

What's possible...

...in your business

What if you could boost morale AND dramatically improve results in your business?

“FISH ARE FRIENDS NOT FOOD!”

...says Bruce, unbelievably (Bruce is the shark in the film 'Finding Nemo')!



Well Bruce is wrong!

In a Seattle farmers market with several fish counters, fish are most definitely food.

One of these fish counters - the World Famous Pike Place Fish Market - is the busiest one. It is the most entertaining one, the most successful one. Indeed they ARE world famous!

There's several best-selling books written about them; the world's most successful business video is about them and now this book summary is about them too!

No wonder they sell more fish than their local competition! And they provide a fabulous example of best business practice. One worth taking seriously...

But the book FISH! isn't directly about the World Famous Pike Place Fish Market – although they do feature heavily.

The book is about Mary Jane, newly moved from warmer climes to Seattle, a recently widowed mother of two...



What's the book's promise?

"If you need re-energising, want to be the best you can, and be happy then get FISHing."

...is Chris Taylor's view (he's from Norfolk Constabulary)

FISH! is about energising your people.

FISH! is about truly connecting your people to their work, their colleagues and your customers? And as a result you get the results you want for your business.

Reading the book promises to help you motivate your people so they take pride in what they do.

As a result, reading FISH!, proves your people can bring energy, passion and a positive attitude to their job EVERY DAY.

Can you imagine?

“Yeh right!”

Sounds a big ask from a tiny book – only 107 pages of big writing! Yes, it looks like a school book!

FISH! Is a parable, an invented story, about Mary Jane's challenges in her new job at the fictitious First Guarantee Financial.

Mary Jane, and her small team, quickly build a reputation as a team you can count on. So much so that everyone wants her to do their work.

In stark contrast, the third floor at First Guarantee Financial has a reputation for being unresponsive, unpleasant, slow and negative.

Unfortunately nearly every dept at First Guarantee Financial has to interact with the third floor to process the company's transactions. And so...

Even the head honcho called the third floor 'the toxic energy dump'!

Solving the toxic energy dump...

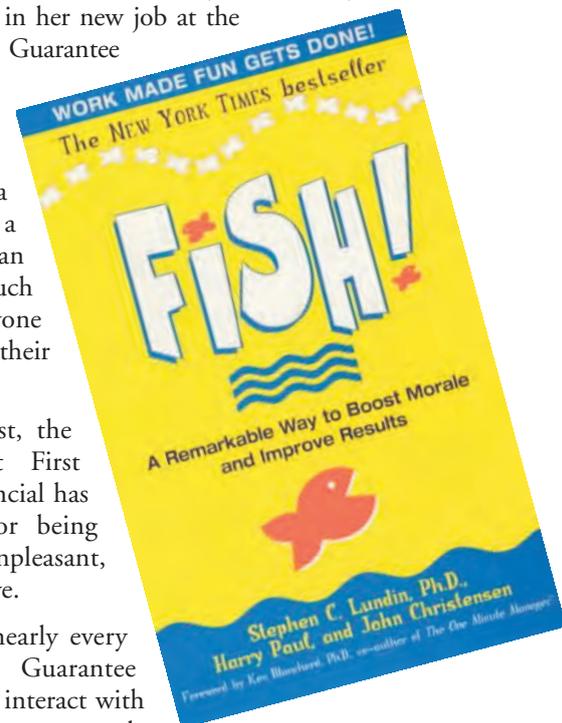
The solution to the third floor problem?

You guessed it. Mary Jane.

Mary reluctantly accepts the poisoned chalice 'promotion'. The third person to have the job in two years.

Five weeks into the job Mary is at a loss about what to do. And with a 2pm meeting looming – to report on progress to the head honcho – Mary Jane goes for a lunchtime walk to clear her head.

She makes a powerful new discovery...



What's possible...

The Pike Place Fish Market

And Pike Place Fish is the polar opposite of her third floor toxic energy dump.



It's fun. It's bustling. And...

...the customer service is world-class. Plus the fish look amazingly fresh too. And they're also successfully selling loads of fish!

Mary strikes up a conversation with one of the fish mongers, Lonnie. Mary ducks as a fish flies from the front counter to the rear with a cry of "One salmon flying away to Montana".

Then three crabs are juggled by another fish monger as the crowd watching cheers with gusto.

Mary's journey of discovery starts...

See for yourself...

We'll come back to Mary Jane and her journey shortly – you can now see for yourself what she saw...

You can see the energy and bustling fun of the World Famous Pike Place Fish Market yourself, simply check out this 43 second YouTube video.

What stands in your FISH! way?

You (or your team) might see FISH! as too "American".

And therefore it won't work!

Well, I'm not sure you can get less "American" than Oldham Council.

And Catriona Povey agrees with you (she's Organisational Development Officer for Oldham Metropolitan Borough Council)

"The main challenge associated with the FISH! Philosophy is trying to adapt the philosophy to suit organisations seemingly with little in common with a fish market"

Click here and read how Oldham Council made it work for them.

More British examples of making FISH! real in their organisations:

1. Tussauds Studios, based in Acton, where the company employs a regular workforce of 75 people, increasing to between 120-145 in the winter months when work is busy.

