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Fish!: A Remarkable Way To Boost Morale And Improve Results

Revised and Re-Energized!



Read.
Apply.
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A Proven Way to
Boost Morale and
Improve Results



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Synopsis

Over 5 Million Copies Sold! Imagine a workplace where everyone chooses to bring energy, passion, and a positive attitude to the job every day. A powerful parable that will help you see your life and work in a new way. It's a rainy day in Seattle, and on the third floor of First Guarantee Financial, people have stopped believing they can make a difference. To new manager Mary Jane Ramirez, the challenge of bringing life back to her unenthusiastic and unmotivated team seems impossible, until she discovers an incredibly successful workplace down the street where the employees are so alive and passionate that people stop just to watch them work! *FISH!* is the remarkable story of what happens when Mary Jane seeks the help of these unlikely business "experts" and learns their secret: four simple practices that, when applied daily, help anyone to be more energized, effective, and fulfilled. Filled with inspiration and timeless wisdom that will resonate with anyone in any field or career level, it's easy to see why *FISH!* is one of the most popular business parables of all time. People in organizations around the world use its practical lessons to improve customer service, build trust and teamwork, bolster leadership, and increase employee satisfaction. They also use the lessons to strengthen personal relationships, fulfill lifelong dreams, and realize their ambitions. *FISH!* will help you discover the amazing power that is already inside you to make a positive difference-wherever you are in life. 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

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 maintaining 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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