

**Reflections on the 95 Theses
Of the Cluetrain Manifesto**

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Abstract

This paper consists of reflections of the fourth 15 of 95 theses of the Cluetrain Manifesto. Each of the 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, behaviors of both markets and companies and etc. With these reflections, you can learn how companies and markets interacts with each other through different tools such as websites on the net especially emails and social networking sites. I also cited some of the statements in this paper form the internet, see the references on the last page. This paper also emphasizes what companies should do on tracking opportunities and whether they take the opportunity to improve or not

Thesis 46

As I said in the previous thesis reactions, good communication of the people within the company or an organization is one of the factors to be paralleled in other companies out there. Each department has significance for the company such as human resource, accounting, information technology, etc. These departments should commune with each other regarding with the information, materials and other things needed by its company. In other words, each department should have collaborative with other departments. For example, logistics department should have enough information to deliver to the accounting department for booking purposes.

Nowadays, most of the big companies use intranet on their network for some purposes. The main purpose of this thing is to have convenience on changing of words of other organizations and the company. For example, let's say a big company like Smart network, they use intranet for confidentiality purposes such as exchanging words on their suppliers. Aside from phone communications and emails, they use intranet for their business. Supplier A, can connect to the organization and talk about raw material A and Supplier B can connect regarding with raw material B. in this case, suppliers of a organization can easily connect with them by simply accessing the company site and log-in on the intranet.

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.

Thesis 47

The urging technology of our generation is improving continuously. Advanced technologies are emerging over a period of time. These tools used by big companies are now in demand. To gain competitive advantage, they usually patronize advanced equipments in order for them to improve and reengineer their business process. Also, the reason why these advanced techs belong to their wish lists is that they want to be paralleled in other companies' demand or other companies' economical status. Aside from these reasons, they use these kinds of technologies not only for the company's recognition but also for the people inside and outside of the organization. Personnel within the organization can now fasten its business process through the use of these stuffs. People outside the company can have the convenience to patronize company's products and services.

Specifically, intranet network technology can help the company and its suppliers and customers. Most of the companies, they include intranet network on their company website. For example, here in our school, in College of Saint Benilde students and employees can log-in anytime on its intranet network. Through this intranet, both students and employees can access some of the journals and applications that other people can't able to access.

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 having conversations in a public such as the internet right?

Thesis 48

All things in this world have limitations and rules to be followed. For companies who use equipments and materials like chemicals which are harmful to our environment should be on familiar terms with limitations to use these materials. Rules and regulations are important for the companies, through this way limitations can be inherited on all parts and departments of the companies. Based on my understandings, this thesis statement is related in rules, regulations and limitations to follow by a company. Advanced technology such as the intranet network, people should know the limitation and rules to follow regarding with the usage of the network.

Most of the big companies, they continuously improve their website for their customers to be familiar with their products and services offering. Basically, these companies want to share their clients extra knowledge. Of course, this knowledge that they are sharing is also limited to the people patronizing their products and services. The thesis statement emphasizes that not only the products and services itself are located on your company websites, but also you should share facts such as some of the materials used on the products, history, etc. In other words, companies should come up and adapt that through this sharing of knowledge, they can forma basic marketplace.

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 these kinds of technology.

Thesis 49

Companies way back from our previous generations, their ways of managing their business are very dynamic. Dynamic means that, as primary producers of the consumers, they do their business actively. In other words, although there are limited tools to use in to satisfy their consumers still they are determined to serve and help people on their needs and wants. Specifically, they were in old fashioned way of doing business. Just like on other things, for example let's say, you are a primary leader

of a operational department of a certain company. Now, this company, its business processes are all operates automatically. What's my point? As a leader, even though that you are adapted on a automated business process, still you should know how it works manually. Through learning or just observing from it, you will gain extra knowledge about the operations such as the raw materials, methods to use, etc.

Actually, I think that those leaders that adapted from a manual business process they are actually more knowledgeable have more skill than those who are adapted from a automated business process. Nowadays, what is the problem to those people who are adapted from an automated business process? They usually do not know how the business process transformed from its manual process. Those people don't want to learn those business processes before and they are focusing only in modern one. I think, this perspective is definitely wrong. For me, although you mastered the automated business process, but still you should know how this automated process operated manually.

Thesis 50

During our previous generations, most of the people in an organization don't have relationships with each other. The only thing they do is just work, work and work. They do conversation if there is a meeting or important talk to each other but in nature they do not have interconnection with each other. In other words, business is the most important for them and not their relationships. Back then, even if they are outside the organization, the presence of being an employers and employees is always there. So, that's why some of the people discriminate those people in low level of the organization. Compare to our generation now a days, the perspectives on our previous and modern generations are absolutely different. So, what are the differences of the two perspectives?

