

**The Thoughts I wrote
in my Third thesis**

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Abstract:

This thesis is about the number 31-45 of the Cluetrain Manifesto. I wrote about the things that I believe is what has been happening to the real world in relation to business. The thesis covers about the importance of communication of community to the company.

Networked markets can change suppliers overnight. Networked knowledge workers can change employers over lunch. Your own “downsizing initiatives” taught us to ask the question:” Loyalty? What’s that?”

Nowadays, only few companies are more close to their employees and market. A lot are more improving on their industry but don't care to their market at all as well as employees. Mostly this companies lack trust and loyalty from their clients and workers which is the important thing in a business.

Truly markets are important to companies as well as their workers. It is the main core in a business having people to work to your company to make it outstanding and get the market's attention to build customers that will make your company successful.

Being able to give benefits to your employees and markets can get their loyalty and trust. It is the most effective way to become known to the people by giving them they need which is benefit. People need something that will help them in any way.

Companies should know how they handle their workers well. They should make them trust and be loyal to them. Sometimes pressuring them can make them more disloyal to the company. Giving them proper motivation which has benefit side to them can give manpower more effective.

The company may have the power to change workers or supplier from the market but they can't escape that the markets and workers are the reason for them to fail or to succeed.

Integrative Question:

1. Why do companies need loyalty from workers and market?
2. Why do companies fail because of lack of loyalty from the people?
3. What can the company do to make the workers and market be loyal?

Smart Markets will find suppliers who speak their own language.

Companies are interrelated to suppliers and clients in their business. It is the way to connect with the market and make the company improve more and develop in their business.

Markets don't rely only on the companies that will serve them but they want company that they can relate with have proper communication with. It is why smart market prefers more where they can speak their own language.

Thinking about it if a company has supplier and clients that they are not updating with what has been the process that supplier might as well find another company that will give good service to them. IT is the matter of building relationship from each other to build trust and communication.

Companies should be able to give updates and also services to the suppliers well. They should know how to manage being connected with the market well. They should be able to make the markets stay from being their supplier because they might lose everything if they don't have the market's support.

Sometimes a company that has better customer service can have more market than a company that gives better product. It is because we are people we need communication and relationship to each other to believe on something.

If a company knows how to handle their services well smart markets will be on their side. They should be able to make the market satisfied and happy from what they will get from the company. Market wants benefits that will make them stay to your company.

Integrative Question:

1. Why do companies need supplier's support?
2. Why do smart markets prefer companies that speak their own language?
3. What can the company do to make the market stay on their side?

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

As we talk to each other we create human voice and we are to communicate to other people in a good manner. We speak to other people with proper way and we want to connect with them by saying truthful words.

Human voice is not something that we memorize to say and make them believe what you made up. It is saying something that is useful and that can be recognized by the people. We talk to other people naturally on what came up to our minds not something we get from others.

Human voice is also practical thing we need to talk and communicate with people the way we wanted because it is our choice on what we are to say to them and what you want them to think of you.

This human voice is being acknowledged by the customers in a business because of the natural way of them saying what they sell. It is something that is ordinarily came out of our minds and say to them what we know that will benefit them. It is the employer's way of making the customer convinced.

Sometimes the more natural an employer is the more the customer likes it. Because we are human we want to talk to people in a manner of understanding each other.

Integrative Question:

1. How do workers talk well to their customers?
2. Why do human voice to be natural to people?
3. What can we do to communicate well?

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

Basically, people talk to each other to have someone that will understand them. It is the conversation flow that will take them to understanding with each other.

Human voice is to be voice out naturally which means being able to make the people know about what you want them to hear clearly. This is the way the companies should be doing. They should be good at talking but also they should consider that they are talking to human also.

Business people should not only talk business but also take some humanity in speaking. They should be creating relationship to people as they connect by business matters. It is about making good communication to market.

Companies should include the feeling of the community while talking to people about business. They should know how to communicate with concerning to the market's side.

The market has their own reason why they needed your company and they wanted to be heard. It is the company's role to match it up with their business.

It is important to know the markets concern than to talk to much about the business. It is more about relating it with the market than making the business itself alone exist.

Integrative Question:

1. Why do the companies need to know about the concerns of the communities which is the market?
2. What can the companies do to make the market be involved inside their business?
3. How can they give importance to their market?

But first, they must belong to a community.

The people must not stand alone in their society they must build community. A community can be a group of people that will interrelate to each other. It is a good way to make communication with other people.

In a business in order to make them involved in your company you need to consider the community. This is why the community is important from the market itself because it is where we can communicate with other people.

Community will help the people to be more productive and open to people. It is about making them know about you and for you to know about them. It is building relationship to each other and making it work.

For the business, the community is their source of market. It is where they get the information they need in order to improve their business and develop in a way that they can help the community which is the people.

As the business is build it has a target market to consider. It is the community that they will be considering. They will make sure that they connect their business to the community.

A person needs to get into the community to know more about our society. It is about making a contact to each other to build a great relationship and it is what people are. We talk and need a person to get along with that is why community is build.

