

CLUETRAIN MANIFESTO

THESIS 46-60

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ABSTRACT

This paper is my reflection in Cluetrain manifesto Thesis 46-60 and this talk about Companies, Communication inside and outside the companies. Also the command and control inside the company and security issues with intranet and internet.

Bernas, Albert T.

“A healthy intranet *organizes* workers in many meanings of the word. Its effect is more radical than the agenda of any union. “

This next thesis is thesis number 46 and here is the quote “A healthy intranet *organizes* workers in many meanings of the word. Its effect is more radical than the agenda of any union. “Intranet is the network connection inside an organization or place, an intranet organize place helps communication and message passed around faster. And organization that is more organized would be more productive because of its faster way of doing their job inside the company.

In a company that has an intranet connection, they are more organized in terms of communication and updates around the company, network admin also can monitor the employees on what they are doing in their computers. They could also send message. News, announcement thru the network for faster communication, managers can also distribute task thru intranet work which he or she would send a message to the employee who's assigned in the computer for a task. The organized word can mean organize of time, communication, task, job, and announcement inside the company.

So to say, companies that has intranet connection inside is somehow more organize in terms of their faster communication inside the facilities and monitoring activity in their network administration, network administration can monitor everything that is being done in intranet. it's effect is more radical than the agenda of any union as said above in the quote this means that their agenda is more organized and effective than other union because of their connections or “Faster” communication inside the company that help them move faster than other company.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What is Intranet?
- 3) How does intranet affect the organization?

Bernas, Albert T.

“While this scares companies witless, they also depend heavily on open intranets to generate and share critical knowledge. They need to resist the urge to "improve" or control these networked conversations. “

This next thesis is thesis number 47 and it is “While this scares companies witless, they also depend heavily on open intranets to generate and share critical knowledge. They need to resist the urge to "improve" or control these networked conversations. “Companies also have their problems or issues inside their company itself, the reason why they are scared to have those problems are because of the intranet network inside the company that might pass those issues inside the company.

Companies today depend on intranet connections to communicate faster than ordering someone to move around the company and send their message. Intranet is helpful for them because of information being passed around the company in fast way. They need to resist the urge to improve or control these networked conversations as said above it is because the possibility of the information that could possibly leak to other people or other competitor companies. And all company are sacred when it comes to security because security is important for every of their files or system in it, they also implement network administrator to make sure that their employees are doing the right thing for the company they work.

So to say and to end this thesis, company should make sure to be safe in dealing with intranet communications because of its negative effect that might possibly happen to the company, there is also a positive effect that can help the company thru its communication but the negative of the technology today is getting worst.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What does companies afraid when it comes to security?
- 3) How does intranet affect the organization?

Bernas, Albert T.

“When corporate intranets are not constrained by fear and legalistic rules, the type of conversation they encourage sounds remarkably like the conversation of the networked marketplace. “

Next thesis is thesis 48 and it is “When corporate intranets are not constrained by fear and legalistic rules, the type of conversation they encourage sounds remarkably like the conversation of the networked marketplace.” corporate intranets is a networked communication able in a company where employees can talk or managers can give task to their employee. Network administration monitors the situation in the intranet happening inside the company, they want to know every possible detail, and sometimes employees or people inside the company don’t know that they are being watched and monitored.

Intranet in a company has certain rules to be followed by anyone who uses it, it is to manage or make it positively use rather than negatively use by the people inside the company, when there are no rules employees conversations inside the company would like in the networked market where everything can be said positively or negatively. The reason why there are rules inside an intranet company is that to make sure there is not bad information or bad talks being passed inside the company.

Companies make rules in intranet networked so that there would be control over the negative information or misused of intranet. Every company does have rules, imagine a company that doesn't have rules in intranet then there would possibly be chaos inside the company. And company fear is also because of their market, because they don’t know what they are thinking or what they want. Market in the other hand also fears the company it is because they sometimes don’t know a certain product or service if it was safe or not.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What does companies afraid of employees and market?
- 3) How does the fear affect the organization?

Bernas, Albert T.

“Org charts worked in an older economy where plans could be fully understood from atop steep management pyramids and detailed work orders could be handed down from on high. “

The next thesis is thesis 49 and it is “Org charts worked in an older economy where plans could be fully understood from atop steep management pyramids and detailed work orders could be handed down from on high.” Every company has their org chart and org chart is organization chart which can be view as the levels of management to employees it is viewed downward which also means the higher one is the one who receive report or give task to the lower part of the org chart.

