in order to satisfy their customer in need. If this thing happens, then companies are the one that will suffer

from it because they will be going back to the situation where they don't have the knowledge to relate with their markets. In short, they can't make profit. That's why they should know the limits of their corporate culture in order for them to balance their responsibilities in their customer and in their organization. They should also know that markets can bring them down as explain on the previous theses statements. This is the reason that they must limit their corporate culture. If they don't, it is still them that would suffer because they might lose all their markets and as the markets are now networked, it is too easy for them to find new providers that can relate with them in the manner that the market do expects.

Integrative Questions:

- What is Corporate Culture?
- What is the relationship of Corporate Culture with relating to the market?
- Why is there a need to know the ends of Corporate Culture?

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

The 36th statement discusses about the Corporate Culture and how it affects the relationship of the companies and its markets. As is had been explained earlier, it can be a contrast to the things that they should do in order to satisfy their customer. As a result it can create distance between the company and its market. If the result of the corporate culture against customer relationship is considered, this thesis statement can now be proven as a fact or truth. It is because that this can be the further outcome when the company doesn't know where they should end their corporate culture. They should also know that all human beings learned from their experiences and markets are not exempted on that way of learning. If they already know that they can't get what they want from that provider, they will surely find another on which could give them their appropriate needs. They are not fools to stay on believing in a company that it can provide them what they need when the opposite is what they see. So the thing here is that the ones that will be the defeated at the end will is still the company. It's because it is easier for a market to find a new provider than a company to find a market. If they didn't realize their mistakes as early as possible, by the time they do, it is already too late for them because the market already finds a replacement to them.

Integrative Questions:

- What is the result of corporate culture against customer relationship?
- Who has the greater lost when that result happened?
- What can the companies do to prevent losing their markets?

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

In an attempt for a company to speak in a human voice, they must belong to a community in order to understand their intended market. This community is said to be a human community in which they all have the freedom to express themselves and ask for others perspective or opinion. This human community is based on discourse because

there should always be a dialogue or a conversation between the members. That is why markets became conversations for they are a community of humans that has a natural characteristic to express themselves mostly through dialogues in which there is an interaction of both parties. But we might wonder about the reason as to why humans are drive into discourse. There is only one answer that we can find; it is the problems that we encounter in our everyday living. Because of these problems, we tend to seek help in order to solve. That is why there is a discourse that is happening. Even in the Net, there is also this so-called human community. A good example is the forum sites. In this site, you can see a lot of inquiries about their problems in which they hope someone could help them solve it or at least have their opinion on it. Through this kind of inquires, they create conversations and share information amongst themselves. The company only needs to listen in order to understand their market; not to keep themselves blind and continue selling products that the market doesn't need.

Integrative Questions:

- What is discourse?
- Where does a discourse start?
- How the internet does became a place of discourse?

Thesis 39: The community of discourse *is* the market.

This statement could be derived from the previous one which state that human communities are based from discourse. If we consider this statement, we can say that a community of discourse is the market itself. We have the idea that discourse starts because problems arise in our live. These problems do need solution/s. That is why people seek help. Like the problem of poverty, we increase the number of educated people in order to lessen the poverty level. Same with the markets because they are group of human beings that have problems they want to be solved. They hope that a certain company can end their problems by means of providing solutions to it. It can be in a form of a product or of a service. But as we know, companies keep themselves blind on these things because they believed that those are additional costs for them. They didn't realize that the additional cost which they refer to is the one that can help them lessen their expenses in their operations. It is simply because, if you can satisfy the customer with you products or services, they are more likely to come back. Thus, being able to sell more which can help the company to cover their operation expenses. So the real problem is that the company doesn't consider the discourses of the people as markets in which they can do something in order to earn. They just need to learn how to deliver their products to those communities.

Integrative Questions:

- How can discourse of the people become market?
- What is the lacking factor of the company to earn?
- Where should the company focus in delivering products and services?

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

It sounds redundant that the meaning of this statement is already mentioned in the 37th thesis which says that “If their cultures end before the community begins, they will have no market.” Their meanings are telling the companies to wake up on their assumptions that they can discourse with their markets through their products and services. It is absolutely the opposite that they are giving their market. They should know that preventing disasters that might come to them would better than curing the effects of it. But unfortunately, they chose not to do anything about it. That’s why we are left with no other option but to find it by ourselves. They have the option to provide solutions in our problems before we solve it but they just ignore our concerns telling themselves that it’s just an additional cost. They close senses in trusting the markets that they can have their potential buyers when they try to solve our concerns. If they can just change the way they view the discourses of their market, they can have a better mutual relationship with their intended markets. They just need to do some effort in order to understand the discourse of the community they want to serve. It means that they must be able to belong themselves with those communities in order to understand their problems which they have better capabilities to solve. Because if they don’t, they would end up in a space where they are alone and destined to die.

Integrative Questions:

- What is a community of discourse?
- Why should the company belong to this kind of community?
- How could this community help the company?

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.