Integrative Question:

1. Why do people need community?
2. What can people do to build community?
3. Why do companies need the community?

Companies must ask themselves where their corporate cultures end.

Companies have their own time of culture whether they can be popular or not. Companies is depended on what the product they own that will catch the attention of the people. It is on the motive and culture fit that the company stays strong.

Companies should know how to communicate with the people well. Handling customers from different point of view is a challenging part to the marketer because they have to be adjusting to the customer's culture.

Corporate should have proper manners and values inside the company. They should conduct some value that their company will be applying in order to keep their manners right when they communicate to people.

The corporate must be able to adjust the way they are approaching to the community and to the people. It is knowing what is happening to the society and creating good marketing strategy to make the company communicate with the market.

The company is the one that make fit to the society. They are usually the one that makes the move in order to make their company products known by the market. The company should know strategies that will help them succeed in their business. The do their best to make the people want their product and services in order to continually be consistent.

Integrative Question:

1. Why is culture for business relation?
2. What can they do to fit in the culture?
3. Why do the companies need information about the culture in order to stay stable in their business?

If their culture end before the community begins they will have no market.

As news and issues came out so fast, cultures should be also like it. Cultures must be known by the people and business people. They should be able to adapt to the culture and make changes if possible.

The companies need to be able to be informed by the community so that they will know what to do next. They should be able to adjust well and change things that should be developed.

The community nowadays is more powerful to the business world. The company is to base their business status whether what the community will be acting. It is the company's way to adjust and be able to make their business stable.

The market is the one that is changing in terms of the culture and way of living. The companies are to make sure they will be able to improve their business in a way that the community will be able to appreciate their products.

The companies should know how to make difference to other competitors. They should know how to make them want their product and that the community will be able to support them so that the products they have will be able to be stable and consistent business.

The companies should be able to adjust to their market and know the culture that has been change. They are responsible for knowing what is happening to the community.

Integrative Question:

1. Why do companies are responsible for adjustment?
2. Why is the community important to the company?
3. What can the company do to improve their business?

Human communities are based on discourse on human speech about human concerns.

The human voice is a powerful thing that we can use in our daily activities. It can help us understand each other. It is to make us know each other and communicate to other people.

As we communicate to other people, we build community and that where human communities built. We talk to each other and let to know what has been happening to our lives as well to our society.

Human voice know another human voice also which means as we converse to other people they will surely want to understand us as well us we understanding them. It is a way to connect with other people to build relationship and community.

We are humans. We want to be heard by people as well as listening to other peoples concern. We want to communicate with each other because it feels good. Letting other people know about your speech can give you a relief. It is something that can't be taken out to people.

Business needs human speech and human concerns it is for them to know what people are thinking and what can they offer to be better company. They are the one who give benefit to the community and they do this to make their company known.

Companies also need human community's information. They are to evaluate human speeches and concerns to be able to adapt to the community.

Integrative Question:

1. What are human communities?
2. Why is human speech and human concern important?
3. Why is human voice important to people?

The community of discourse is the market.

People love to talk. They want to make a dialogue. Dialogue can reach any people with any language. It is a way of communicating and developing more of you. Dialogue can change one's person perspective. They share and exchange experiences to each other.

The community has their own groups of people with the same way of thinking. They share their own experiences and opinions that came up with human community's conversation. It is the way they communicate with each other to know more about an issue.\

The community is where the market comes from. It is made up of people talking and working things up. They want to build relationships and communication to each other. The community is making issue and culture starts. It is where people bring up their opinions and creates a market conversation.

The market is the business customer. It is where the people talk about certain topic and letting the business know what they can improve and change for the better. It is a way to communicate with companies and market the community conversation.

The conversations, dialogue, and communication that is build through human speaking is the result of having a market. Market is the one that involved the people that needed company to bring them benefits and useable product or services. They want effective and efficient result by the company.

Integrative Question:

1. Why does market need dialogue?
2. How is market built by community?
3. Why do people do conversation?

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

Companies need the community. In order for them to be known and popular by the people they should know how to be close with the community which is the market. Market is the source of success of once company. Once that company has a support from the people they surely be improving and have high profit.

The community has conversations that the company must be responsible to know about it. They should know how to interact with the market and to be able to know what community's opinions are. They must be good at catching up with the community because it is where they will relay their strength.

When a company doesn't listen to the community they might as well fail. They will lose money, support, image and business. The community's power is too powerful to don't mind them. Companies should know how to be able to communicate with them well.

The market is where new products came out. It is because they suggest and talk about something that they need that the companies responsible of knowing it and trying to make that need they want. It is something that we all need in order for a product to be built.

A company should know how to understand the community well. They should properly experiment and discover the needs of the people and do better service for the people.

Integrative Question:

1. Why do companies need to know about market's conversation?
2. What does community discourse importance?
3. Why do companies need community in order to survive?

Companies make a religion of security, but this is largely a red herring. Most are protecting less against competitors than against their own market and workforce.

