

Reflections on the Third fifteen of 95 Theses  
Of the Cluetrain Manifesto

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### Abstract

This paper consists of reflections of the third 15 of 95 theses of the Cluetrain Manifesto. Each of the third 15 theses has a 250-word reflection. These reflections consist of my thoughts, opinions and reaction of each thesis. Also in these reflections, I cited some examples and personal experiences as a student to apply each in every thesis. This paper emphasizes how the importance of markets, good communications with other people, team work, the use of internet, doing well on your job or bringing the best you can on your work. This paper also cited how and when a certain company should come up big to be a successful business, to develop strategic planning and as well as to gain competitive advantage from its competitors. This also emphasizes the use of advanced tools which is applicable nowadays in business such as the Intranet.

## Thesis 31

Business nowadays is complicated especially our situation here in the Philippines. Basically our main problem here is our economy. Even though, it is now getting higher, still it is not enough for all the businessmen of these companies. As we've said on the previous thesis reactions, people now are networked person to person. We can't stop them in connecting with each other and they are continuously improving and getting smarter on a certain period of time. They have their own strategies and ways to cope with their downtimes. Especially for the companies who are doing manufacturers, choosing their primary suppliers on the material used on their activities is important. They have to monitor day by day their strategies such as checking if the materials they ordering regularly have a consistent quality, new releases of other materials used particularly on technologies and etc.

When we say loyalty, first thing that came out in our minds is faithfulness and dependability. For instance, your business is coffee shop. Regularly, you are ordering coffee creamer on this certain supplier and this particular supplier is your close friend. So, even if you heard that other supplier has a good quality of coffee creamer but still you are believing and continuously ordering on your close friend.

Markets are the primary subject of a business and company. Companies are dependent on their markets. No markets, there will be no business and they definitely not gain profit. Markets are the life of company. One of the primary goals of a business is to satisfy its customers on their wants and needs then you earn profit as a reward. It's depending on what strategies to do on how to satisfy their customers.

## Thesis 32

As we've said on the previous thesis, one statement that I've mentioned is that people are getting smarter. What do I mean by getting smarter? They are trying to help each other in order to be satisfied. People usually do consulting people they know before purchasing or choosing the best product for them. Until they've heard the statement, "ahhh that particular is quite good try it, I've been using this product for almost a year".

People nowadays, are now sociable and it is now improving especially here in the Philippines. We, Filipinos, are very fan of socializing, We are fun of fun of groups that are related to the society. For instance, in our government, people in the Philippines want a good government for the society. Get back to my question, social networking websites are now in demand. Most of us, one of our daily habit is surfing the net. That's why, internet penetration here in the Philippines is high.

So basically when you heard that especially on the people you know probably you will get that particular product. Our mentor on this subject, Vertical Solutions (Vetsol), said the "14 versus 74". What do we mean by this "14 versuss 74", he said that only 14% of the probability of the customers to

buy a certain product because the company said it is good. On the other hand, 74% is the probability of the customers to buy a product because their friend or their family said that product is good. The remaining percentage is the probability of the customers to buy a product because they feel on their own that it is good for them.

### Thesis 33

Why God created us with the human voice? It's because in order for us to express ourselves and to speak up whenever we have any problems in ourselves. The most accessible of instruments, the 'voice' is one of the easiest instruments through which 'intention' can be directed and focused. (<http://9waysmysteryschool.tripod.com/sacredsoundtools/id10.html>). The same thing in business, your clients have to speak up their requirements such as on your product or service. For instance, you are a programmer and you are proposing your system to your client. Your client has the freedom to comment on your proposal, suggests for revisions, or simply suggests on what they want to see on your system that you are proposing. Also, you as programmer you must be open whatever your client said about your proposal.

That's why we have our human voice not only your literal voice such as the tone, etc but also the way we communicate with other people. The way we persuade other people, the way we motivate our employees, the way we talk to our loved ones if there any problems to talk about, etc. Probably for me, the "human voice" is not learned through schools or studying but is being learned on our own. For example, on learning how to persuade and talk to your clients, basically there are methods on how to persuade people but also we have our own strategies to persuade people right? We automatically learned those things and through observing we are learning new things and strategies we will use on our business.

### Thesis 34

Companies are building their company website to share facts including materials used history of that product and a lot more and information in order for the consumers to know what the prices are and where to purchase that particular product. The problem is, at first, some of these companies are using their websites for only their products and they do not take in mind their relationship with the markets. On their sites have do not have things that are related to converse with their markets. The technologies were emerged in a certain period of time and tools and ways to communicate with their clients were also emerged. Thanks to the "boom" of technology because the way these companies communicate with the people also "boom".