Most of the companies are somewhat ignorant when it comes to the capability of their competitors. They always thought that they always have their products as the sole product with their differentiating factor. But they forgot that in this world, everything can obtain any capabilities even those that you own. In other words, if the company believes that their products can't be imitated, they are becoming blind to the fact that technologies can do far better than what they think. They may be securing their product against their competitors, but they are more likely to secure their products against the market. It is because when their market is the one that discover something by means of tweaking their products, it will surely spread in a rapid phase. This makes the company lose their public image because this kind of deeds done by their competitor or market. But as if they don't mind it which makes it red herring. They pretend that no one could be able to gain knowledge about their product and when the time comes that there is some one that already knows it; they pretend that they didn't know that fact. This also makes them vulnerable to attacks from third parties because they always pretend that nothing is happening within their organization. But as they forget the fact that there is really happening inside their company, they are somehow damaged of it. That is why the statement reminds them to learn that there is always a possibility.

Integrative Questions:

- What is the religion of security to companies?
- What is red herring in this statement?
- What does this statement reminds the companies about?

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.

Companies as we all know are always using their old strategies like giving of their products to their customer especially when Christmas is coming. But do they wonder how their employees react about their product. Their employees could also be talking with themselves on what would this product can help them or could this be just a waste to have. These kinds of discourses are actually happening inside the company without them noticing it. If they have chance to notice it, they will just ignore it in the same way they ignore the concerns of their markets. That is why the more they ignore these discourses, the more they waste their opportunity to understand their markets because their employees are also markets of different industry. But when they are inside of your company, they are employees under your organization. See the connection? This is the reason why the company must listen attentively not only to their markets but also to their employees who may a brilliant idea on how they can deliver their products to their intended market. This is something that the company must know, in which that human discourse is also one of the reasons why they became incorporated in the first place. They always assume that they know everything which makes it more unreasonable for them to claim. It is because they lose their credibility instead of earning through satisfying human needs when they try to gain density in which what they only need is to listen.

Integrative Questions:

- What is the connection of markets and employees?
- What is the mistake of the company in consideration of the market?
- What is the thing that the company should do in accordance to this statement?

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

Conversations are important to all human beings for the reason that it is a way to relay our messages to other people. It could be to our family, friends, relatives and other love ones. These messages could start from a simple greeting to an emergency life and death situation. All of these conversations are considered to be happening in the corporate intranets. But if it is allowed in the company, it can also be in the web like the forum sites. But this statement implies some conditions for it to happen as it says that "But only when conditions are right". This could mean that companies can prevent these conversations to start from taking place. It is because the companies have the control on the internet in which they can filter message according to their regulations. That's why employees wonder when they are sure that they have sent the email but the recipient told them that they weren't receiving the message. That is why this security is the one that

increases the distance of the employees to the companies by increasing the barriers and walls of communication. That is why the point of this statement is for the companies, which controls the accessibility of their intranet, to be knowledgeable in knowing which messages are to be filtered. They should know when the security is badly needed. It's because it might just be their worries that their employees would be the source of information leakage of their company to the outside.

Integrative Questions:

- What is the condition referred by the statement?
- How does conversation take place on the corporate intranets?
- Who is the responsible in making the said conditions?

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

In our society, we have laws and regulations that we are supposed to follow but unfortunately most of the people don't. The reason maybe is because of our culture and environment but not unlike in the situation of corporate world. In the companies, their rules are not really disobeyed but rather ignore because of too much redundancy. A proof is this is the intranet of the company. Most of the times, the intranet is used to make the employees aware of the policies of the company. But the thing here is that they push it so much that the employees are now irritated. It's because if you can imagine that every time to logon to your workstation and after that you would always see a form of rules and regulations of the company, how would you feel? It is for sure that you will get pissed of at one point to the very least. That is why it will not be an ordinary happening if an employee shouts that "I already know it you don't need to remind me!"

This is the reason why should the company become open in using the internet. It is true that it is a good way in increasing the awareness of the employees about the policies of the companies. But they must know that it shouldn't be forever. It is better if it is manually accessed than being the initial form on every workstation because employees would just try their best to ignore it.

Integrative Questions:

- Why employees do ignore the HR policies and corporate information?
- What is the fault of the company in this kind of implementation?
- What can companies do to prevent employees from ignoring their policies?

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 intra-networked corporate conversation.

It is rare that the company recognizes the capabilities of their employees to have an idea to help the organization in delivering their products and services to their markets. It is for the reason that the intranet of the companies is typically built to deliver information from the upper management to the lower ones. But is it really the top

management which often communicates with the market? Of course the executive won't bother to step outside their air-conditioned office just to talk with their markets. That is why it is the lower ones which interact with the market at most. With this kind of communication, a top-down format of the intranet would be ineffective in order to understand the market. That is why the statement tells us that a bottom-up structure would best fit their needs because it is the time to listen on the ones that are directly involve in the conversation with the market. They would be the ones who have the proper knowledge on what the market need that they can provide. It would be great if the companies can allow conversations between employees within their intranet. It's because they can increase their chances to know the how will they are going to approach the market. They must bear in mind that corporations are artificial identity created as prescribed in our law. That is why the natural components are still the ones that do the job of it as an identity especially the conversation that creates relationships.

Integrative Questions:

- What is a bottom-up framework?
- Why does bottom-up framework became best suited for a company?
- How can be intra-networked corporate conversations be realized?

References

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