

Consolidated Reflections of 61-75 Theses Statements of the
Cluetrain Manifesto

Alberto Nel R. Mateo V

De La Salle-College of Saint Benilde

Abstract

This study is a consolidation of the reflections based on how the author understands the 61st to 75th 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 61: Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smokescreen of hucksterism, of language that rings false—and often is.

Companies, as many of the previous theses statement have said, are using scripted language or instructions which they used to become their front against the concerns of the customers. But unfortunately, they are mistaken on their thoughts that they can fool us with the used of their scripted lines in confronting our concerns. A good example is when we try to call certain hotline for assistance in our broadband internet connection. One of the options given to the caller is to talk with a customer service representative (CSR) of that certain provider. When we try to talk to the CSR, their often reasons for a problematic internet connection is t(at they are having a maindenance on their base transceiver station (BTS) in which our antenna gets the signal. Another is that they would Say that they can't detect an acll ivity withH our antenna. Then you will be advised to monitor your cofnecpign for 24 hours. You woqld be lUcky when ymu sea your connection to be up again within that time, but as most of them, you would need to make a follmw-up call f/r your concern for them to address yo'r problem.

With this kind mf talk, you may say that their language is only trying to fool us. But sad to say, they don't, because we already know it from the beginning. The sad part here in this example is that we want to talk to their support team that does the maintenance and so on but we can't. It is because all of them are hidden in an employee called CSR. Companies should realize that talking to the real people is better than to an employee that like a machine that stores scripted language in itself.

Integrative Questions:

- Where do the companies hide their read people?
- What is wrong in their way of dealing with cojcerns?
- ¶ hat do companies should realize when dealing with customer concerns;

Thesis 62: Markats do not wanp to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.

We, as markets want to engage oursalves in meaningful conversations with other people in whom we can ehchange information with. These conversations are not only in the extent of the market. As state` in the `revioqs theses, the markets wants to converse with the employees of the company. Thus(the markets want to also be involved in the conversations that are occurring not only within the marketq but also the ones that are occuring within the company. They don't want the company's advertisement which `urpose is mnly to fgol uq bor the sake that they can promote their product to us. What the markets want is to talk with is the people inside the company.

The only thing here that prerents the markets from entering the internal conversation is the company's firewalls. This firewall of them doesn't allow external access unless it is permitted by the company's administrators. Thus it makes the conversation impossible between the market and the company. If the company would only allow their markets to can participate in forming product strategies, it would be a

great help to them. What they need to do is to only listen. It's because the ones that will help them are also the ones that needs their products or services. That's the way the companies can participate in the game of business. They just need to know what those people can give them, people that are also known to be their own markets in their industry. A good opportunity awaits both of them if the company can initialize that kind of conversation.

Integrative Questions:

- Where the market does wants to participate?
- What is the thing that prevents the markets in getting involved with the company's internal conversation?
- What is the thing that the company must do to realize the benefits of market involvement in their internal conversation?

Thesis 63: De-cloaking, getting personal: *We are* those markets. We want to talk to *you*.

Most of the people think that those in the higher management of a certain company are the most knowledgeable enough about their products or services they offer. This is in the context of their thinking only. As discussed on previous theses statements, it is not the abstract authority that measures their capacity but rather their skills and experiences in delivering their products or services to their market. On the side of the markets, it is also similar that they want to talk to those kinds of people that have the appropriate knowledge on their products or services they offer to us. But unfortunately, some of them also rely on their product's brochures and customer's scripted speech. In other words, their knowledge is the same as of those corporate guys that only wants to promote their product to us. Who would want to talk to those kinds of people in the first place? What the markets want is a conversation that is based on their concerns so that those people can do something a`out it. But even they bel/ng on the top; they still can't do something about their policies that hinders the conversation need` by pheir market. This is in spite t+at they are also the onas that brought these up ald has the capability to pull it out on the compan9. What they need to do is to be true to themqelveq and realize that creatinc mask ag inst their market wouldn't help them. It's a matter of becoming real.