Higher management on the org chart command the lower part when they are connected to them, it can be in department which there is a manager and under them are employees who report to the manager, the reason why there is a org chart is to manage the job of every individual in the company it also shows the detailed work orders than is coming from the upper one to the lower one in the organizational chart. Every company, education, government and many more all has org chart today for better management.

Organization chart is needed in every organization either you are a company, educational institution, military, government and etc. this serve as a more organize organization and the purpose also is to manage every individual inside the organization. It works really effectively and it shows how the company is being organized by top to bottom and in every org chart the lower position can't move unless the top management would order them to do so and it is in reality today in every company that this is the type of org chart that is being followed.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What does org chart help in a company?
- 3) What can you say about org chart?

Bernas, Albert T.

“Org charts worked in an older economy where plans could be fully understood from atop steep management pyramids and detailed work orders could be handed down from on high.”

This next thesis is thesis number 50 and this is “Org charts worked in an older economy where plans could be fully understood from atop steep management pyramids and detailed work orders could be handed down from on high.” Every company has their org chart and org chart is organization chart which can be view as the levels of management to employees it is viewed downward which also means the higher one is the one who receive report or give task to the lower part of the org chart.

Higher management on the org chart command the lower part when they are connected to them, it can be in department which there is a manager and under them are employees who report to the manager, the reason why there is a org chart is to manage the job of every individual in the company it also shows the detailed work orders than is coming from the upper one to the lower one in the organizational chart. Every company, education, government and many more all has org chart today for better management.

Organization chart is needed in every organization either you are a company, educational institution, military, government and etc. this serve as a more organize organization and the purpose also is to manage every individual inside the organization. But in reality, yes employee does wait for their top management to order any tasks for them to work and that is mostly happening here in the Philippines and I think the attitude should be change because employee should find a way also to contribute to company or be productive even there are no tasks being ordered yet. Why? It is to improve the company in a more efficient way and not wasting time.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What does org chart help in a company?
- 3) What is the different of Philippine company attitude to other country? For example Japan.

Bernas, Albert T.

“Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.”

This next thesis is thesis number 51 and this is “Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.” every company has their management and the higher responsibility are mostly on top of the org chart going down. Company are afraid of hackers or competitor that might hack their files and steal their knowledge about everything in the company and that’s also why they make sure to secure it.

Companies today needs management in order to make things organize because there are many people inside the company which works for the company and make the company as one. They have to work together that's why they are in one name which is the company itself. There are who command which is the manager who command their employee to do a certain job or maybe work for the employees, they should follow what is being commanded and work on it. When in process manager also controls what's happening inside the company, they should be aware not only outside the company but also inside which is the start before the company name go outside.

Power is a big issue when someone has it, it can be misused or use well, and it depends on the one who has the power to command. Example in the government when a leader is corrupt then most follower would also be corrupt because of their follower that doesn't act right might affect the lower ones in the chart. When power is given responsibility also expected, because the higher the power the higher expectation of the responsibility is needed.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) Why Does Company command from top?
- 3) Does control necessary?

Bernas, Albert T.

“Paranoia kills conversation. That's its point. But lack of open conversation kills companies.”

This next thesis is thesis number 52 and this is “Paranoia kills conversation. That's its point. But lack of open conversation kills companies.” Companies have their own markets and there is where they communicate with other people, marketplace is where consumers and producers trade or communicate. Paranoia is a sense of anxiety or fears; it can kill communication by having the fear of not communicating to their market or other people.

Communication is important in every community, it serve as connection between the sender and the receiver. And without communication or understanding in communication there won't be organize. Paranoia means fear or anxiety, “But lack of open conversation kills companies, this is very simple company that doesn't have communication with other people or their market can be a problem to them because communication is a very important in a relationship. For example there is a problem then they will communicate and solve the problem in a good way.

So to say, companies should limit themselves when it comes to communication because too much communication can forget other priorities like the company's goal itself or production and services. Lack of communication can lead to losing of trust and lack of service. So it should be on the middle but they must focus also to their market because who can say if they are the one to the success of the company, why? It can be customer wants a certain features and it would change the number of buying customer to the company and the company would gain much more profit for continuing its life.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What is Paranoia?
- 3) How important is communication to the market and why?

Bernas, Albert T.

“There are two conversations going on. One inside the company. One with the market.”

