Catch the Energy.
Release the Potential.
Great organizations are powered by positive energy. You can’t force people to be positive and passionate. They must choose it for themselves. When they do, it drives remarkable results and sustained excellence.

The FISH! Philosophy releases the energy, enthusiasm and creativity inside each of us. It helps you build a culture where people choose to bring their best to work.

ChartHouse Learning, creator of The FISH! Philosophy, offers a variety of proven learning solutions to help you achieve your goals. Organizations around the world use these solutions to strengthen teamwork, deliver outstanding customer service and improve employee retention.
According to Gallup, 70 percent of Americans are not engaged in their work. The FISH! Philosophy inspires and empowers people to create a workplace they love.

High-performing teams are distinguished by how members treat each other. The FISH! Philosophy helps you build trust by being there for people who need you.

People are more likely to stay with a job if they have good relationships and feel valued. The FISH! Philosophy offers simple ways to support and recognize each other.

Customers love being served by people who love what they do. The FISH! Philosophy helps you “wow” customers by serving in a way that’s distinctive and authentic.

As a leader, your most powerful influence is your example. The FISH! Philosophy helps you be more aware of your impact and care for the people you lead.

Any change is difficult when trust is weak. When leaders use The FISH! Philosophy to improve relationships, employees gain the confidence to adapt and contribute.

Every organization needs fresh insights, and often the best ideas come from staff. The FISH! Philosophy builds a culture where it is safe to “play” with ideas that improve results.

Prospective employees want to work in a place that is upbeat, fun and “human”. A FISH! culture attracts people excited to bring all of their talents and passion to work.
When people need you, they need all of you. Being fully present is a powerful message of respect that builds relationships. It's the glue that brings teams together.

“I want that excitement and passion in my company,” John thought. But he noticed that selling fish is cold and exhausting. Where did the energy come from? To find out, he made a film about the fishmongers. It's called FISH! and it's the anchor of our learning programs and services.

FISH! identifies four simple practices anyone can use to be successful. A practice is a skill or habit you work on every day. The more you “practice” it, the better you get. When you make these practices a part of your life, you will see a positive difference in your work, your relationships and within yourself.

The FISH! Philosophy practices are:

**BE THERE**
When people need you, they need all of you. Being fully present is a powerful message of respect that builds relationships. It's the glue that brings teams together.

**PLAY**
Play is not the opposite of work. It's a mindset you bring to *everything* you do. Play is the spirit that drives creativity, as in "Let's play with that idea!" It encourages service that is genuine and lighthearted.

**MAKE THEIR DAY**
Everyone wants to be appreciated, whether they are customers or colleagues. Make Their Day is finding simple, meaningful ways to show people you value them. It transforms everyday interactions into special memories.

**CHOOSE YOUR ATTITUDE**
Life tests your attitude. The key is to understand that you “choose” your response, and to be aware that your choice affects others. When you make a conscious choice, you control your attitude—instead of your attitude controlling you.
The FISH! Philosophy speaks to universal needs—to contribute to a high-achieving team and be appreciated for your efforts.

That’s why our FISH! video learning program is used around the world, and has been translated into nearly 20 languages in 32 countries. Our book, FISH!, has sold more than 5 million copies and translated into 34 languages.

The FISH! Philosophy is used in all sizes of organizations from multi-national corporations to small businesses. More than 80 percent of Fortune 500 companies have invested in FISH! Philosophy training materials.

Over 50,000 customers in every industry use FISH!—notably health care, education, business services, manufacturing, hospitality, retail, financial, medical products, government and technology.

Here are just a few of the organizations who have invested in The FISH! Philosophy:

Call 800.811.5217 or visit FISHPHILOSOPHY.COM to learn more!
What they say about Deena:

“Deena was simply outstanding. The entire audience was captivated by her enthusiasm and her professionalism.”

Diane
Provider Specialist, Child Care Resource & Referral

 “… incredibly inspiring … captivating, funny, serious, real, and overall intoxicating. You left us with powerful messages and tools to make us better professionals and people.”

Julie B. Hirsch, Ph.D
Johnson & Johnson Consumer & Personal Products Worldwide

At a FISH! Live Event you will:

• Discover practical ways to apply The FISH! Philosophy to improve teamwork, service, leadership, retention and performance.
• Make the FISH! practices an essential part of your personal and professional skill set.
• Learn how to embed The FISH! Philosophy into the DNA of your culture, strengthening your mission, vision and values.

Meet your host, Deena Ebbert:

Deena is the world's leading FISH! presenter. She’s inspiring, insightful, funny and real. Deena has a passion for performance, as a former professional opera singer and longtime member of corporate America, where she led many top-performing teams. She understands how to motivate teams through trust and understanding. Deena has a gift for helping you see your work—and life—in a new way, so you can create unprecedented results.

Call 800.811.5217 or visit FISHPHILOSOPHY.COM/SPEAKING to learn more!
“As a leader you’re infectious. The question is: Do people want to catch what you have?”

ROB GREGORY, OWNER, ROCHESTER FORD

“The more you energize your coworkers, the better everyone performs.”

HARVARD BUSINESS REVIEW

“Businesses that I see use FISH! invariably end up the ‘first choice’ for customers and employees.”

DEENA EBBERT

“If you love your job, it’s going to show. And if it shows, it’s going to affect somebody.”

SAM, FISHMONGER

“Many people separate ‘work’ from ‘life.’ But it’s all life. Why not spend another 40 hours a week living fully?”

THE FISH! GUIDE

“There is always a choice about how you do your work, even if there is not a choice about the work itself.”

FISH! THE BOOK

Contact me to learn more about The FISH! Philosophy:

SUZIE HEIAM
Director of Cultural Engagement
ChartHouse Learning, The Official Home of The FISH! Philosophy

800-811-5217 | suzie.h@charthouse.com

FISHPHILOSOPHY.COM