

What is FISH!®?

FISH! is a skill that provides the process, tools and language to generate the skills necessary to design a workplace full of inspiration, creativity and innovation. It creates a common language and a wisdom that everyone can embrace. It is an invitation that enables people to care about each other and their commitments. FISH! is an ongoing journey. It is not a fad. It is a practice and a skill that evolves over time creating a positive workplace and a vibrant culture each time it is embraced.

The FISH! Philosophy® emerged in 1998 from the film, FISH! Catch the Energy, Release the Potential, produced by John Christensen a company's CEO. This film is about the Seattle's world-famous Pike Place Fish Market. What John captured and translated into film was that even in a workplace where fishmongers spent stinky, grueling 12-hour shifts stocking, selling and packing fish, remarkable results can occur when people accept the invitation to:

- 1) Be there for their coworkers and customers
- 2) Play
- 3) Make someone's day
- 4) Choose their attitude about how they show up for work

Today, FISH! is flourishing in corporate and educational markets throughout the world championed by business leaders, Human Resources and individuals committed to creating a culture of trust, accountability and innovation.



The FISH! Philosophy is an invitation to re-awaken the self-trusting, creative spirit within each of us. It inspires you to start new conversations and to develop new attitudes about how you show up in your community the workplace. FISH! inspires you to have fun again, at work, at school and at home every day of the week! The bottom line? FISH! has created a new vocabulary that won't just change how you view work, it just may change your entire view on life.

FISH! is a film about real people. It's not the result of years of psychological analysis or volumes of marketing research. Like so many of life's best lessons, it just showed up.

FISH! is a way of life. It's a set of simple, interconnected principles that everyone can tailor to their own life and work. No one else can live these principles for you. When you choose to make these principles a part of *your* life, no matter what is going on around you or where you are in your life's journey, you will notice a positive difference in your relationships and within yourself.

FISH! is old wisdom for each new day. It reminds us of what we often forget when we're busy, stressed-out and self-absorbed. In people who are living FISH! principles already, it supports and reinforces them. FISH! behavior often starts with one person and attracts others. When a community of people commit to it together, the effect is powerful, creating a higher quality of life at work.

FISH! is NOT a program that can be imposed or mandated. It's not a way to "fix" others. It's not a bandage to cover problems such as lack of trust or responsibility. FISH! is not a replacement for strategy, tactics, experience, continuing education or good, old-fashioned elbow grease. It's not a guarantee against the cycles, layoffs and other realities of a quickly shifting global economy. It's not a magic pill. It doesn't happen overnight.

FISH! doesn't ask you to follow specific steps in a certain order. Every organization, every person, is different. Each finds different ways to bring FISH! into their lives.