I can say that many company websites I visited has the "human voice", why? These companies are come up with not only website that company profile, products and their prices, contact numbers and how to purchase their product, etc. but also they have now reviews,

comments, forums and ratings of the product they are selling to the people. Companies let these people share their insights about your products even if it is about your competitors. That's why we have our operational management tool, the Total Improvement Deployment, wherein you should listen to the "voice of your customers" in order to implement some improvements on your offerings to the markets.

This thesis statement is definitely true and I agree with this statement. This is applicable on the companies that have online shops. They must improve on sharing insights they collected from their consumers and improve the ways they publish it to the community.

#### Thesis 35

What do we mean by community? People nowadays, are now sociable and it is now improving especially here in the Philippines. We, Filipinos, are very fan of socializing, We are fun of fun of groups that are related to the society. For instance, in our government, people in the Philippines want a good government for the society. Get back to my question, social networking websites are now in demand. Most of us, one of our daily habit is surfing the net. That's why, internet penetration here in the Philippines is high.

Nowadays, it is has a bigger difference because of the technology and different people influenced these companies they now appreciate and understand why important good communications are. Companies must have a real conversation so that the people will approach them, will not feel the distance and they would not feel that they are just being arrogant.

When we say community, consumers, producers, suppliers and other part of our environment are involved. For those who are doing business, they should aware of their community no money at all. Yes, we all know that the primary objectives of companies are gaining profit, but it is important also to be insightful on our community. Imagine, think of a business that is not aware of their environment and their communities, do you think they should be compensated and gain profit? The goal of their business is just money, money and money? They must have the "human voice" in order to be member of a community. "human voice is the key requirements for business to be successful, gain profit, more customers patronizing your product, and the credibility of your company as well.

#### Thesis 36

One of the important things for the company is the culture because this is one of the external parts of a business. They should be aware of this part because a business is a member of the community. For example, companies with different branches especially for companies that has international branches, if their branches supposedly launch in Germany. Definitely culture here in the Philippines and Germany is different. In Germany, time is very important for them compared to the Philippines. Here we have this so called, "Filipino time". With this scenario, companies should be aware

of learning cultures everywhere especially in abroad. They must adapt someone's culture in order for them to be profitable in that area.

As I've said, companies are members of the community. Community consists of consumers, producers, suppliers and other parts of our environment are involved. For those who are doing business, they should aware of their community no money at all. They should be good members of the community. Companies especially for their branches on other country should adapt the country's rules and regulations, norms, how to socialize on that type of area, etc. These will be good help for them because their business has the probability to expand not only on their areas but also in the whole world.

It is depends on what strategies they will use on how to adapt one country's culture. They should be learned their culture with precautions. For instance, you are supposing to know what kind of jobs are in demand on that country. Here in the Philippines, you have the freedom to do some surveys, interview, etc. but in that country you must have a permit to do surveys. So they can send you do imprisonment if this scenario happened to you.

#### Thesis 37

Companies have different strategies on how to handle their business. These include brainstorming, conversations, and meetings with colleagues. These companies have also their culture inside their organizations and their environment. For example, in schools, you tend to transfer to another school because you are not familiar with their environment. You are not aware of the schools environments; students, professors and the facilities as well. The same thing in business, you should be able to know your organization's culture in order for your business to be comfortable especially during operations. If you follow this scenario, you can limit your problems regarding with your organization's culture.

As the company stated on its age, people on this organizations should know its primary culture on very start in order for them to know what strategies to do in giving instructions on your employees. Companies should be on familiar terms with their culture because it can help on the rest of the life of the company. Based on my brainstorming, this statement means that if you don't know yet your organizations' culture you your company have the tendency to be in downtime because you are not aware yet. Understanding each cultures both the company including its organizations and the markets as well will give more appreciative on each other. If you understand each of someone's culture, it can also help you in security things. For example, in doing surveys, you are not aware that in your area is taking pictures and interviews with the people are prohibited. There is a possibility that the government of that are send you to imprisonment.

#### Thesis 38

Conversations are one of the key factors of a successful business. Good communication is a must. Why in schools implement thesis projects or final academic projects on their basic curriculum on any courses? Why they have to require their student to defend their project? This is because they want to train their student to have a proper communications with their clients someday. Conversations are

natural in human beings, everyday we do conversations. Through conversations, we gather data and information from our clients on what are their wants. Why we do conversations? We do conversations because of business. Business related to families, studies and other things. So basically, the things we converse are related on human concerns. It concerns with on our community.