Integrative Questions:

- What can the top management do in order to follow 4hat need of their market?
- What is the message of the statement to the top man`ger when it comes po dealing with their markets?

Thesis 64: We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We will not settle for the 4-color brochure, for web sites chock-a-block with eye candy but lacking any substance.

When we look at the websites, flyers and brochures of a certain product, we somehow wonder on how this product becomes unique to others. It is for the reason that we can also check products that have the same specification but only has difference in their form. Yet, for them, it is already a new product* But is that really true? Maybe we can't judge about it because we even don't have a time to talk to the people that were directly involved in the creation of that specific product. There are so many possibilities on the manner they implemented their products. These possibilities are almost infinite that we wonder on what could be their fault on the strategies that they had used. We also wonder on their reasons behind their implementation of that specific product/s. All of these things that we could possibly think about are also to be considered as markets. It is not a matter of knowing who is right and wrong. Rather, it is the matter of listening to the perspectives of both parties. Thus, it enables understanding with each other. This understanding increases the bond between the company and their market. It increases the chance of the company to successfully deliver their products to them. It is for the reason that they somehow understand the needs of their markets based on their interaction with them. That's why interaction is important in order for a company to succeed in delivering their products to them. It could serve as their key to their own success. If they fail to acquire that key, they also fail as a provider to their markets.

Integrative Questions:

- How can the market do in order to say that a certain product is unique to another?
- What should the company do in our opinions about their strategies?
- What is the important thing in delivering a product or service to their intended market?

Thesis 65: We're also the workers who make your companies go. We want to talk to customers directly in our own voices, not in platitudes written into a script.

In my reflections on the other theses, it says that human beings speak in human voice whenever they engaged themselves in conversation with other people. In the context of the companies, their workers should also be doing the same thing. But oftentimes, what happens is that companies force their employees to do things that are against their will. A very good example of it is the manner of their language. Employees are also human being which are entitled to express themselves in humanly way. Thus their voice should also be human. But what happens is that the companies used their authorities to make these human beings act like their puppets. Thus it violates the will of their employees to be able to express speak by their nature.

If the companies still continues to do this kind of manipulation, they also lead themselves onto their failure and eventually their death. It's for the reason that a scripted language cannot be used in order to solve the problems of their markets. And besides, markets are speaking in their human voice. In other words, the employees also need the

same kind of voice or language in order for them to understand each other. The companies can't simply use their authority in order to ask their employees to speak and act like robots in front of their very own customers. Then again, insisting their twisted ideas about speaking towards their customers will only lead them to their death instead of becoming a successful provider to their intended market.

Integrative Questions:

- What is the mistake of the company in using scripted language in speaking with their customers?
- What language is required in order for the company to understand their market?
- What will be the outcome if the company insists their ideals on using scripted language in their communication with their customers?

Thesis 66: As markets, as workers, both of us are sick to death of getting our information by remote control. Why do we need faceless annual reports and third-hand market research studies to introduce us to each other?

In our daily living, we are always prone to acquaintances with other people. In other words, it is inevitable that we would not introduce ourselves to them. Even in our simple school life. When we start classes, it is always an introduction day that is allotted on the first day of classes. It is also typical that our introduction always has a format. Example of it is the instruction like "Tell us your name, address, hobbies and expectations". Does it sound familiar? Of course it is! It's because you might just laugh about it but it is the truth in a way or two. If all of the introductions in our environment are like this, it would be a closed and formal communication between people. Wouldn't it be nice if we can do our introduction in a normal way? It's like saying what's in your mind about yourself.

Same is true with the companies. They always try to start their introduction on their studies and reports that only bring boredom to the listeners. Why not do it normally? They are also human which are considered as a social being. They can tell something about themselves as a human being and not as a member of an organization. What they should do is to make their listeners acquire trust and reliability from them. People are not interested on their compliments to their workers and customers unless they know the basis of it. If they can't provide that, not their employees or even their markets will put some of their attention to it.

