

“Inside our TRIBE PLATFORM, every endeavor, such as curating an art show, requires a tribe wherein you do three things - segment into groups, accomplish a set of tasks, and report those tasks back to the tribe. After reading this document, return back to <http://www.ratscoworking.com> and click the **register** link (in the footer) to begin using our BEST control panel to manage your tribe efficiently. Starting a tribe in our system is free for 30 days.

## 8 Steps to Starting a Tribe



### Step 1: Study the Meaning of being a Tribe

The mechanistic organization is defined as an organizational structure that is bureaucratic as well as hierarchical by nature. It is one of the most formal organizational structures which has a specific division of labor that results in specialized job profiles. The centralized system ensures a strict chain of command and a higher authority with all the power.

It is named so because of its similarity to a machine where every part is synchronized to create a predictable and standard output.

A formal organization is a secondary group that is structured in a manner that will help the members to achieve their goals with a minimum of fuss. These are large groups that integrate the right people, resources, technology, etc. to reach their desired objectives.

The formal organizations have managed to have a significant impact on every aspect of modern life because if you see around you will find that we are surrounded by several official organizations wherever we go like military, museums, hospitals, specific communities, etc.

The normative organization is defined as an organization where a large number of individuals join a group to pursue a shared goal. The membership of these organizations is voluntary because people believe that joining the group is socially and morally worthwhile.

The interest of such organizations lies in community services, environmental protection, social action, or supporting any other worthy cause.

A tribe is a normative organization and formal organization.

### What are the 3 types of normative organizations?



There are three types of formal organizations  
Coercive, Utilitarian and Normative.

Other names often call a normative organization for instance

- Voluntary associations
- Voluntary organizations

This type of organization is most effective in the real-world as it encourages people to pursue their moral commitments and goals reasonably. Initially, the members do not get paid for their effort and time because they are usually committed to do something worthwhile. However, these tribes as they grow often become formal organizations and even mechanistic organizations.

In the normative organization, the members join voluntarily, and this gives rise to a strong community of voluntary helpers who are willing to go the extra mile to fight for their cause. The other essential characteristics of a normative organization are a strong sense of loyalty towards the organization and the purpose with which the members are associated, commitment towards the organization goal and greater involvement of the members.

## Step 2: Document the Advantages of your Tribe to Attract and Register New Members



Often a website or online software is used to promote, attract, register, introduce, and setup members of a tribe. In this way, using software, a tribe will not grow to be out of control because of processing through manual processes.

Online software also makes starting and growing a tribe vastly scalable. Several categories for advantages cited for normative organizations are as follows:

- **Shared goals** – One of the advantages of a normative organization is that the members can work together for a common goal. This type of organization is a show of strength and commitment for a natural and common cause because the members identify with it and want to lend a supporting hand.
- **Intangible benefits** – Normative organizations offer intangible benefits to its members. This means that it does not provide a monetary or material reward instead provides the members with a sense of purpose, faith belief, values and the determination to do something for the greater good.
- **Greater involvement** – A normative organization is a voluntary group where members join the organization because they want to and not because they are paid or coerced to do so. For this reason, their participation level in all activities is much higher. The members want their organization to reach its goal and are willing to work extra to the best of their abilities so that they can make a difference to the vital cause.
- **Self-preservation** – The advantage of a normative organization is that it helps to maintain the ideologies of the members and the organization by steadily moving towards its goals. The voluntary membership and acceptance from the members gives it a credibility that helps to reinforce its values and reach the set goals

## Step 3: Legalize the Tenets or Requirements of Being in your Tribe



This step is optional but definitely a consideration when starting a tribe. Often the tenets or requirements of being in a tribe are expressed by a legal

agreements to confirm the desire of each perspective member of a tribe.

The goal of the legal agreements is to express in writing and with signatures an unequivocal set of tenets to be shared by all in the tribe such as the following:

- **Loyalty** – In a normative organization, you will find the commitment level of the members is much higher than any other kind of formal organization. The work [environment](#) in this type of organization is optimistic as hope and cheer are two of its most used mantras to achieve desired success. There is a sense of duty and commitment to the cause that gives the members an extra nudge to work diligently. Shared values are the reason why a normative organization comes into being. One of the most important benefits of a normative organization is the loyalty of its members that sees high retention rates, excellent attendance and better levels of productivity and [efficiency](#)
- **Mobility** – There is greater mobility in a normative organization than any other formal organization. This is because the organization can count on the collective power of its members to accomplish their goals easily. These members are agile and mobile because their inner strength forces them to move forward. For instance, when you are a part of a normative organization that strives to stop drunk driving this is because of a reason, maybe you have lost someone near your heart, and this incident helps you to serve others with more mobility so that you can make a difference.
- **Sense of belonging and purpose** – Being a member of a normative organization gives a sense of belonging and meaning to its members. The membership is voluntary so the members must have joined the group for a reason. Shared beliefs, values, ideologies give momentum to their cause that helps in fulfilling the purpose effectively. The members are rewarded for their participation in such groups by acceptance from the society and a feeling of doing something worthwhile for a group, community or society.

## Step 4: Divide Members or your Tribe to achieve assigned Actions



Division of labor is one of the differences between a normative organization and a tribe. A tribe shares the need to divide labor and tasks with more bureaucratic organizations. An essential advantage of the tribe is the division of labour that results in specialization and makes work easy and smooth. After achieving the desired action, the group reports back to the tribe in a transparent way.

Grouping of jobs is a type of structure that results in job specialization, and as members volunteer to work regularly and repeatedly with increasing productivity, efficiency and proficiency, it results in economies of scale.