The companies main goal is to make their product be known by the market. They want their product to be the product that will surpass other brands. The product of a company is important to make their business at its stability.

The companies have a lot of competitors and in order to be more productive than the other they must have good marketing strategy to make the people want and need the company's product and services.

Sometimes their competitors are the customers and employees that are working at them. It is because the customers find another brand that will more satisfy their needs. The employees are sometimes the one that creates an issue about the bad side of the company. These are some issues that are happening.

More employees have lack of loyalty to their company. They might break the rules and tell other people the secret of the company which makes them the competitor. The company must be able to protect their company and give more motivation to their employees to have their trust.

The customers that are regular to them must have more beneficial to make them stay to their company and be more source of marketing to other possible customers in the future. The protection and care you gave to your customer is a big thing to a company.

Integrative Question:

1. Who are the company's competitors?
2. What can they do to be more competitive?
3. Why does the company need to be more protective to their customer and workforce?

As with networked markets, people are also talking to each other directly inside the company and not just about rules and regulations boardroom directives, bottom lines.

Market is an important thing in a company. It is the people's support that will give a company more power and success. Market is what company needs to be able to improve their company.

The market of a company is not only based on the customers and people in the community. It also involves the people inside the company. This is harder to believe but the more people know more about the company they tend to become more disloyal when they know something that is bad about the company. But when it is good they may be the key to more productive company.

The people inside a company are the one that talks about more about the company's way of business. The employees should be the one to keep the customer more loyal to the company. They should be able to be more loyal to the company so that they can be able to market their products to the customers well.

The employees that you will choose to be part of your company must be trusted in any way. It is because you will give them information about the company that is confidential. They must be able to be professionally trusted to what the company is about.

The company must be able to be more close to their employees it is the way to make them loyal and trusted to the company. The company should be always reaching out to their employees.

Integrative Question:

1. Why do people inside talk about the company?
2. What can the company do to make their employees trusted?
3. How can the company continue their successful business in terms of keeping their employees loyal?

Such conversations are taking place today or corporate intranets. But only when the conditions are right.

Conversations are the most effective way to make relationships and connection to people. It is to know more about them and create good interaction to each other.

Corporate do conversations each and every day. They talk to each other to build connection and make more productive business. They also choose the right time to make such conversation right.

Business people use networks to communicate with their employees and customers. It is more convenient for them and easier. They use this method when it is needed and appropriate to the situation.

The companies should know how to handle communication to their employees in a right way. They should know how to talk to them in a good manner and convincing way. They should be able to communicate well because it is the only way to make them be known by the community.

The people nowadays are more convince and encourage when they are being listen and understand by the community. The companies should be able to get closer to their customers as they reach their position at its high.

Conversation can truly make people understand each other. It is an important way of communicating and knowing each other to be able to build relation to each other.

Integrative Question:

1. Why do people need conversation?
2. Why conversation does needs to be at the right time?
3. Why does companies needs conversation?

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

Every company has their own rules and regulation it is to keep the people that are working there to be in proper manners. It is important for a company to have policies that will make the workers be more responsible to their action.

The workers inside a company must know their policies and rules inside their company. The company must be able to let their employees know about it. It is something that a company must declare. The company must be able to spread it out to the employees.

Companies policies can help the workers to be more good example to the people. They will be at good manners and proper. The companies should be able to not only conduct rules an regulation but also make their employees apply those policies.

The company must have a good plan to make their employees follow the policies in order to keep the company's name at good terms. It is a good way to make their employees be professionals and outstanding.

The employees should be convinced to do these policies. It is a good training for them in talking to customers in proper way and good manners. It is a good way to have good customer service to the customers and make them more convinced. It can get the customer's attention and loyalty.

Integrative Question:

1. Why does the company need policies?
2. What can they do to make their customer follow those policies?
3. Why do the employees need these policies?

Intranets naturally tend to route around boredom. The best are built bottom-up engaged individuals cooperating to construct something far more valuable: an intranetworked corporate conversation.

The employees inside a company have their own interest and likes. They might be having different interest that is hard to get along with. The company should be able to catch the employee's attention. They should know how to handle their company well.

The topics that are being discussed must be something that can catch their attention. Intranets are more about personal and private network. It is more of professionalism and work. It may tend to result at boredom because it has less interaction. The lesser the communication and correlation to other people the more an individual is more focus but more bored to his work.

The people like to interact with other people. It is their way to make more connection through network. Intranets give more private network. It is more of business matter relation and it may give more work. Intranets might be important but people are ignoring it. They want something that can make them communicate.

Individuals will be more productive when there is conversation. They want to have more communication and relationship because they found it better than working alone.

The corporate can build intranets that will interrelate to conversation. It may help boredom become interesting because they work together and communicate to each other to give better results of business. The employee's working together is a good thing to build more productive company.

Integrative Question:

1. Why do the companies need more productive environment inside a business relation?
2. What can the company do to make their employees be more active and responsible to their work?
3. Why do intranets tend to give boredom to individuals?