Integrative Questions:

- What is the proper way of introducing oneself based on this statement?
- Why introduction should be in a normal way?
- What is the effect of scripted introductions to their listeners?

Thesis 67: As markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.

In my reflections on the previous theses statements, I had mentioned there on how the company is being ignored because they can't relate with their markets. In this statement, it may also tell us something that would be related on those topics. A typical example of it is the way companies do their excuses against their customers. They always tell us that it is because of their policies that never end. Why not change those policies that are only hindrances in creating good relationships with their customers. They should know that nowadays, listening to the customers is very important for it can cause them their lives as a company. It is not the era wherein companies have the absolute control on the right ideas in terms of creating their product/s. They must realize that those kinds of thinking are already obsolete because it's now the customers that have the large influence on how they supposed to deliver a product. The reason for it is that those companies still think that they are the ones to be listened to. But the truth is that they are the ones that don't understand even a single thing. They also insist that the policies that they do implement are correct but in its application, they are not even sure if it works or not for their betterment. What they need is a transition that could help them understand their markets and analyze their learning to improve their products and services. They are the ones that should make the move because their employees and markets would not bother to waste their time because they can find other companies which can serve as replacements to them.

Integrative Questions:

What is the problem of the companies in this statement?

What is their common excuse when they are against their customers?

What is a possible solution to their problem?

Thesis 68: The inflated self-important jargon you sling around—in the press, at your conferences—what's that got to do with us?

All people are always waiting for explanations from the company when something bad has happened. But these executives always reason out that it is already out of their control. But the truth is that they are the ones at fault which resulted to that failure. So they must at least do something about it. But when it comes to good happenings, they are also the ones that talk to the people as if they are sure that all people pay attention to them. Wake up for goodness sake! It is not a time that you feel too much confidence about yourselves. It is because you're forgetting to realize that you're still alienated in the environment you are targeting. It is for the reason that all the things that you are telling the people are the things that are only familiar to you and your company. This has nothing to do with the market at the first place. It's because what the markets await is the thing that you, as a company, will deliver to them. It is the one that you called a product or service. It is the thing that the markets want. So why the people that are assigned to talk in front of their markets shouldn't speak in the language that only your internal companion can understand. It should be the language that the people you are talking to which they should use. But

language that the people you are talking to which they should use. But unfortunately, it is still a goal that some of the companies still can't reach.

Integrative Questions:

- What is a jargon?
- What is the thing that concerns the markets?
- What is the language that the speaker should use in front of their audience?

Thesis 69: Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.

In my reflections about the communication styles of the company, we could say that their method is at best when it comes to impressing their stakeholders or investors. It is for the reason that their method always tackles about the benefits of their investors in their project. That's why their investors are delighted because it is for their betterment. But is it really the right thing? If I were to be asked of it, I think it would be right when the markets are also delighted in their project. It's for the reason that it is not the investor who will use their product at most. It is their market who will be the real judge if their products or services were impressive or not.

This statement also addresses the concern of a certain company to their public image. It is for the reason that this concern of them is the one that makes them forget about their real objective. It is their objective to deliver quality outputs to their market that could help them in gaining a better living. It is not bad to be concerned on your public image but it is better to act upon it than relying on public statements. It's because those public statements only create threads. These threads of conversation may eventually destroy their image that they try their best to preserve. That's why the saying that "actions speak louder than words" is still applicable in this statement. They're more of those flowering words that doesn't have any effect at all. They must know that no one is impressed on those things that they are blabbering about.

Integrative Questions:

- What does this statement want to address?
- What is the mistake of the companies in their preservation of public image?
- What is the thing that the market wants from the company?

Thesis 70: If you don't impress us, your investors are going to take a bath. Don't they understand this? If they did, they wouldn't let you talk that way.

