

The Story of FISH!: “I Want That Energy in My Company”



Filmmaker John Christensen was shopping in Seattle when he heard a crowd laughing and screaming. Curious, he followed the sound and discovered the source of the commotion. It was the World Famous Pike Place Fish Market.

John watched as a fishmonger fired a slippery salmon to a coworker, who made a spectacular catch as the crowd applauded. The fishmonger invited a delighted customer to try her luck. The energy was electric.

The fishmongers greeted strangers like they were old friends. Despite the noise and bustle, when a fishmonger served a customer, it was like they were the only two people in the world. Everyone was smiling and, not coincidentally, buying lots of fish.

John was fascinated. “I want that kind of energy and wholeheartedness in my company,” he thought. But where did their passion and commitment come from? Selling fish is cold and exhausting. If it wasn’t the job, what was it?

John brought a crew back to the market and spent several days filming the fishmongers. When he and his team at ChartHouse Learning analyzed the footage, they identified four simple practices anyone could use to be more successful. ChartHouse called these The FISH! Philosophy and made a film about them titled FISH!. It became the most popular training film in the world.



THE FOUR PRACTICES OF THE FISH! PHILOSOPHY ARE:

Be There

When people need you, they need all of you. Be fully present for them. It’s a powerful message of respect that improves communication and strengthens relationships. It’s the glue that brings people together.

Play

Play is not the opposite of work. It’s a mindset you can bring to *everything* you do. Customers love to be served by people who are lighthearted, helpful and genuine, not stiff or scripted. Play is the spirit that drives curiosity and creativity, as in “Let’s play with that idea!”

Make Their Day

People want to be appreciated and recognized, whether they are a customer or a colleague. Make Their Day is about finding simple, meaningful ways to show people you value them. Every moment contains an opportunity to make a positive difference for someone.

Choose Your Attitude

Life continually tests your attitude. You “choose” your response, and your choice affects others. It begins with intention: “Who do I want to be? What kind of day do I want?” Awareness comes next: “Is my attitude helping my team or my customers? Is it helping me to be successful?” When you make a conscious choice, you control your attitude, instead of your attitude controlling you.



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