This next thesis is thesis number 53 and this is “There are two conversations going on. One inside the company. One with the market.” Companies need conversation in order to grow and learn many things. It is important for them to learn, make decisions and sometimes failures, because it would make them much stronger in the future. And communicating is important in every aspects of life because it serve as a link between us human.

Companies have conversations within the company and outside also which is their market, they have to have communication because it is important. Within the company the communication would be about how it is going inside the company, the production, marketing and sales, accounting, HR, about employees’ issues or ideas or situation. Those can be communicating inside the company. And in the market what are being communicate are the product of the company itself or their suggestions, ideas are being communicated.

Company have two communications that they had to watch over because it is very important to them and every communication can be connected to each other. But for myself I think both are at the same rate or percentage of importance because it is both the inside of the company and the market that make the company still running and alive today and as for their employee they are the one who make or do the output of the company by outputting product and services to the market and market are the one who receives it and suggest or comment on the company’s performance.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What is more important for you when communicating? Inside or outside the company?
- 3) How important is communication to the market and company why?

Bernas, Albert T.

“In most cases, neither conversation is going very well. Almost invariably, the cause of failure can be traced to obsolete notions of command and control.”

This next thesis is thesis number 54 and this is all about “In most cases, neither conversation is going very well. Almost invariably, the cause of failure can be traced to obsolete notions of command and control.” Conversation always happens within the company or outside the company, and communication between the company to employees and to their market is important because of relationship that happens every day.

The failure said can be caused by wrong command or control of power, company have their own top management that command the lower part of the organization chart. They can command depending to what they want, but it has to be connected to the company's work or else the employee might protest about the issue and that can be a problem inside the company. If they can command their people inside the company they should also control them if they are doing fine or according to what is their goal. So conversation is not the only thing to be done, it has to have command and control on it because if not nothing would happen.

So to say, company should be also aware of their control over their power to command because they have to make sure that every move inside the company should be according to rules or procedures in the company so that they could reach their goal effective and efficiently on time. The control of power would also apply to the information that might leak outside the company and that information are important for the company because they also have their competitors around and if there are no competitors it might also lose their customer trust or gain new competitors.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) Is command and control important? Why?
- 3) What can you say with this thesis?

Bernas, Albert T.

“As policy, these notions are poisonous. As tools, they are broken. Command and control are met with hostility by intranetworked knowledge workers and generate distrust in internetworked markets.”

This next thesis is thesis number 55 and this is all about “As policy, these notions are poisonous. As tools, they are broken. Command and control are met with hostility by intranet knowledge workers and generate distrust in internetworked markets.” Command and Control always happen inside the company, what is the use of it? Every company should have it because without having it, the employees won't work or won't work harder for the company. And control is very important in it by monitoring every people inside the company and what they are doing.

Intranet knowledge is knowledge which is being shared inside the company, and that is what make them trust each other well and work as one. Internetworked markets are outside the company that communication also occurs and they share they information there. Once a command and control is being implemented and internetworked knowledge is being shared the internetworked would be more unimportant to them when it comes to trust because the trust generated inside the company had already increase and stronger.

For me I think, Companies should also trust the internetworked market because there information can also be gathered there and some of them are important. Both should give trust but mostly, yes mostly would be intranet because they are the one inside the company who work for the name of the company and to achieve its goal. But in the other hand the internetwork market they could also gain new ideas and tips from them on what majority want to their product or service, I mean changes that can help benefit the company.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What is more important? Intra or inter?
- 3) What can you say with this thesis?

Bernas, Albert T.

“These two conversations want to talk to *each other*. They are speaking the same language. They recognize each other's voices.”

This next thesis is thesis number 56 and this is all about “These two conversations want to talk to *each other*. They are speaking the same language. They recognize each other's voices.” conversations are which there is a sender and a receiver, they speak in the same language and they both understand each other it is humans who understand each other.

The two conversations that is being talked here in this thesis is about company and market, and yes of course they are all humans talking or communicating to each other. They understand each other and have the same language. They would talk about the company or the needs of the market, for example the company has problem with their product or service that the market that is buying or using their service or product has a defect or not good service then they would communicate and in the other hand the company they should study and know if it was true and if yes. Of course the trust would build in each other. Company should also knows what the market needs and they should do something that is better or I mean good for them because they shouldn't harm anyone and that is very important.

In my conclusion, both market and company should communicate themselves on what their needs and what their wants to achieve or to have. Because communication is very simple and cheap and it also help gathers as much information as the both party can get and it would help and change for the better.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What does language here in this thesis means?
- 3) What can you say with this thesis?