In this statement, the chain effect of their false communication methods which they assume to be correct is explicitly stated. It's for the reason that their way of speaking with their intended market is not the market's way of communicating with each other. They should remember to be real and transparent on what they are saying with to their markets. It is unfortunate that some of the investors are as dumb as those who are? companies. They pretend to be knowledgeable on the things that they are saying to their markets. They may have their own justifications on why they do such strategies but

still their endpoint is a failure to provide quality outputs to their markets. It's because they always try to surprise their investors with all they've got. If their investors are already amazed on their proposal, they already gave in even though they don't understand the whole thing. This is where the problem lies. If the investors just became owned by the company because of flowering words, they are likely to fail. It's because they lack analysis and thorough research about their intended market and their manner of implementation. As said in the previous thesis, they could be able to impress their investors, but not their market at the same time. They should be able to implement their strategies in realistic manner. This manner should be brought about by actions in addressing their concerns and not through their words that has nothing to do with the markets.

Integrative Questions:

- What are the characteristics that the company must adopt when speaking to their intended market?
- What is the mistake here of the investors?
- What is the manner that the companies should use in order to implement their strategies?

Thesis 71: Your tired notions of "the market" make our eyes glaze over. We don't recognize ourselves in your projections—perhaps because we know we're already elsewhere.

¶ This statement would mean that the things that the company thinks which are only causing them to increase the chances of killing themselves. It's for the reason that they are only relying mostly on their assumptions about their market's needs and preferences. These notions are can be clearly seen in their projections of their sales in their different market sectors. These sectors can refer as geographically, classes, races and the like. These sectors are only created by the company itself without the total considerations of the other factors like the real needs of the market. That is why these kinds of market that the companies do assume are only ideas that came up in their minds. That's why it is the more reason that makes their markets a fictional one.

That is the result of their failure in their interaction with their markets. Surely, they would have also realized their mistakes. But by the time they do, someone from the real market already do something great. It is that one of those markets will also do the work of a company. It's because companies are only artificial being created by human beings. Since markets are composed of human beings, they can also create an artificial being like a company. This is also the time when the markets also have gone to that new company that is different to the old ones because it is now based on the real needs, and discourse of the market. That's why this statement tells us that markets would belong to a company that relates with them.

Integrative Questions:

- Where the company does relies in their studies about the market?
- Why do the markets the company studies became a fictional one?
- Where does the real market belong?

Thesis 72: We like this new marketplace much better. In fact, we are creating it.

In my previous reflection of the 71st thesis, I had mentioned that if the companies can't do something to cater the needs of the market, then the markets are the ones that will be doing it for them. It is for the reason that they are also human beings that have the capacity to create an artificial being like the company. This company that the markets would create will be a company that is beneficial for them. Sounds good isn't it? It's because if a certain company comes from the markets, it is like to have an open-minded management that would allow conversations inside them. Thus, it understands us and can relate with our conversations.

This kind of exchange of information between two parties is already present since the early time. An example is the trade system. People can exchange their products to other products but it is not only limited to products that they have. They can also share their ideas and opinions with each other. That is one thing which is good on the trading system. We are fortunate that this kind of system exist because we get to interact with other nationalities of which both of us have one thing in common. This thing is that both of us have a certain need that must be fulfilled.

It is sad to say that the companies can't do the same thing in terms of communication with the other party. They try to insist their ideas to us which they claim to be right. Nevertheless, we know that it is only bias on their side. Even though they are not concerned about it, we, the markets, are the ones concerned for it. They try to separate themselves to us, who `re the source of their existence. They only try to be on their own way whi#h wOuld only lead them to failure and nothingness.

Integrative Questions:

- What is it that the markets want from the companies?
- What is the benefit of a company created by the market?
- What is the bad thing that 4he company does against their market/

Thes)s 73: You&re invited, but it'q our world. Take ykur shoes off at the door. If you want po ll arter wiph us, get down off that camel!