Back then from our old fashioned perspective, people in higher position do not have proper relationships with the people in lower position. They usually do conversation just for the benefit of the company and just for their business. Now a days, those people in higher position have good relationships and communication with each other even if they are outside the company. For example let's say, you are a HR manager of a certain company, your way of motivating your personnel is to hanging with them. Through this way, two important things are building up. One is your relationship with them and how they adapt a way of communicating with you. Lastly, your way of motivating themselves is improving. That's why, people in an organization are now hyperlinked and not hierarchical.

Thesis 51

As I've said on my reflection on thesis 50, there are differences between our current generation and previous generations. One of the differences is the way we manage our business. Perspectives that are built up during the emerging of our current generation is now continuously improving over a period

of time. Managers during the previous generation were adapted on their perspectives and managers nowadays are now adapted on the perspectives wherein they are adapted. This will cause a certain problem, managers nowadays have different perspectives from other managers that are adapted on previous generations. For example, managers who managing during Gen X are practicing that their employees should report face to face to them, but nowadays, managers who are managing the modern Gens have different ways – employees can converse with them via email, intranet or social networking websites.

Perspectives that are performed in old fashioned are complicated to understand. People during those days adapted from a complicated practices. So, their way of thinking is very deep because they are trained through complicated practices. For example, you are a leader in an operational department in a manufacturing company. In your department, you have your processes operates manually. Later on, the president decides to reengineer your business process. So, this improve system of your process helped you to fasten the operation. For instance, you are suppose to leave the department and your department should hire a new leader. Are you sure that this leader how the process operates without the improved system?

We should know all the perspectives of different people because it can help during downfall of a business process especially for leaders they should learn this way.

Thesis 52

Paranoia is a thought process characterized by excessive anxiety or fear, often to the point of irrationality and delusion. Paranoid thinking is based from paranoia. If you are doubted to do a certain thing, it means that you are not concentrated on what you are doing. The same thing in business, if you have paranoid things in your mind to make a certain decision, your strategy in running your business will not succeed 100%. I definitely agree with this thesis statement. Paranoia means that you have fear on doing something. For example, a CEO of a big company has a complicated decision to make. if this CEO has the doubts to take that decision as a big opportunity for them, they will not succeed on their industry. Good leaders should be motivated and determined on the things they do.

Paranoia kills conversation. It means that everyone in an organization should be motivated and have the determination to do all their goals in business. A good example is your team is conducting a system development project. In your team, there are others do not agree with the team's decision. They have the doubts to do their part because they think some negative consequences when they do their primary activity in your team. This will be damaged your team's strategy. There is the possibility that other groups in the team have also the doubts. That's why people in an organization must be motivated, have the sense of a determination and have a good communications with each other.

Thesis 53

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.

Communications within the company is a must. Imagine when departments in an organization don't exchanging words. What will happen when logistics department do not report on accounting department? What data and information will accounting department put on their bookings? Exchanging of words is very important especially to those interconnected departments. Conversation outside is also a key factor to succeed. Promotions and transactions with the customers are the primary objectives of a business. A business should have the ability to communicate with the market place because it is their job to serve the people. When they are not able to talk, there is a possibility a failure of their business.

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, every day we do conversations. Through conversations, we gather data and information from our clients on what are their wants.

Thesis 54

Good communications as one of the biggest words when we do business. These words are the common words when we are talking about business. Even if the young ones, they know the importance of good communication. We definitely know the importance of conversation not only in business but also in our everyday life. How we'll know the news in our environment if you don't do exchanging of words? How will you command and motivate your employees in your organization? Nowadays, we are using different kinds of advanced technologies in order to converse with other people. Cell phones, emails and social networking sites are one of the tools we can use.

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. 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.

Even if we have advanced tools to use in order to converse, people should know the importance of communicating by face to face because not only it is the general way but also to train them to talk in front of people.

Thesis 55

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.

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. 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 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.

Thesis 56

Conversations outside and inside the organization are the two conversations in the thesis statement. Outside the organization is the marketplace wherein the transaction is being held. Inside the organization is the way the people and personnel within the company communicate with each other. Communication within and outside the organization can be done at the same time. Personnel within the company such as the accounting coordinator get all the financial records from the logistics department through conversation. That's why conversation in an organization is the primary methods to do business. Personnel in an organization such as the promoter of the product, is persuading the customers to patronize their product. Customers are one of the key factors to gain profit and credibility to them.