"FISH! has had a huge positive effect on our training ethic..." comments Simon Opie, General Manager at Tussauds.



2. General Medicine, at Kings College Hospital Foundation NHS Trust, has over 250 beds and employs more than 300 nursing staff.

They put FISH! to work and watched their team work better together and improved their patient feedback scores.

King's College Hospital NHS Foundation Trust

Even more UK FISH! examples...

Some other famous British-based companies who have adopted the FISH! Philosophy are BT, Shell and Carnival Cruises. It's even been put to work on an oil rig where safety comes first. Could it work for your business? Read on...

Shall we get back to Mary Jane?

So she dodges the flying fish and meets Lonnie...

They share a yoghurt.

And when considering Mary's 'toxic energy dump' Lonnie does his best to convince Mary that...

"There is always a choice about the way you do your work, even if there is no choice about the work itself."

Lonnie describes his grandmother's approach to the kitchen to make an important point:

"...my grandmother didn't love dishwashing. She brought love to dishwashing, and her spirit was infectious."

His point?

...in your business

"We can choose the attitude we bring to our work"

The emphasis being on the word 'choose' even though he acknowledges and emphasises that this is...

"Simple to understand, but more difficult to do"

Mary gets back to work and struggles to take on board the implications and power of this simple yet challenging message.

CHOOSE YOUR ATTITUDE...

"The attitude you have right now is the one you are choosing... is it the one you want?"

So Mary Jane shared her newly-found insight with the toxic team of the third floor!

One of her team chips in:

"Suppose I'm driving my car and some idiot cuts me off in traffic. That makes me upset and I make it obvious to them I'm upset with the required hand-gesture! What's with the choice thing? I didn't do it; it was done to me. I didn't have a choice."

Mary's reply:

"If you were in a rough part of town, would you have used that gesture?"

"No way!" he replies *"You can get hurt doing that."*

"So you can choose your response in a tough part of town but not in the suburbs?" counters Mary.

And Mary wins the argument. She's surprised by the tentative agreement and support.

And then there's a sign!

The team erect a sign – **CHOOSE YOUR ATTITUDE** – with two pictures below, a smiley face and a grumpy face.

Mary was on her way.

Time to PLAY...

Throwing fish. Juggling crabs! Easy at a fish market. Not so easy in the serious world of an insurance claims department!

On Mary Jane's next visit to the market Lonnie explains:

"Pike Place Fish is a real business which is run to make a profit... but we discovered we could be serious about business AND still have fun with the way we conducted business... in a respectful manner."

If a London hospital can and Oldham Council can and an oil rig can – can you?

Of course you can...

But there's two more strands of The FISH Philosophy ...

MAKE THEIR DAY...

Mary realises at Pike Place Fish they look for as many ways as they can to create great memories. And they create memories whenever **they make someone's day**.

"The world becomes a better place the moment you act on an intention to serve another"

They engage with people and welcome them to join in the fun – it authentically directs attention to the customer.

Not surprisingly they also sell a lot of fish!

BE THERE...

Last but not least.

The Pike Place Fish Mongers are fully engaged in their work, and they clearly see their work is about meeting the needs of their customers.

"You can multi-task 'stuff', but you have to 'BE THERE' for people."

CHOOSING YOUR ATTITUDE determines who you're being when you're doing what you're doing with your colleagues and your customers!

PLAY is good as long as it involves, respectfully, the customer.

MAKING THEIR DAY revolves around the customer.

BE THERE is recognising there is only one customer at a time – they are the centre of attention, they are the focus at the moment you interact with them.

Maybe, just maybe, it will work at First Guarantee Financial. (And also for you?)

Simple but...

"Beware..." says Lonnie *"...it will be important for your staff to discover the Fish philosophy for themselves."*

So Mary sets to her task of introducing the four principles of FISH! to her (slightly less) toxic team.

It's not a quick fix but of course there's a happy ending on the third floor of First Guarantee Financial! So much so, Mary is offered (but declines) another promotion.



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FISH! describes the trials and successes Mary Jane has as she involves her people in discovering the merits of the four FISH! principles:

- **CHOOSE YOUR ATTITUDE**
- **PLAY**
- **MAKE THEIR DAY**
- **BE PRESENT**

And at only 107 pages FISH! is – not surprisingly – a playful, fun read worthy of your attention and time, don't you think?

To order your copy of FISH! go [here](#)

You'll be hard-pushed not to enjoy and get something from this stunning little book.

And what if you want more?

You can look deeper into what actually happened at The World Famous Pike Place Fish Market as they discovered and installed these four principles. John Yokoyama (the owner of Pike Place Fish) has created a 'how to' book also worthy of attention.

Find out more about 'When Fish Fly' [here](#)

Next Steps...

You now have a (FISH!) flavour for what you'll find in the book.

I hope it's tempted you to buy and read it or watch the videos.

And of course let me know your experiences of seeing FISH! work on you and your people.

Hope it **MAKES YOUR DAY...**

Elinor

PS To see a one-page mindmap memory prompt for this book summary go [here](#)

Your thoughts...

Your Actions (next steps)

1.

2.

3.