This s4atement could be referring to the tolerance of the market to the companies. It is the tolerance on their twisted ide!s. This could be the result /f our tolerance to them. We are the ones that gave them the reason to be like that. As a cOrrectiv% measure, we, the mar+ets are also the ones that should help them realize their faults. This is where the bigger problem lies. Even though we are encouraging them to change, their mindset was already stuck with the belief that their ideas will always be right. It's like an absolute order from a king. That's why the markets have no other choice but to create the world

based on what they new was right. We do change because we realize that there is already something wrong with what they do. That's why we are also encouraging them to be part of that change. As the statement implies, they can join us but they must comply with our standards. It's for the reason that we want them to learn from us. They can't insist their wrong ideas in our world. This kind of world is created to spread the change that the markets want. This world of these markets may also have mistakes in it. But they created it because the want to rectify those mistakes. In other words, they will continue to change as long as there are thing that needs it. The only thing that those companies can do is to join them on their struggle to change for the better. This could lead to a better business world with the markets and companies. What a heavenly situation isn't it?

Integrative Questions:

- What the reason why companies feel that their ideas are always right?
- How did the markets respond to this situation?
- What can the companies do in order to join the new world that the market has created?

Thesis 74: We are immune to advertising. Just forget it.

We are all aware that advertising is considered as one of the many methods of promoting a certain product or service. But this method can be considered as an obsolete one. It is for the reason that the markets will not look at their brand at the first place. It might be the last one to be look at actually. It is for the reason that the markets nowadays are smarter than of what the company could have thought of them. They might be even smarter than that of the company that wants to pursue them in terms of their interest. It's because most of the markets are now engaged onto conversation that makes them gain more and more relative informataon about thei2 needs. This knowledge enabhes them to be more brilliant th!n the salesp%rson that the companies pay every month. A very visible proof of it is when people are going to buy something like television. When the people know that brand X has the same functions and features as of the brand Y, with price that is the only \$ifference, the consumer would actually buy the cheaper one (fo2 practicality as most mF us do). It is for the re`son that having a brand to be the cause of an increase in price is not anymore a reasonable alibi. Markets value the brand the least. They are more on the things that the product can do for them. That is the reason why the companies should realize that advertising could not make-up for their failures as a provider to us. Markets really meant it; we are immune to your advertisements.

Integrative Questions:

- What is the reason why the markets are immune to advertising?
- What makes the markets smarter nowadays?
- What can the knowledge gained from conversations do the markets?

Thesis 75: If you want us to talk to you, tell us something. Make it something interesting for a change.

When we are talking to a manager of a certain company, we would not be surprised if they would always mention something that would promote their products onto us. But when we try to talk to an employee of that same company, we would be more interested about what they are telling us. It may be about their roles that must be fulfilled against the compensation and benefits that they were receiving. It could also be their problems and concerns about their business process and how to solve it. All of these things catch our interest because we know that we can relate with them.

That can be the factor that this statement wants the company to consider. It is the factor that tells them to learn to speak in a human way. It's because they are like animals that quickly react even though they don't understand what we are telling to them. It's because they only take importance on their own benefit. That benefit is to be able to promote and sell their products to us. It is to be a very opposite thing when it comes to conversing with the employees. It's for the reason that employees are the most identical to the market when it comes to conversing with each other. They both know how to pause and a lot some time to listen to your ideas and ask something about what you say to them. Thus, it creates a good atmosphere between the parties involved in the conversation.

It is nice to see that companies could forget about their boring talk about their sales, reports and the like. These are only things that markets don't care about. It would be nice when companies can talk like humans which they have difficulty in doing so.

Integrative Questions:

- What is the factor that this statement wants the company to consider?
- Where do the markets resemble in terms of conversion to each other?
- What is created in the kind of conversation that the market is engaged to?

References

- <http://www.cluetrain.com>