People can easily recognize if a certain promoter is saying the truth about their offerings. As the previous thesis statement said that markets are getting smarter and improving. People within the company converse with each other to serve the people and they are helping everyone in the company to improve and have recognition the products and services they offer. Markets, on the other hand, are outside the company. Markets are also helping each other to find the right products or services to avail.

Instead of listening to the company's advertisements, they are now listening to other customers or other people they know. They probably avail a certain product if that product is recommended by the people they know. So, basically, people understand each other and they are rally round each of everyone.

Thesis 57

Profit is one of the common words in companies. Probably, on their operations every day, this word is always being heard by all the people in companies. Profit is the primary goal of companies. They do their very best to earn profit and gain competitive advantage over their competitors. That's why these companies are very serious on what they are doing on their business. Probably, people in these companies are always suffering from stress and depressions. Of course, we cannot blame them, all they want is to gain profit and to serve and satisfy us, consumers. They take seriously their business because they want to escape these problems and to recover from them. Every day, each department has different tribulations such as budgets, liabilities to pay and capital of the management.

Smart companies project their status on future years. They check regularly their current status yearly. Most of these companies, if their economical status fluctuated they must try to improve their situation. Also, aside in improving the situation, they plan good things for their companies and they want to be happened those things somewhere in future. These companies are waiting for opportunities to take that bring them competitive advantage.

Tracking opportunities is one of the primary goals of companies. For them, just losing only one opportunity, they missed not only profit but also they missed customers and their credibility to your company. Instead their customers are transferring to another company or competitor. So for companies, they should not let any opportunity lose away from. They must "keep on trackin" opportunities. I agreed with this thesis statement. Let me chop this statement into two. It says that markets are now networked person to person.

Thesis 58

Everything in this world will change, even if climate may change in a certain period of time. We are now experiencing climate change here in the Philippines. I can say that people may also change in certain period of time. People's needs, wants especially their requirements on your products are changing. Companies should come up and adapt in these changes. They should make a plan to overcome this particular storm. For instance, people are now changing their requirements of their favorite cellular phones including features and design. So cellular companies should add and change maybe their technologies and machines to improve to meet and exceed customer's requirements.

For some of the companies that are already satisfied with their status will probably not to track opportunities to improve their status because they are already at number 1 spot. These companies are trying to be consistent on their position so that they maintain their status. On our earth's situation especially the economy, if your company belongs to these companies that are satisfied, you will

definitely not wish to improve your situation because of our global crisis. So, these companies will no longer track opportunities to improve their economical status. In this world, things are changeable over a period of time. For example on certain company, probably after 2 to 3 months they are changing their suppliers of their goods because people's want and needs are also changing. In other words, it is directly proportional. If the people wants are changing over a period of time, of course their product requirements are also changing. So that's why companies are changing their goods and materials to use on their offering whether are a product or a service.

Thesis 59

Different perspectives of people especially the markets are improving and continuously emerging. People go online more often to have more knowledge to gain on their products they want. They usually go online not for visiting the websites of their favorite brand but instead they are updating their emails and other sites like social networking websites. This is why social networking websites are applicable with this thesis statement because most of the people are visiting their emails and social networking websites are more often. Literally, they are not speaking to anyone but they are speaking with each other through the web

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. Through choosing and purchasing products, people now are getting the idea and the best feature of a product not from the company website instead they are now getting ideas from other people they know whether their friends or relatives.

Through socializing, other people help them to choose what brands and products to purchase and what products are more affordable. They actually helping each other by suggesting what they know or they have experienced on a certain product. Then they site their experience and share them to other people so that they can benefit from each other.

Thesis 60

Why some of the company websites implemented suggestions, reactions and comments of the people visiting their site? Why also these people keep commenting regarding with the offerings of the companies? For companies, it is important for them to know what are their customers' suggestions especially their complaints. Of course, companies want to entertain the complaints of the people in order to boost their credibility and they keep patronize their offerings. Yes, these customers are keep commenting and suggesting on these companies because they want to satisfy and to have the freedom to talk with these companies.

Why we are making our own websites? It's not only just for fun, showing our personalities through these sites, etc, but also for a sense of formality. Most of the companies make their company website in order for the consumers to know their products and their prices as well. "These sense of humor is not jokes", I agree with this statement. Companies are not showing jokes and they have their sites not for just fun. They just want to emphasize some of their features and help the consumers to bring in convenient wherein they can surf online for their favorite product.

The same thing on other business, for example let's say, a restaurant. This restaurant is distributing some leaflets to the customers after the bill has been paid. These leaflets contain some questions like surveys to be answered by the customers. They can also suggest what other dishes they want and other stuffs in the place to be more elegant to stay.

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