Bernas, Albert T.

“Smart companies will get out of the way and help the inevitable to happen sooner.”

This next thesis is thesis number 57 and this is all about “Smart companies will get out of the way and help the inevitable to happen sooner.” Companies are smart in terms of their knowledge about what they are doing and also about their customer or market. Markets are also smart, they give information or they are the one who experience every product or service of the company.

Company should get the trust of every customer in their market because that would make them loyal to the company and that is the challenge they had to face and maintain in order for them to grow or to expand more. In order to have a smart company, they should also train their people inside so that they could be also smart and contribute to the company because being smart is not only working alone but working together as a company. They should get out of the way; it means for me that they should not stay on what they are positioned at. They should find a way and be prepared on what could happen in future and they should be ready for it. Inevitable means something that will occur in the future, and company should be preparing for what could happen.

I think company don't have to panic but to relax and plan for the future inevitable situations that would occur, they should have back up plan and delegate tasks as early as possible. They should still continue to develop their relationship with their market because their market might possibly be the one to help them or if not the company is always on their own.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What is inevitable?
- 3) What can you say with this thesis?

Bernas, Albert T.

“If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.”

This next thesis is thesis number 58 and this is all about “If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.” Company have their own stationary position and there they can choose to move on or stay in their present position. Company need to maintain or gain the trust of their customer or employee. It is to make the company bigger in terms of income.

This thesis means for me that getting out of the way isn't by only by IQ, because if yes then few of them would have been wised up. It needs command and control in order to move as one in the company and they should work together because it is very important for them. Measuring an IQ isn't about getting out of the way, it is having the knowledge to know that they had to get out and start moving already so that they could be prepared for future incident that might happen. Every company has their own style or thoughts of their own way getting out in their position and they use different way but sometimes it can be the same with others.

As for me, I think in order to get out to their position they should think of how to improve better and not only staying at their present position. They should make sure to increase and get more of their customer or market trust because they had to increase their people not only inside but also outside of the company.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What does this thesis means?
- 3) What can you say with this thesis?

Bernas, Albert T.

“However subliminally at the moment, millions of people now online perceive companies as little more than quaint legal fictions that are actively preventing these conversations from intersecting.”

This next thesis is thesis number 59 and this is all about “However subliminally at the moment, millions of people now online perceive companies as little more than quaint legal fictions that are actively preventing these conversations from intersecting.” Quaint legal fictions means for me that it is a government who call a company as one human, it means it is one but in reality it is a company that has name, place, management, employees and many more.

The reason why it is called as one is because inside company they work as one or work together because they all have one goal to achieve and that is the company goal. When company have conversation or hear other conversation related to them, they want it to be straight to the point and not being intercepted by other issues or situation. And that is why for me they should be always careful on what they are doing because it might affect the company future. Just imagine a seed that is being planted and the human who planted the seed is the company, how they took care of the seed will be seen after the seed sprout its stem and leaves and then until it became a tree and it produce fruits. And that is a good company who maintain the company in a good way.

So for me, company should always do the right thing in order for their company to be clean and trusted by their market and customer. Because next time when they have a conversation it would be straight and they won't have a problem for intersection.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What does this thesis means?
- 3) What can you say with this thesis?

Bernas, Albert T.

“This is suicidal. Markets *want* to talk to companies.”

This next thesis is thesis number 60 and this is all about “This is suicidal. Markets *want* to talk to companies.” Every company has their own markets and it depends on what they cater in their community, market plays as one of the important role in the company it serves as their income or future income in order for them to maintain their company life. To further explain it, market consists of consumer and producer and consumer can be placed as customer and the producer is the company itself.

Markets want to talk to companies because they want to share their ideas or they have their suggestions depending to their needs or wants. Why? Because every human have their own needs and wants. It is suicidal when companies ignore their customer or the market because when the trust is gone. Every connection between the one who lost their trust can be gone also, and that is very dangerous in every company they should make sure to maintain their trust. Some companies do ignore their market because they have some issue or situation to be fix or done, the reason is acceptable but they still have to somehow talk to their market and explain what situation they are having now.

So to say, companies should maintain or get more trust of their every market because it would help them in their company goal by achieving it they should also share their success to other people so that they won't look selfish outside their environment. Finally company must improve their relationship with their market and get more trust from other people.

Integrative Questions:

- 1) What did you learn from this thesis?
- 2) What does this thesis means?
- 3) What can you say with this thesis?