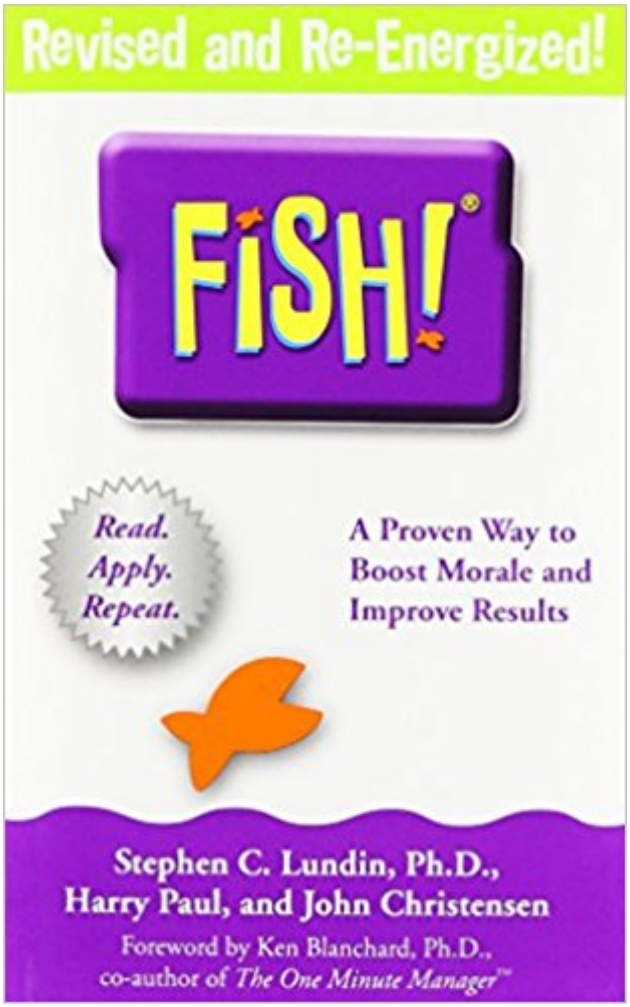
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Fish: A Proven Way To Boost Morale And Improve Results



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Synopsis

Imagine a workplace where everyone chooses to bring energy, passion, and a positive attitude to the job every day. Imagine an environment in which people are truly connected to their work, to their colleagues, and to their customers. In this engrossing parable, a fictional manager is charged with the responsibility of turning a chronically unenthusiastic and unhelpful department into an effective team. Across the street from her office is Seattle's very real Pike Place Fish Market, world famous and wildly successful thanks to its fun, bustling, joyful atmosphere and customer service. By applying ingeniously simple lessons learned from the actual Pike Place fishmongers, our manager learns how to energize those who report to her and effect an astonishing transformation in her workplace. Addressing todays work issues (including employee retention and burnout) with an engaging metaphor and an appealing message that applies to any sector of any organization, Fish! offers wisdom that is easy to grasp, instantly applicable, and profound--the hallmarks of a true business classic. Based on a bestselling ChartHouse training video which has been adopted by corporations including Southwest Airlines, Sprint, and Nordstrom.

Book Information

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Customer Reviews

Here's another management parable that draws its lesson from an unlikely source--this time it's the fun-loving fishmongers at Seattle's Pike Place Market. In Fish! the heroine, Mary Jane Ramirez, recently widowed and mother of two, is asked to engineer a turnaround of her company's troubled operations department, a group that authors Stephen Lundin, Harry Paul, and John Christensen

describe as a "toxic energy dump." Most reasonable heads would cut their losses and move on. Why bother with this bunch of losers? But the authors don’t make it so easy for Mary Jane. Instead, she’s left to sort out this mess with the help of head fishmonger Lonnie. Based on a bestselling corporate education video, Fish! aims to help employees find their way to a fun and happy workplace. While some may find the story line and prescriptions--such as "Choose Your Attitude," "Make Their Day," and "Be Present"--downright corny, others will find a good dose of worthwhile motivational management techniques. If you loved Who Moved My Cheese? then you’ll find much to like here. And don’t worry about Mary Jane and kids. Fish! has a happy ending for everyone. --Harry C. Edwards

This is one fish story that doesn’t exaggerate. It shows you how changing your attitude lets you enjoy your work and your life. Hook into it, it’s quite a catch! Spencer Johnson, author of Who Moved My Cheese? I recommend their book to anyone, on any level, who wants to make a difference at work. Hyrum Smith, co-chairman Franklin Covey Co. The story of the world famous Pike Place Fish market is fantastic. But this book is not just about selling fish; it’s a love story that can happen in your organisation too. Ken Blanchard, from the Foreword --This text refers to an alternate Hardcover edition.