Why do business? The main concern of a business is not only profit but also the people and its environment. As we've said on the previous reactions, companies should have the "human voice". With this thesis statement, we do conversations because our primary concerns are the people. To serve and to satisfy are one of the primary goals of a business and these things are related to us humans

It is important to do conversations for you to know what's happening on your organizations. For example, your organizations are coming up of a system development project. Each member must know what the status of their project is day by day. We can do this through conversations right? Through talking to each whether it is face to face, by phone, by emails or by any social networking websites we can do conversations.

#### Thesis 39

Conversation is one way of expressing yourself to someone. It is one way of knowing each other. Many topics can be talk about that can catch your attention. You can introduce to whom you are talking to what products you like for example especially with girls, they talked about recent updates of fashion or beauty products. If one product satisfies you, you share it to your friends and encouraging them to try it too. At that situation you are marketing those products to your friends, convincing them to try it too. Or if you are not satisfied, you will tell your friends bad things about that product and encouraging them not to try it. In situation like this you can develop your good marketing conversation. In this example, it really shows the power of words, how it affects the market of products and it really shows how someone influences others through conversation.

For example to a salesman, he must have what we call sales talk for him to convince his consumers to buy his products. Even if your product is good, only few will buy it if you can't market it properly to your consumers. The product will be known and appreciated through it. The gain in your profit is in your hands so you must be good. The role of good sales talk is very important to a successful promotion of a product. The power of discourse is really helpful in advertising. We can say that conversation is the secret ingredient to a successful marketing.

#### Thesis 40

Why good communications are very important for businessmen? Through communication businessmen satisfy both their clients and themselves. Through talk and meeting with their colleagues is

one of their activities to do their business. Activities such as, discussion of their plans, strategies to do, etc are the things accomplished through the help of communication.

As I said we have now advanced tools to do conversations instantly. Imagine your team and your clients are in your homes and you talk through the use of web. So it is very convenient for us now. For instance, your teammates and your clients are having conversation on social networks in the web. You can easily enter their conversations through your account.

I agree with this thesis statement because imagine if your organization is not participating on meetings and collaborative meetings, they definitely not be successful. Meetings regularly can help for your personnel to understand what should be done on your organizations. This includes improvements, facts and information about your offering on the markets. Being in a discourse is being in a conversation with different people. we listen to the talk of someone in a meeting or a seminar for us to gain more facts and information related to your business. Conducting meeting, usually on a organizations is must most of the companies on our country.

To conclude, we businessmen know how important good communication to other people because, through this way we make some money to earn. Imagine for instance, you want to sell your system to a company without any conversations. You have to exchange words in order to get your satisfactions

#### Thesis 41

Nowadays, competitions among different countries are very critical. A certain company does security not only on their operational process but also all the parts of the organizations. All parts of the organizations are the key factors to gain competitive advantage including the personnel, equipments and the business process. Environment is also a key factor. Without community, a business does not exist. We are community and we should help out each other in order to be satisfied. Security as a state or condition is resistance to harm. From an objective perspective, it is a structure's actual (conceptual, and never fully knowable) degree of resistance to harm. That condition derives from the structure's relationship (vulnerability, distance, insulation, protection) to threats in its environment. From a subjective perspective, security is the perception or belief that a valued structure has sufficient objective security. <http://en.wikipedia.org/wiki/Security>

Companies should take on account on their security because with a secured business especially on their operations management, it will bring them to a competitive advantage over their competitors. For example, your business is one of the fast food chains here in the Philippines, you must secure your ingredients on your fried chicken because that fried chicken of yours bring you a long time competitive advantage. If you reveal these important things in your company, for sure your profit will go down. Security is like secrets. You must take these important things as the company's top secrets.



Security is also important for us IT people. Security is, without doubt, emerging as one of the most important elements in IT planning and implementation. <http://www.net-security.org/news.php?id=13532>

#### Thesis 42

As we've said on the previous thesis, one statement that I've mentioned is that people are getting smarter. What do I mean by getting smarter? They are trying to help each other in order to be satisfied. People usually do consulting people they know before purchasing or choosing the best product for them. Until they've heard the statement, "ahhh that particular is quite good try it, I've been using this product for almost a year". Through these networked markets, they are gaining ideas and knowledge from each other which is a good thing. They are learning new things not only on their own but also they are learning from the ideas of other people in the environment.