The only difference between tribes and bureaucratic organizations is tribes do not have supervisors or managers.

## Step 5: Devise Ways for your Tribe to practice Influencer Marketing



Influencers enjoy the status of a celebrity in their niche, and people tend to find such Influencers more credible and knowledgeable while making their purchase decisions.

But wait, many think influencer marketing is the same as becoming an influencer. On the contrary, influencer marketing is the process of marketing influencers in a way that promotes the agenda of the tribe. Whether the influencer or influencers are members of the tribe or not is irrelevant. Influencer marketing is largely a strategic process that leverages the actions of an influencer instead of simply following the influencer.

Seeing the power of Influencer Marketing in convincing and converting more number of buyers, more than 63% of brands around the world are planning to increase their spending plan for Influencer Marketing.

Plus, around 60% of marketers engage in content creation, and [product](#) launches through influencer campaigns. \$7 is earned for each dollar that is invested in Influencer Marketing.

## Step 6: Devise a Plan for Members to become Makers



Maker's item development refers to all the stages that are included in making an item from its initial idea to its release in the market. All the processes that are involved in formulating any new item in the market, or modifying and presenting any existing item in the market are understood as item development.

Items can be history, food, relationships, fame, money, friends, or a car. Items can be practically anything that can be conceptualized but items must be recognized by others.

Item development is similar to product development except item development includes intangible items whereas product development typically refers to tangible items. Thus, when makers perform item development, their actions revolve around the procedures associated with the entire life journey of a item, be it ideation, innovation, and consumption.

This journey of item development includes:

### 1) To identify a market need for the item

Before launching your new item in the market, it is must that you are well aware of the target niche where your product will be accepted and consumed in a manner that you will enjoy the expected returns on investment.

### 2) To conceptualize and design of the product

When you are aware of the needs of your market, you need to ideate your item as per the requirements of your target demographics. Accordingly, you are supposed to conceptualize your product and its design, so you appreciate the demand and supply gap in your favor.

### 3) To build a roadmap for the product

To move towards developing your item, you must have a roadmap for your product. This will tell you how your item will get its actual shape as per the idea, concept and the demand in the market.

## Step 7: Build and Organize your Tribe to attract Customers



Running a business and keeping it profitable is not an easy job. Tribes operating differently from the most capitalistic companies are regularly required to come up with unique ideas and strategies to keep their customers and to stop them from going to other businesses.

A customer of a company can be a person or an entity which buys its products and services to use them for their use. A large group of these customers forms the customer base of the company or in this case, a tribe. It is essential to determine the right customer base of a tribe as

it is one of the two sources of income for the tribe. The second source comes from gifts given by people to the tribe.

Customers and gift givers are the kings and queens of every tribe. Now customers don't bend, but tribes are required to bend their methods and modify their tribe methods to keep their customers happy and to strengthen their customer base. The customer base is an essential term for every business. The customer base is the source of a tribe's revenue and profit. Therefore, it is necessary to learn about the customer base.

## Step 8: Host a Conference or Expo with your Tribe



Trade fair is an event in which tribes, firms, and industries sharing common interests present their maker items, products, and services in a defined setting to prospective clients, end-users, retailers, wholesalers, and distributors.

Some trade fairs have a massive audience as they can attract visitors and participants from every nook and corner of the world.

The importance of trade fair is as follows-

Helps to launch new products or services – The importance of a trade fair is that it is generally used by organizations as a ground to launch new products and services and do initial testing about them. Video presentations, product demonstrations, free trials, and free samples are some of the best ways to lure in potential customers and gain a consensus about the brand and its offerings

- Helps to create lasting impressions – A trade fair offers numerous options of interaction with potential clients, customers, and even rival companies. A well-designed booth is one of the best ways to promote the [brand image](#) and encourage others to view the products and services. When companies offer an enhanced booth experience by drawing the attention of its [target](#), it leaves a long-lasting impression on their mindset. This promotional activity captures and increases potential client engagement so that they can become actual clients of the company
- It is a place for personal interaction – Personal or face-to-face interaction can influence the other party very quickly. Trade fair provides this [opportunity](#) to the companies who have their stall or booth in it as they can engage with potential customers and make them understand the value of the [goods](#) and services on display. The presentation and subsequent conversation matter a great deal as this is the time when the potential customer tilts in your favor and becomes a client of your company. The personal interaction helps in closing the deal with a minimum of fuss

- Lead generation potential – Most of the trade fairs are very popular and have been able to account for a massive attendance. Remember, every one of the people in attendance is a potential lead waiting to become a regular client. Trade fair is one of the best places to make and develop contacts, give business cards, make a presentation and get a viable opportunity to impress others. Make sure to follow up by contacting them when the event is still fresh in their minds.
- Direct sales opportunities – A trade fair is a specific industry-related market, and the people who visit them are most probably on the look-out for relevant or related products and services. It gives a company the chance to gain direct exposure for its products and services in front of its target audience. Be ready with your statement so that you can create a favorable impression. The personal meeting is the best way to create opportunities for direct sales and make sure that you are not going to let it go to waste
- Cost-effective networking – Renting a booth for a trade fair, traveling to and fro with a team, designing your box and paying for meals might look like unnecessary and additional expenses at the onset for a single event. Still, if you look at it from another angle, it surely is an investment in the future. The business that a company receives after the trade fair is generally far huge than the investment and this fact is the reason why organizations love taking part in it. It is cost-effective networking that can lure in potential customers and make them your loyal ones