I first learned of Fish! When I was working at my previous job. One of my colleagues had a training program with a video. I watched it and was captivated because it brings together all of the things I try to achieve in my day to day life:Play (while you go through your daily routines because playing is the essence of having fun).Choose your attitude (you can choose to be unhappy or you can choose to be happy; its up to you)Be present (in everything you do; the past cannot be changed and the future has an infinite number of variables).Make someone’s day (and the happiness you see will make your day, too).

In a mandatory training I attended at our University in January 2014, the facilitators of the group presented the four principals of FISH! I loved it so much that I asked for the information about the book. Since then, I have spent time reading, rereading, and incorporating these principals in all my affairs. If I could give this book 10 stars, I would!I like the four principals of the book, they make sense, are simple, but may not be easy to apply, it will depend on the commitment level of the leadership. Ask yourself this question: If you could work for an optimistic world class organization that cares about their people, would you? I don’t know anyone who would say no to that question!I

highly recommend this book to anyone committed and willing to restore the energy and passion in their workplace environment and life! FISH! is a great philosophy that can be applied to any organization. Once implemented, sit back and watch what happens, it’s nothing short of amazing!

I absolutely love this book would recommend it to any leaders in the business world. As a young manager myself I found it very helpful

This book has made me realize the very routine days that I live can be transformed internally. Great read for anyone in any profession

Fish! was an inspiring book that reveals key elements to maintaing a fun and energetic workplace. Through her conversations with a fishmonger (Lonnie), the main character (Mary Jane) learns the four components included in formation of a productive yet enjoyable environment. This is something that everyone is seeking within a job... and why shouldn’t they? Most people work 5 days a week for almost all weeks of the year, which accounts for the better part of their lives. So why should they dread coming to work and begin the "weekend countdown" every Monday?The third floor or "toxic energy dump" (as it is referred to in the text) represents more of a condition/state of being rather than a specific location in the book. There are many businesses throughout the world with a "toxic energy dump", but this book presents a solution. Fishmonger Lonnie describes four lessons to Mary Jane that aid her efforts to improve the third floor: Play, Choose Your Attitude, Be Present, and Make Their Day.When Mary Jane first visits the Pike Place Fish Market, she discovers the excitement and fun that workers share with customers. They have taken a job that is smelly, unpleasant, etc. and turned it into an enjoyable environment for everyone. Though people achieve success at work through productivity, it is important to have fun. Life is too short to stress about work. The second item, choose your attitude, is the one that most people tend to overlook. Those who attend work with a poor mentality do nothing, but spread that mentality amongst the office employees. This lesson provides insight about the control workers have over their own place of work, which is often underestimated. The third topic of discussion shows Mary Jane the importance of being present, paying full attention to clients. There is a difference between hearing and listening to a customer. Through attentive and engaging behavior, better relationships are formed while both parties (customers and employees) benefit from the interaction. The last component to the Fish philosophy is to "make their day", referring to the clients. In most cases, people enjoy the little courtesies that help brighten their day. In the case of Pike Place, workers who improve the well

being of others often feel a sense of accomplishment or pride in their job.These are all important elements that can/should be applied to any business. As a student nearing graduation, this book has helped me to better understand personal goals and needs within a work environment. Fish! not only points out common flaws in most offices, but provides people with the tools to recreate a more enjoyable career lifestyle. I would highly recommend this book to people who find themselves in a "toxic energy dump" or anyone else with a more fulfilling profession. This book explores a different mentality and approach that can be applied to any facet of life, both on a personal and professional level. To all those with a poor/unhappy mentality about work, I recommend going FISHING!

Great read. Had to read it for a college class. The book teaches some great values on boosting morale.

This book is inspired by the Fish Market at Pike Place Fish in Seattle. There fishmonger, have managed to turn their workplace into a fun and joyful market which features exceptional customer service.This fish market inspired the authors to write a story of a manager who is asked to head up and turn around a very ineffective department. This manager then applies the secrets that helped turn the fish market into such a fun workplace, namely: choose your attitude, play, make their day, and last but not least be present.A fun and insightful quick read, that reminds us that there is always room for play at work. My only criticism is that I wish there were more examples of applications in the workplace included.Below are some key excerpts from the book that I found particularly insightful:1- "I guess given the right conditions, any job can be dull."2- "There is always a choice about the way you do your work, even if there is not a choice about the work itself...We can choose the attitude we bring to our work."3- "There is something I know about you that you may not even know about yourself. You have within you more resources of energy than have ever been tapped, more talent than has ever been exploited, more talent than has ever been exploited, more strength than has ever been tested, and more to give than you have ever given."4- "As you enter this place of work please choose to make today a great day. Your colleagues, customers, team members, and you yourself will be thankful. Find ways to play. We can be serious about our work without being serious about ourselves. Stay focused in order to be present when your customers and team members most need you. And should you feel your energy lapsing, try this surefire remedy: Find someone who needs a helping hand, a word of support, or a good ear - and make their day."

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