Communication with customers and marketing often overlap since the same strategies for communicating effectively with customers also result in good marketing. Here you'll find material to help you use information about your customers to communicate effectively. [http://customerservicezone.com/Communicating\\_With\\_Customers/](http://customerservicezone.com/Communicating_With_Customers/). As I've said people are now getting smarter. They are gaining ideas not only from other people nowadays, but also they are now expanding their knowledge within the company. The ideas they are learning are the rules and regulations of the organizations, the personnel, etc. Not only these things, they are now also aware of the operations and business process of a certain company. How they know these things, probably through surveys, interviews, advertisements and the World Wide Web.

Companies should now be aware of their markets because people now are very different from the previous generations. People now are very wise and smart because maybe with the help of the technologies and educations.

#### Thesis 43

An intranet is a private network that is contained within an enterprise. It may consist of many interlinked local area networks and also use leased lines in the wide area network. Typically, an intranet includes connections through one or more gateway computers to the outside Internet. 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. [http://searchwindevelopment.techtarget.com/sDefinition/0,,sid8\\_gci212377,00.html](http://searchwindevelopment.techtarget.com/sDefinition/0,,sid8_gci212377,00.html). With the advanced technology we have nowadays, different tools and ways we can communicate especially for businessmen. Through the use of intranet, we can communicate with our colleagues privately. For example, when you are talking about your salaries, it is improper when you are having conversations in a public such as the internet right?

Using this kind of technology, it has also limitations on using and to be familiar with it. It has also some conditions and limitations to be learned. Most companies, implemented laws by violating of their rules in the company. For example, let's say, you are conversing with your colleagues regarding with inventory excess of the productions. You are going to sweep these kind of through the use of intranet. Companies should implement security factors on their system especially when they have this kind of technology.

We must take in our minds that every things in this world has limitations even technologies has the rules of proper usages. The problem when you have this technology, we can't avoid some hackers within the company. So companies should be aware of these persons and implement laws and rules within your company on using this kind of technology.

#### Thesis 44

An intranet uses TCP/IP, HTTP, and other Internet protocols and in general looks like a private version of the Internet. With tunneling, companies can send private messages through the public network, using the public network with special encryption/decryption and other security safeguards to connect one part of their intranet to another. Typically, larger enterprises allow users within their intranet to access the public Internet through firewall servers that have the ability to screen messages in both directions so that company security is maintained. When part of an intranet is made accessible to customers, partners, suppliers, or others outside the company? That part becomes part of an extranet. [http://searchwindevelopment.techtarget.com/sDefinition/0,,sid8\\_gci212377,00.html](http://searchwindevelopment.techtarget.com/sDefinition/0,,sid8_gci212377,00.html).

Some companies implemented this kind of techs as a sort of rewards for its employees and personnel. They know that their employees are hardworking, dedicated and always motivated for every project they doing. So they implement some tools in order for them to be convenient. Not only this contingency but also to fasten their business process. Let's say for HR department, instead in going to different cubes in the department, they can simply use the intranet to do conversations and meetings with their colleagues.

As I've said they should also implement some limitation on this kind of technology, because hackers are roaming around the system and they love to stop and have interference on your system. Also, they can steal all your resources or they are spying you in order for your competitors to equalize with your company. So companies should be aware of these persons and implement laws and rules within your company on using this kind of technology.

#### Thesis 45

Intranet is now in demand for large companies especially with a large numbers of departments. They enable intranet on their company for confidentiality purposes. For instance, you are doing conversations with this busy supplier. You are quite annoyed because he is always busy on answering his emails and other stuff in the internet related to his business. Even phone call, he was not able to answer

because his activities through the web. Probably through this way, implementing intranet on your company, it will gain percentage to answer you regarding all your questions about your business and entertain, giving you some facts and information, new releases of their supplies and many more. Through the use of intranet, our business not only yours but also other companies can fasten business process especially for those companies that have a lot of conversations to do.

Intranet means your conversations are slightly secured. Why slightly secured? Because, a lot of hackers love to interfere your conversations and you don't know how they can attack you anytime and anywhere. So companies should add securities and their security should be strict and tighter. They should also implement some limitations and laws on this kind of technology, because hackers are roaming around the system and they love to stop and have interference on your system. Also, they can steal all your resources or they are spying you in order for your competitors to equalize with your company. So companies should be aware of these persons and implement laws within their organizations

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