

# What is The FISH! Philosophy?

It all started with a simple trip to the fish market.

## No Ordinary Fish Story

Filmmaker John Christensen was in Seattle when he discovered a business that pulsed with enthusiasm and commitment. It was the World Famous Pike Place Fish Market, where large crowds come to watch the fishmongers work—and buy lots of fish.

*“Every company could benefit from that kind of passion,”*

*John thought.*

So he made a film about the fishmongers. It’s called FISH! and it explores four simple practices anyone can use to be successful. These practices, known as The FISH! Philosophy, are the foundation of our training solutions.



Did you know?

# 85% of people dislike their jobs.

Our FISH! Philosophy inspires and teaches business leaders to create company cultures that keep employees invested for years to come.

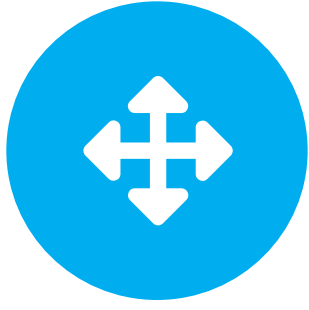
The FISH! Philosophy strengthens trust, teamwork and engagement—the foundation your team needs to excel. People are more engaged when they’re having a good time and more committed to live what they’ve learned. Start seeing your work in a fresh and powerful way.

## 4 Simple Practices. Amazing Results.



### Be There

Be emotionally present for people. It’s a powerful message of respect that improves communication and strengthens relationships.



### Play

Tap into your natural way of being creative, enthusiastic and having fun. Play is the spirit that drives the curious mind, as in “Let’s play with that idea!” You can bring this mindset to everything you do.



### Make Their Day

Find simple ways to serve or delight people in a meaningful, memorable way. It’s about contributing to someone else’s life—not because you want something, but because that’s the person you want to be.



### Choose Your Attitude

Take responsibility for how you respond to what life throws at you. Your choice affects others. Ask yourself: “Is my attitude helping my team or my customers? Is it helping me to be the person I want to be?”

EXPLORE THE 4 PRACTICES



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