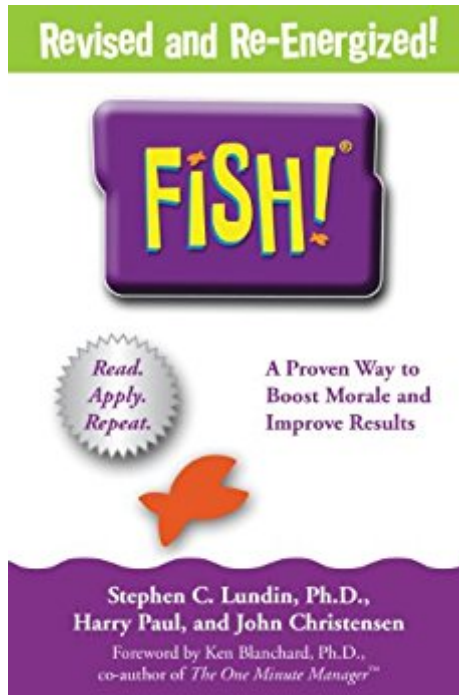


The book was found

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



## 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

FISH is written in a parable (short story using fictional characters) format, reminiscent of the style apparent in the classic, bestseller *The One Minute Manager*. The goal of the FISH Philosophy is to learn how to boost morale and improve operational results in a business organization. As the authors put it "Enclosed are the keys to creating an innovative and accountable work environment where a playful, attentive, and engaging attitude leads to more energy, enthusiasm, productivity, and creativity." The four key points of the philosophy are: \* Play - have fun and create energy at home or at the office.\* Make their day - how can you engage fellow employees, customers and make each other's day?\* Be Present - How can you make sure you are fully available and aware during conversations with people? It is about create a greater sense of intimacy between individuals.\* Choose Your Attitude - Each day you choose how you are going to act or which "side of the bed" you wake up on. The choice is yours and, the way you act, affects others. In my opinion, this business parable, like the rest of them, is great and horrible at the same time. It is a great read for the following reasons: 1. It is a quick read. I read it in about 2 - 2.5 hours and I am a fairly slow reader. 2. The book is able to illustrate one point extremely effectively. For example, in this book they show how workers attitudes can impact a setting and how many of us don't understand how our attitude impacts our work setting and quality of life. 3. These are the kinds of books that employees will read as they are 100-150 pages in length and easy to read so a massive investment of time and energy isn't required by employees. It is a poor book for the following reasons: 1.

This is a brief, simple, but elegant book that is an eye opener for those of us who grew up with notions like: "Work is serious, let's have no fooling around!" or "Profit is 'the only' way to measure business success." The story is told in the context of a familiar business departmental crisis. Traditional management processes have failed and those who tried to implement change left convinced that conditions would never improve in that department (nicknamed the "Toxic Energy Dump"). A new departmental manager is assigned; she must find and implement new solutions or suffer the burden of defeat experienced by her predecessors. Serendipitously, during her lunch break, she discovers a fish market that does not fit preconceptions for that environment most of us

would have, i.e., hard, tedious work under unpleasant, uncomfortable conditions. What she does experience is a group of people who are totally involved with their customers, having a lot of fun, and selling lots of fish! She asks one of the fishmongers about how they do this. And so begins the odyssey that uncovers the four key lessons she applies to turn her department around. I believe that these lessons are cornerstones for success both at work and in personal life. The lessons may seem simple and obvious, but they are based the deep needs we all have to feel that we matter, to contribute to others, and to enjoy our work. I attended the first "Fish Camp" in Minneapolis that Steve Lundin and his associates facilitated (they did a great job); I left with the lessons contained in this book.

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